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FREE PREVIEW



Complete Digital Workflow

MASTERING B&W NUDES



ESSENTIALS. COMPOSITION. CASE STUDIES. CONVERSION.

feat. Hanna in FEMININITY

Workbook | SEXY WOMEN PHOTOGRAPHY!

Dan Hostettler

260 PAGES in 2 Parts

Imprint

Mastering B&W Today - Complete Digital Workflow Part B: Case Studies

2nd Edition - Gumroad

by Dan Hostettler

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Photography, Concept, Editor & Publisher:
Dan Hostettler (SUI)

Illustrations: Jaka Prawira (IDN), Albert Maier (NZL)

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Co-Editor: Tanja Napier (USA)

Model: Hanna S. (CAN)

Make Up & Hair Artist: Aneta Ložková (CZE)

Behind the Scenes Video: Peter Chmela (CZE)

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Hanna S., Canadian Art Nude Model

Photos by Dan Hostettler

Make Up & Hair by Aneta Ložková

SWP by StudioPrague

Dan Hostettler

110 00 Prague 1

Czech Republic

Got a Question?

Send an email to:

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Model Hanna & MUHA Aneta Ložková

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Welcome To A Different World!

Thank you for purchasing this tutorial and your decision for being part of my (resumed) journey in creating classy, appealing and impactful B&W imagery!

B&W: Making My Experience Your Journey

I've been a B&W photography lover ever since I can remember. I received the education in this craft back in my days at the School of Art & Design Berne (Switzerland), where we shot and processed analogue films and prints. Of course color photography was already existing and part of the syllabus too (I'm talking about the Nineties of the last century; not 1890 ;-)) but I immediately felt drawn into the world of grayscale. This was not only because I could master the full creation process in a very precise way all by myself. No, rather because that style literally helped me to see things differently. Everything appears more precise, shaped in a clear and concise way – just less visually distracted by “reality”, meaning the overwhelming, loud colors.

Reduced to the essentials, so to say.

Back in those days I was not exactly keen to depict realities (real life situations) where colors are automatically perceived as a part of it. I was an art student and “the real world” was not exactly the thing one is looking for during this period of studies...

I very soon found out that getting rid of the color-component helped me to substantially focus on the root of the matter and create image messages that are visually stronger. Self-evidently those statements were always intentionally tweaked and intensified – more honed and composed, concentrating on forms and esprit.

That's why B&W photography was truly great for me; even more so: The monochrome prints back then were the starting point for my further studies and exploration about forms, lines, interplay in tonal range, deliberately setting contentual fields of attention and more. In short: Wonderful years of developing a classy and classic eye.

With the switch to digital photography, my creation of and feel for B&W wore off quite a bit over the last decade. The main reason was not because of the tech side but my commercial development in Sexy Women Photography. The styles of Glam & Co were asking for results with (a lot of) colors, the pace got faster, and digital media channels completely changed their demands.

I love to work in the glitz industry, wrapping models up to depict delicious and beautiful eye candies. But over the last few years the feeling for substance, raw/pure emotions, character and genuine vibes was lost and my desire/aspiration to counteract grew.

Now my deeply buried passion is back and nothing is hidden behind the glitz and glam façade anymore...

“All photographs are accurate. None of them is the truth.”

- Richard Avedon

You Stand Out In The Crowded Photographer-World

So now what's in for you, what's the benefit of B&W imagery? Why should you bother with this style at all, today, in a fast moving digital world where great atmospheric shots can be done with any smartphone?

Well, I can provide you with quite a lot of valid arguments that show why it is worthwhile to touch the area of grayscale imagery. It's not only about deviation and fun but also (business) value, vital diversification, distinction and opening up your mind.



Composition: Back to the visual roots.

Reducing your results to grayscale (= banning the influential colors) helps you to get your view back on the essentials of composition, aesthetics, principles of forms, leeway, contours, lines, shapes, areas and finally the (re)framing (in post).

Limiting yourself to the essence of forms will help you to develop and train your eyes, compositional skills and expand your mental and visual warehouse.

Serving emotions: You will automatically work with the feel of class, timelessness, and an artful approach. You even are able to specifically strengthen these attributes when musing about genuine grayscale concepts, taking certain looks, styles, settings, lighting characteristics and composition into account.

By creating B&W, your work will automatically (although mostly unconsciously) adhere to the known working cycle and output of the well-known photographers out there.

