

THROUGH THE LENS

Newsletter

July
2023

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Flash vs Continuous Lighting

We look at the pros and cons of both formats



Photography Workshops at Camera Exchange



Meet The Team:

James Leduc



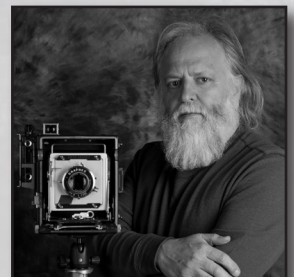
Profoto B10X and B10X Promotion

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Featured Photographer: Nikolai Akinin



Flash vs Continuous Lighting



Some points to consider when deciding whether to purchase either flash or constant lights:

A flash unit is generally more portable, smaller and more powerful than a continuous light of the same price. On average, high-quality continuous lights with good power cost more than the equivalent strobe. A single speedlight puts out more power than most beginner continuous light kits. A modestly powered strobe will be able to "overpower" the sun, whereas continuous lights cannot.

Flash offers the ability to freeze motion while constant light does not, which means that they work better than continuous lights for action shots.

Strobes can also be used to drastically reduce the ambient light in a scene, which gives you more creative control.

Strobe lights will still illuminate your subject at quite a distance, whereas continuous light doesn't project as far, therefore on-camera speedlights work much better than an on-camera continuous light.

Flash takes a great deal more time and effort to learn how to use it correctly, and they usually require triggers/receivers for them to work off-camera.

Obviously, flash can't be used for video, however continuous lighting can be used for both photography and video.

With continuous lighting you can see the light, so it becomes much easier to learn lighting techniques, however flat panels don't project, or wrap the light in the same way that a strobe does.

If you don't use a light meter, flash can take more trial and error during a session because you can't see the light, however most strobes come with a modeling light that is a constant light source, which is designed to help you visualize the final shot.

The power output from flash units far exceeds that of constant lights. Short flash durations ensure crisp, clean sharpness to your image.

Constant lights also require a constant power source and bulbs will burn out and need to be replaced. Some constant lights can run on battery power, however the batteries will not last as long during a shoot, as a flash will. Some constant lights can be quite noisy, if they have a built-in fan.

Bright constant lights can tend to make people squint or blink versus the quick pop of a flash. They also tend to run hot and can overheat, however the newer LED panels tend to run cooler.

Some LED panels will give you the ability to change the color temperature at the turn of a knob. To change the color temperature of flash units, you will need to use color correction gels.

Both flash and continuous lighting can be used with various modifiers, such as softboxes, grids etc.

As you can see, there are pros and cons to both lighting formats. Talk to one of our sales associates about the right lighting system for your particular requirements.

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Concerts • Sightseeing
Sports Events and more...



**CAMERA
EXCHANGE**

BASIC PHOTOGRAPHY Workshop

SATURDAY 29 JULY 2023
10:30 AM TO 1:30 PM
COST: \$99.99

AT CAMERA EXCHANGE
5582 DIXIE HWY, WATERFORD, MI
CONTACT (248) 623 8990
WWW.CAMERAEXCHANGE.COM



IS THIS YOU?

Do you get confused by all the buttons and dials?

Want to take better photos, but have no confidence?

Do you panic when shooting in direct sunlight and then end up with photos that are too bright or dark?

Want to take sharp, clear photos, but don't know what settings to use?

Do you always shoot in Auto mode and wish you could use the other modes?



WHAT YOU CAN EXPECT

We will explain all of the technical jargon in easy to follow, plain language.

At the end of the workshop, you will have a better understanding of your camera's main functions, and how they work.

BASIC CAMERA SETTINGS

HOW TO ACHIEVE CORRECT EXPOSURE

APERTURE - SHUTTER SPEED - ISO

DEPTH OF FIELD

WHITE BALANCE

METERING MODES

[Register here for the Basic Photography Workshop](#)

Master 4D Lighting Workshops by Claude Jodoin

Former Technical Editor, Professional Photographer for Rangefinder Magazine. Michigan's 1st Digital Photographer.



Part ONE: Saturday 23 September 2023

Part TWO: Saturday 30 September 2023

Start: 10:00am (sharp) to 2:00pm

Where: Camera Exchange, Waterford

Cost: \$89 per person

Bring your camera, portrait lens and laptop with Photoshop.

Live model, bottled water and snacks will be provided.

This is a great hands-on workshop and portfolio building opportunity for a maximum of 10 photographers (Intermediate/Advanced).

Part ONE will be lighting instruction, using one light source, to produce great portraits straight out of the camera, like the images shown below.

Part TWO will feature up to three light sources.

We will be using Hobolite LED lighting, which will give us WYSIWYG previews and requires no flash sync.

Photoshop tools will be used to verify all images.

[Register here for the Master 4D Lighting Workshops](#)





5592 Dixie HWY Waterford, MI 48329 (947-222-8135)



#701 Studio Portrait Lighting \$35.00 Saturday August 5, 2023 1:00-3:30PM

Camera Exchange and Midwest Photography Workshops are pleased to Co-Host the First Saturday Lectures. On the first Saturday of each month, Bryce Denison will present a one and a half-hour lecture/demonstration on some facet of photography from 10:30AM to Noon for an entrance fee of \$25.00. After a one-hour lunch break, Bryce will present a different two and a half-hour lecture/demonstration from 1:00-3:30 PM for an entrance fee of \$35.00. Each month will feature a different facet of a photographic technique.

