

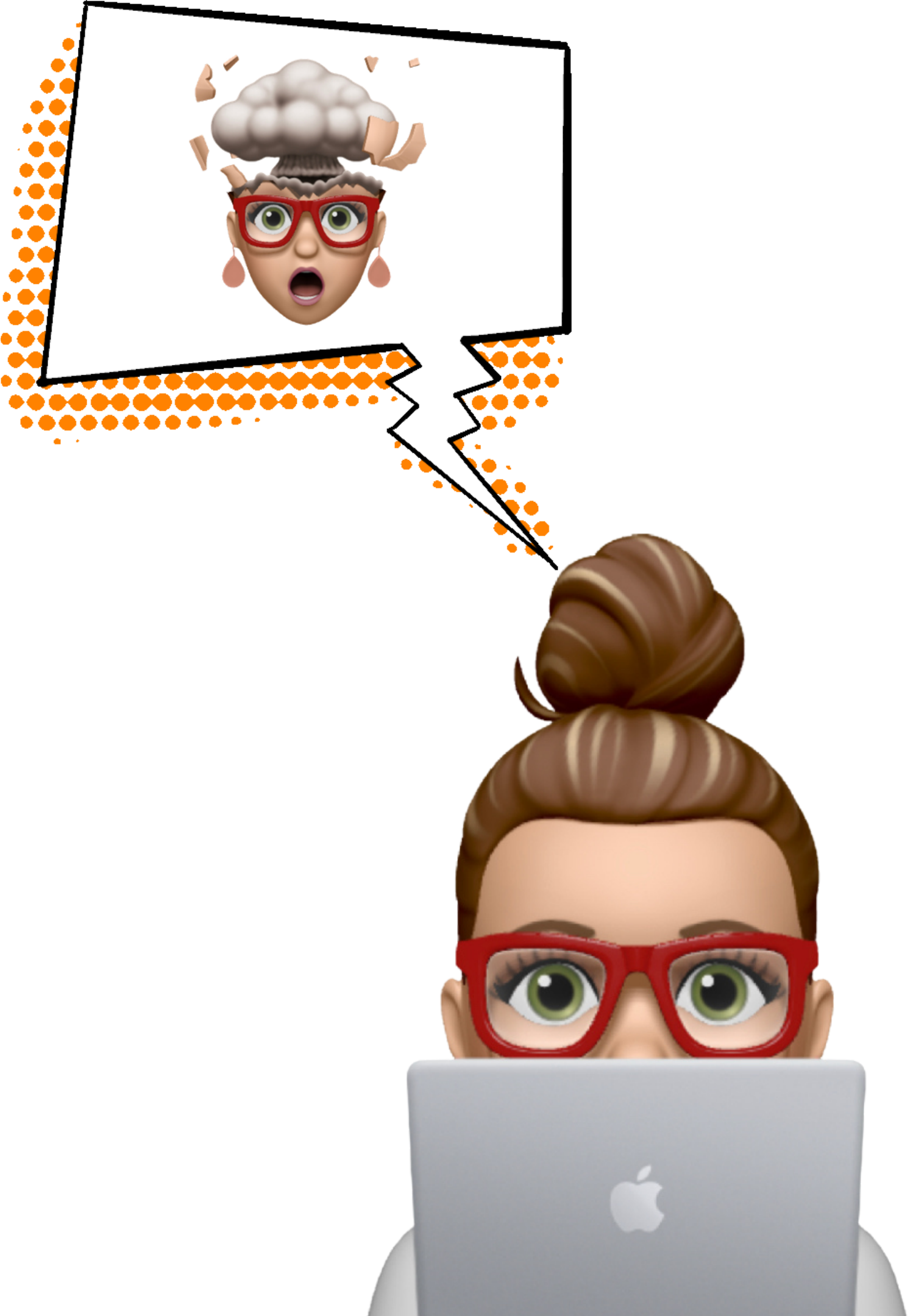
PDF GUIDE

HOW TO OVERCOME
**TECHNOLOGY
OVERWHELM**

LIGHTING

Natural vs Artificial

with
Siddiqi Ray



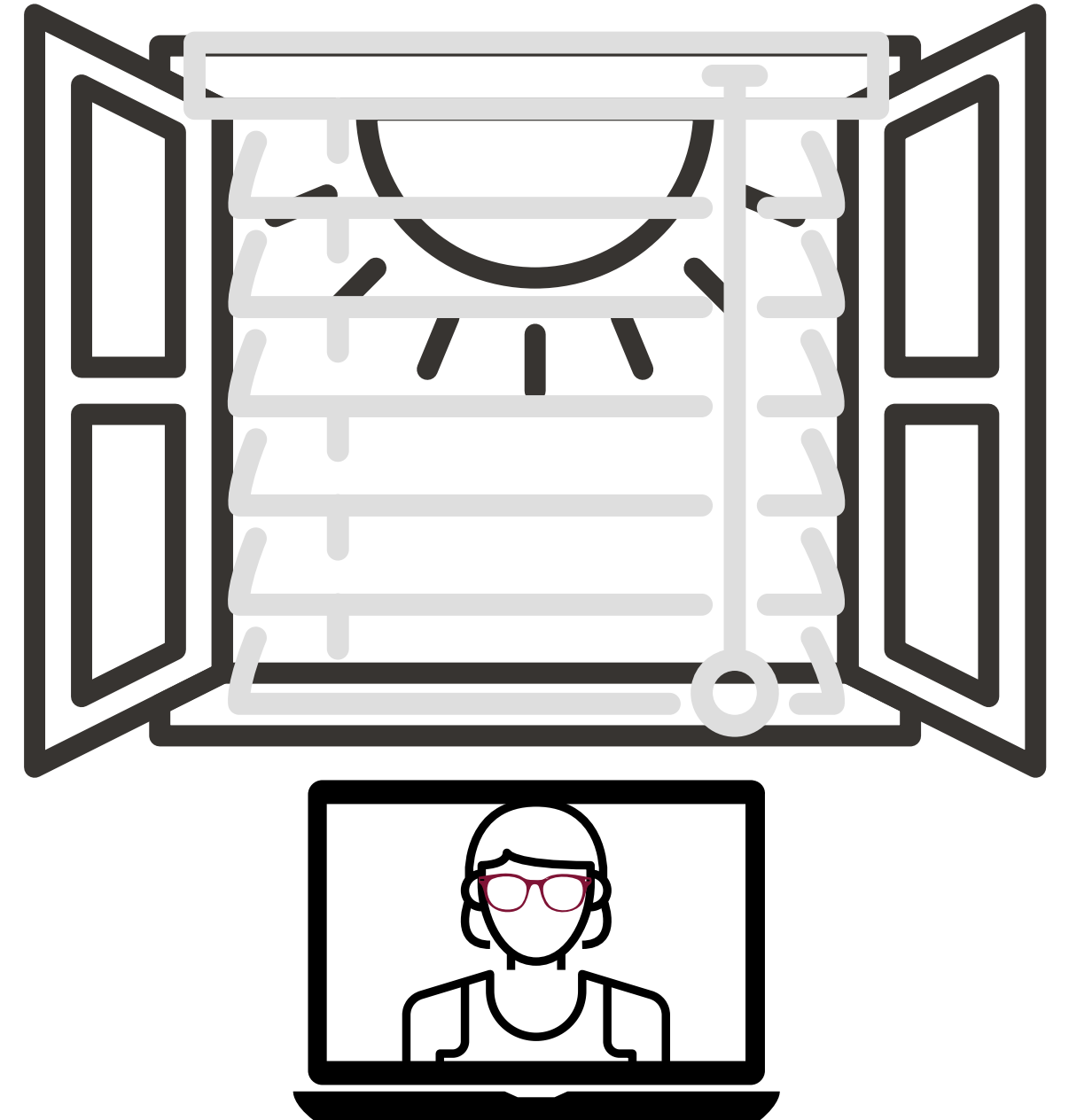
LIGHTING: NATURAL VS ARTIFICIAL

NATURAL LIGHT

WITH ARTIFICIAL LIGHTS



LIGHTING: NATURAL LIGHT



LIGHTING: NATURAL LIGHT

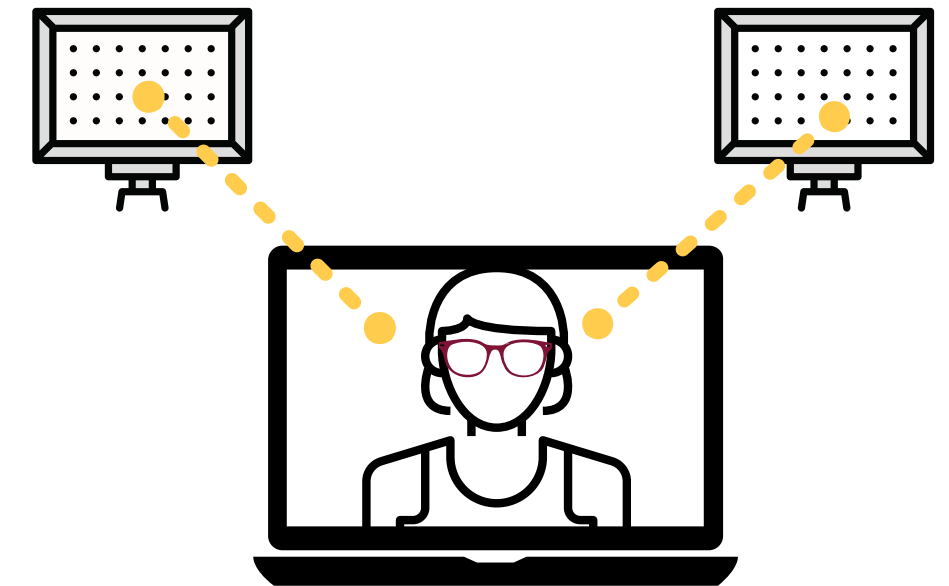