Diversification: Create impact more than ever. In today's crowded, fanciful colored (social) digitized media world, B&W imagery is gaining all the more attention and reflects a personal style. But caution: Imagery should not be styled in B&W simply to spark some meaningless attention!

No, use this nichey, effective and inspirational style to spread your dedication in a different way – formal as well as content-related.

Use the concept of grayscale in your portfolio calculatedly in order to illustrate an additional body of work. This will automatically arouse interest among viewers, models and (potential) clients.

Utilize classy, modern driven B&W portraiture thought out for your photographic service offering (studio).

Or - plain and simple – indulge in easier sets (less styling, less make-up work, less complicated settings) by exploring/implementing a classic nude art shoot instead of a complex glam/pin-up theme.

The possibilities for diversification are endless – and therefore perceived in a different way.

And, who knows, you probably already shot B&W in the “good old days”, and now you “just” want to challenge yourself and recreate the newly awakened feel in the digital era.

Whatever the (listed) reasons and motivation might be:

I guarantee you will be thrilled!

The Approach Of This (Work)Book

This workbook discusses the following 4 influential key topics about *B&W Photography Creation Today* all-encompassing and in-depth:

- **WHY** it's still a good thing to bet on B&W imagery: 'Aesthetics & Impact'
- **WHEN** to utilize this style: 'Practical Angle & Business Benefit'
- **HOW (THEORY)** exactly to approach & implement this style: 'Comprehensive Nuts & Bolts, Strategies'
- **HOW (CREATION)** 'Showcases & Conversion Methods'

The book is divided into two main parts: Theoretical Nuts & Bolts (= *ESSENTIALS*) and a practical showcase section (= *CASE STUDIES*) throughout.

Now at first sight, the theoretical part might sound a bit boring and dull – but not at all! I actually put a lot of handy topics, advice and examples into that section. It's kind of a foundational knowledge that very nicely translates into useful, applied expertise when shooting your series. I've only selected relevant and meaningful topics with a sexy flavor to them (image examples) that are also very closely related to the hands-on approach this workbook delivers.

The practical showcase section offers you 4 complete case studies that were shot in Berlin with the wonderfully talented Canadian Art Nude Model Hanna.

In a comprehensive approach I will guide you through the different concept outlines, the grayscale look planning, the shoot creation, the full post-processing and different, fine-tuned B&W conversion methods.

In short: I will be showing you cutting edge techniques combined with classy, well-tried qualities.

Zone's RGB Value

Zone	RGB	Value
Zone 1	Red	255
Zone 2	Green	255
Zone 3	Blue	255
Zone 4	Red	255
Zone 5	Green	255
Zone 6	Blue	255
Zone 7	Red	255
Zone 8	Green	255
Zone 9	Blue	255
Zone 10	Red	255
Zone 11	Green	255
Zone 12	Blue	255
Zone 13	Red	255
Zone 14	Green	255
Zone 15	Blue	255
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Zone 91	Red	255
Zone 92	Green	255
Zone 93	Blue	255
Zone 94	Red	255
Zone 95	Green	255
Zone 96	Blue	255
Zone 97	Red	255
Zone 98	Green	255
Zone 99	Blue	255
Zone 100	Red	255

Light Tech Book

The Light Tech Book is a must-have book system available (generations) so I spent that year. But there was no need for a game stop based system at all. I did not need the power and fast recovery time the combination is famous for – it was just there to be used.

But if you can't find the exact same situation with any artificial lighting, even with speedlights, as always: The specific lighting conditions are important to read my book 'My Little Bit of Light'.

So this day I shot with a 3000Watt Bi-color QUAD 3000 generator Power Pack and got 2 QUAD Flash Heads.

For the light modifiers I used a large softbox, a reflector, some grids, 'chick' 20, no paper, I also employed a reflector (mine) that that's really all I need for a full evening day in the studio. I use a reflector (mine) that that's really all I need for a full evening day in the studio. I use a reflector (mine) that that's really all I need for a full evening day in the studio.

You will find the specifics at the beginning of each single showcase.

The 4 Different Settings: Soft, Medium, Hard

Based on the very busy, cramped up shooting conditions I had kept them well worked with longer settings in a small action scope that day. It worked out extremely simple, the most effective. The speaking and excessive results speak volumes.

• "Softest" – Same soft lighting. I had used with softbox. Mixed with natural window lighting.

• "Medium" – Soft lighting. I had used with softbox. Mixed with natural window lighting and bounce back light.

