

CHARACTERISTICS OF LIGHT

INTENSITY-(HOW BRIGHT THE LIGHT IS)

THE INVERSE SQUARE LAW:

AN OBJECT TWICE THE DISTANCE FROM THE LIGHT SOURCE WILL RECEIVE A QUARTER THE AMOUNT OF ILLUMINATION.

COLOR

- THE COLOR OF REFLECTED LIGHT IS DEPENDANT UPON THE COLOR OF THE SURFACE FROM WHICH IT IS REFLECTED.

- TIME OF DAY AFFECTS COLOR: EARLY MORNING AND LATE AFTERNOON THE COLOR OF LIGHT IS WARMER THAN DURING MID-DAY.

- WHITE BALANCE

QUALITY

HARD LIGHT (DIRECT LIGHT WITH DEFINED SHADOWS)

SOFT LIGHT (DIFFUSED OR BOUNCED LIGHT WITH SOFT EDGE SHADOWS)

DIRECTION

WHERE THE LIGHT COMES FROM

ANGLE OF THE LIGHT (HIGH OR LOW)