This two and a half-hour program will provide by lecture and demonstration the techniques of quantifying beauty which will help determine exactly where to place the (brighter) main light. Then, we will talk about how measure and place the fill light to create the lighting ratio to flatter your subject using a flash meter. We will demonstrate a variety of types and styles of lighting including the use of background lights and hair lights. We will also have a discussion about the proper lens focal length consideration for portraiture and why you should choose a particular style of lens. Live model is provided. This is not just a powerpoint presentation, but a chance for you to bring your camera and shoot photographs. This is part of the First Saturday Lecture series co-hosted by Camera Exchange in Waterford and Midwest Photography Workshops. Go to the Midwest Photography Workshops web page www.midwest.photography. Click on #701 to register for this two and a half-hour program. Registration is limited to the first twelve students.



[Register here for the Midwest Photography Workshops](http://www.midwest.photography)



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So; you want to photograph in Maine?

Saturday August 5, 2023 10:30-12:00 PM \$25.00

Camera Exchange and Midwest Photography Workshops are pleased to Co-Host the First Saturday Lectures. On the first Saturday of each month, Bryce Denison will present a 1 1/2-hour lecture/demonstration on some facet of photography from 10:30AM to Noon for an entrance fee of \$25.00. After a one-hour lunch break, Bryce will present a different 2 1/2-hour lecture/demonstration from 1:00-3:30 PM for an entrance fee of \$35.00. Each month will feature a different facet of some photographic technique.

Do you want to photograph Lighthouses and fishing Villages? Come to this 2 1/2 hour lecture/slideshow to learn where to go and what equipment to bring to bring home either family vacation photos or images for your camera club competition that will dazzle. Maine is famous for scenery, wildlife and food! What is it that they eat there? Oh yes... LOBSTER! Acadia National Park awaits your arrival. Fishing Villages all along the coastline welcome photographers. We will learn to photograph the fishermen while at work. Your photos should tell a story. We can help you with that. In fact; in October, Bryce Denison of Midwest Photography workshops will lead a photo safari to Maine. This program might be just the nudge you need to attend.



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Camera Exchange will pay you cash for your point and shoot digital cameras.

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CAMERA EXCHANGE

(248) 623 8990

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Meet The Team

James Leduc



James is our Store Manager and is an experienced professional photographer and content creator with a passion for commercial photography and business development.

He is also proficient in Adobe Creative Suite, branding, content management systems, customer relationship management, customer service experience, digital marketing, e-commerce, market research, SEO, social media, strategic planning, supply chain management, and workflow management.

James is extremely knowledgeable about the business and products that we stock. In particular, he ensures that he always stays up to date, with the latest technology and camera equipment.



We are now carrying a range of Shimoda products, in-store at Camera Exchange. Shimoda are a manufacturer of camera bags, backpacks, camera bag core units, shoulder straps and other accessories. Drop in and browse our selection.



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Alkaline Batteries**

VARTA Alkaline AA Batteries

~~was \$4.99~~

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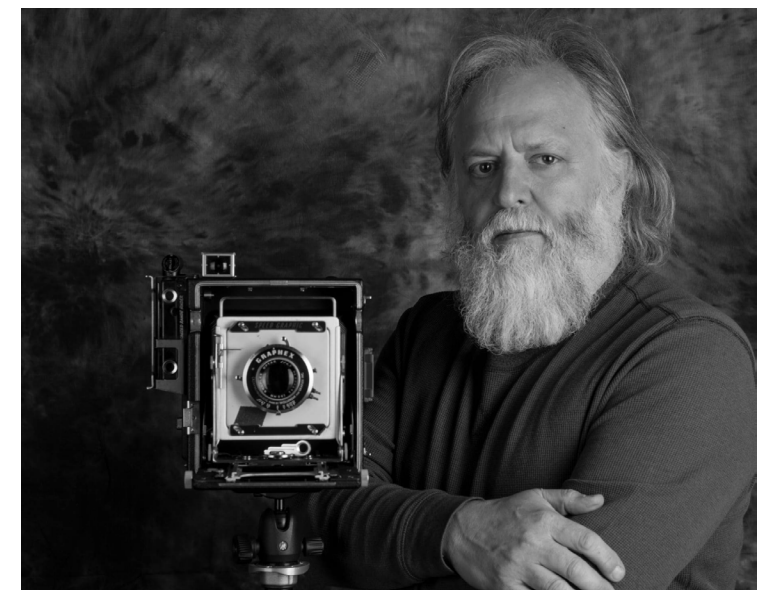
Nikolai Akinin

After being away from the art of photography for more years than I care to admit, I have rediscovered my passion to create aesthetic images once again. My enthusiasm began at the age of 14, I discovered my school had a fully equipped darkroom but no one to explain the process, so off to the public library where I found books on developing, photography, composition, lighting etc.

Skip forward 51 years and here I am. Currently my interests lean towards portrait and fashion photography with a dose of macro, wildlife and product photography. I am based in southeast Michigan.



Instagram: [@nikolai.akinin.photo](https://www.instagram.com/nikolai.akinin.photo)
Facebook: [Nikolai Akinin](https://www.facebook.com/NikolaiAkinin)
Web: [nikolai-akinin.com](https://www.nikolai-akinin.com)



**WHILE YOU ARE
ENJOYING THE
BEACH WEATHER,
WE WILL DIGITIZE
YOUR OLD TAPES
FOR YOU !**



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