• "Hardest" – Same hard lighting. I had used with softbox. Lighting direction is essentially opposite from the softbox. For a softer, warmer lighting up shadow (and) I used a reflector (mine) that that's really all I need for a full evening day in the studio.

Color Vs. B&W - What To Use

After the findings of the most impactful and relevant aspects on when to release color, there is now my advice on when it is indicated to choose B&W over color photography – after all, the argument over beauty, choice and benefits related to color versus B&W photography still remains.

Points to notice that Black & White produces a more reserved image than color photos.

In today's digital world, of course, taking color pictures is the norm. But as I highlighted in the previous chapter, photographing others in ways that appreciate their originality, strengthening their storytelling and setting themselves apart in certain fields, has the issue of choosing whether to showcase their photos in color or Black & White.

If shooting in color, your critical eye is needed in order to make a calculated judgment concerning them.

Granted that the final choice is both personal and one-sided, you should rather take an open-minded consideration of what color (color or Black & White) brings to your photography portfolio.

When To Shoot B&W Or Color In Sexy Women Photography

Use Color Photography For...

- Highlighting or avoiding black, like, or as a color choice.
- Color choice: It's a starting argument. It's a good choice in displaying and emphasizing your personality.
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Golden Spiral (aka Fibonacci Spiral)

The Golden Spiral is a logarithmic spiral with a growth factor that's equal to the golden ratio. Meaning that for every quarter turn the spiral makes, the line gets 1.618 times further away from its center point, ultimately creating something that looks like this.

Romantic | Photo Essay

Simple Light Strong Message | Lighting

Because I was visiting the studio in Berlin, I got a well-equipped place, including all lighting gear necessary. Not that I would have had any special requirements or the need for fancy or a lot of gear – but, simply everything was already in stock here. Lights and modifiers included.

Of lighting gear, my mobile knowledge is limited. There are actually become redundant – which of course was never intended for me.

Light Quality & Characteristics: Planned Lighting

Light characteristics of implemented lighting setups, light characteristics of different light qualities, consciously supporting the different looks that were planned and produced in my shoot.

At the same time, my goal was to make the different light settings as easy and effective as possible in this setting. I therefore, remaining only 1 light and 3 light setups. And – depending on the topic – mixed with natural window light, simple light, strong messages – all to say.

Because of the category's nature – with B&W subject on location – there was no need to display more than 2 light sources. Too many different setups would have made things rather messy and tedious. This photographic style is based on some hard lighting with a softness towards a soft characteristic of a hair and more pronounced quality (shadow patterns).



Hanna! Austere Beauty, Raw Emotions... - J'adore!

As mentioned I will elaborate in detail about the occurrence of the concepts and implementation in coordination with Hanna (model). But one thing I would like to reveal here already is namely why I opted for Hanna.

Hanna's personality, allure and her very own grace were the substantial drivers that made the initial push for this tutorial happen in the first place. Secondly, she's the reason, the being, the measure of all things that led me to keep pushing this project. Simply because it was a type like Hanna that I was subconsciously looking for in order to finally adapt, create, facilitate and photographing a tutorial like this.

After Hanna approached me (!) for the very first time by sending over her portfolio I instantly knew: I have to do this! I have to create and rekindle my emotions for B&W photography. The "Project Hanna" became a matter of heart while the "Woman Hanna" rather reflected an artfully appealing, sexy, naturally raw and at the same time classy dateless being.

Let's Get Started

In this book I am introducing my desire for my revived and enhanced style of B&W photography.

Technically adapted for the digital era but yet based on the classic, visual, strong and timeless values that have been established, kept and consolidated over the past 170 years.

Enjoy! Explore!

Yours,

Dan Hostettler, Pro Photographer & StudioPrague Owner

BONUS Videos | The Shoot: Observation, Insights, Knowledge

This refers to your bonus video material. Don't miss out!

If you have opted for the *Premium Package* of this tutorial, you got 6 additional videos presenting you the shooting process (4 sets), and another 2 videos conducting an interview with model Hanna and photographer Dan.

Don't miss the material as you will receive additional insights about how each set was created, Dan's communication with model Hanna and his way of directing her, Hanna's setting-related posing as well as MUHA Aneta's effort on set.

In the interviews Hanna talks about her modeling career and work today while Dan is outlining the shooting project's concept steps.

Shooting Documentary



Set 1: 'Sensual' - 13'

Set 2: 'Romantic' - 12'

Set 3: 'Femme Fatale' - 12'

Interviews



Set 4: 'Vanity' - 12'

Interview with Hanna - 11'

Interview with Dan - 12'

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