PROS

- Affordable
- Offers variety depending on time of day
- "Wrap-around" lighting
- More natural coloring for skin tones

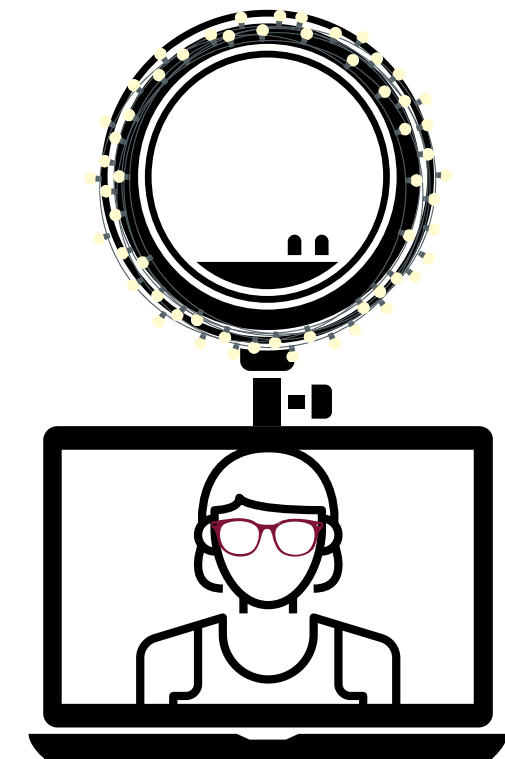
CONS

- Difficult to control
- Can be too intense & bright
- Bright light changes color on video
- Always changing, makes consistency hard

LIGHTING: ARTIFICIAL LIGHTING



LED PANEL LIGHTS



RING LIGHT

LIGHTING: ARTIFICIAL LIGHTING

PROS

- Consistent & predictable
- Ability to control the lighting source
- Variety of settings
- Once it's set up you don't have to adjust

CONS

- Can be expensive
- Takes up space on desk
- Flatter light, doesn't create shape
- Color of light can be difficult to make look natural