Mastering the Light

John Woodward

John Woodward, whose studio is on Long Island in New York, received the Photographer of the Year award from the Professional Photographers of America at the national convention this year and was the recipient of the American Society of Photographer's Educational Associate award as well.

The Educational Associate Award has only been received by 37 individuals in the 70-year history of the association.

Additionally, he received the Regional Gold Medallion from the ASP for his photograph entitled "Contemplating the Temple."

"As we enter a new age in photography, we are being confronted with new ideas, new business plans and massive amounts of new technology," Woodward said.

"We sometimes forget that no matter what the media, understanding light and exposure will always be the one essential component to success in photography," he said.

"Mastering the Light," will explore lighting in the studio and in the field.

We will build a working studio and through live demonstration, illustrate the strengths of portrait, glamour and modified glamour lighting forms. We will discuss facial analysis and how each lighting form affects your subject. One of the class assignments is to photograph a head shot of each of the students.

This exercise helps in determining which lighting would be best for many subjects.

The program will then discuss environmental lighting and how you can streamline your operation by eliminating variables.

Subjects such as the characteristic curve, histograms, achieving proper exposure and location mapping will be illustrated and explained.

A working professional for 38 years, Woodward's clients have included Chase, Citibank, Paramount, Cunnard, RJR Nabisco, Viacom, Hyatt and Marriott.

In the world of music, he has photographed Billy Joel, Bon Jovi, Whitney Houston, Michael Jackson, Billy Idol, Aretha Franklin and the Rolling Stones.

As an event photographer he has worked with five Presidents, the Pope, the Dalai Lama and several First Ladies.

He also was the Official Photographer for the New York Yankees for six seasons. As an event specialist he covers the U.S. tennis open, the U.S. golf open and is currently photographer for the League of American Theater Owners and Producers.

He feels passionate as he "gives back," to the industry and does so with his commitment to PPA.

A platform speaker for more than 20 years, he teaches at several PPA Affiliate Schools and judges and speaks at four to five state or regional conventions each year.