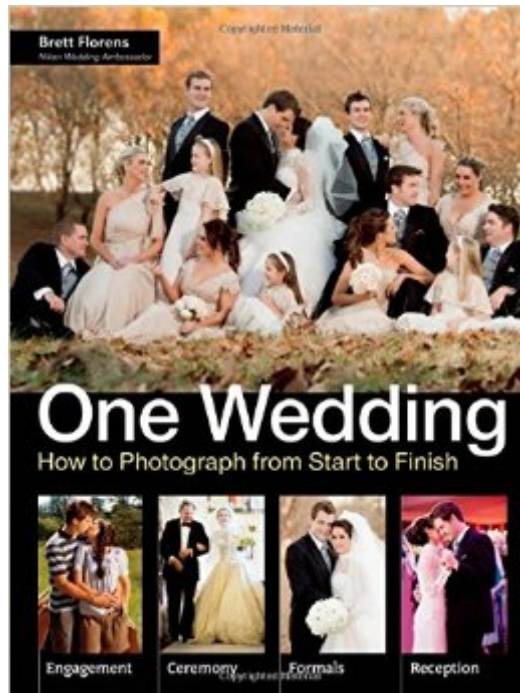


The book was found

# One Wedding: How To Photograph A Wedding From Start To Finish



## Synopsis

Brett Florens walks you step-by-step through one real wedding (the celebration of Claire and Chris), revealing his go-to shooting techniques and time-management strategies. Florens begins by customizing image concepts to suit the clients' personalities and style. On the engagement shoot, he takes you through setups with Claire and Chris that begin with natural light then escalate to multi-strobe approaches. Florens launches his wedding-day coverage with early-morning shots of the guys and the ladies, creating a variety of group and individual images indoors and out. At the ceremony site, he has advice for documenting each event and creating formal portraits of the couple and guests. After a quick-but-efficient break for location portraits, he concludes the day's hour-by-hour coverage with standout shots of the reception, made with strobe, ambient light, and bounce flash. Throughout, he demonstrates how shooting with the album(s) in mind will ease the post-event design process and boost your sales. In this practical, inspiring book, you'll see real wedding photography as it is rarely revealed: from the perspective of a single event, start to finish.

## Book Information

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## Customer Reviews

I was a recently lucky enough to get my hands on the brand new book: One Wedding - How to Photograph from Start to Finish by Brett Florens. When the book came in the mail from Amherst Media, I couldn't wait to crack the binding! The cover showed exactly what I was hoping to see from Brett's wedding work. A large wedding party grouped beautifully. Brett opens his book with "The Journey". He briefly explains his process and outlines the book before jumping right into

Engagements. In the engagement section of this book, Brett explains his careful research for the clients and goes on to explain that meeting with them before your engagement session is essential to gaining client trust and in making them more comfortable. He outlines his entire shoot with gorgeous photographs illustrating where his inspiration came from to his finished product. Brett even goes as far as giving his reasons for his album layout design with illustrated examples. From engagements we go hour by hour into a couples wedding day. Brett takes us on a journey into his thought processes, planning, and execution. He shares his camera setting information, his reasons for positioning poses, and teaches how to bring fashion photography lighting and posing into our own weddings. When the wedding day is over, Brett takes us with him to shoot a post session! We see learn the importance of such a session for the couple and we step by step instruction in planning and adding these to the couples album with a flow that continued from the wedding day. Brett closes the book by showing us his spreads for the wedding album. He is thorough in his how's and why's and teaches us the most dynamic way to display the clients images.

So I just finished this book, I didn't only read it. I took notes, I highlighted parts throughout the whole book. I took note of how many minutes were allotted between each time from location, place, scene and sequence of each part of the wedding day. The book is well written, it definitely covers more than just the wedding day. But here is where I don't feel it is applicable to a large majority of wedding photographers in regards to time frame. As a wedding photographer I have to figure out what is a reasonable amount of time to cover a wedding. I am sure Mr. Florens is a very, what is considered, high end wedding photographer. So I am assuming when he is hired he is making a very good sum of money to cover a 14 hour 40 minute wedding day. The wedding day starts with the Groomsmen at 8:50am and the Reception ends at 11:30pm. Now I am an average wedding photographer covering the price range of probably 40% or more of photographer across the US. Give or take a few exceptions here or there, with an average of 2k to 3k per wedding. What I would like to have seen in this book is a more realistic time frame of wedding coverage for the large majority of wedding photographers and average weddings. Take my business for example, I give 10 hours with every wedding collection at an affordable price, I am only one of a few photographer in my area that offer 10 hours with every collection/package. Most other photographer, even on the higher end of the wedding photography spectrum here in Va Beach area give packages of 6 hours, 8 hours and 10 hours. I think the only time I had close to a 14 hour day was during an Indian wedding that was more of a destination wedding because it was in another state.

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