

SHED SOME LIGHT ON YOUR SUBJECTS

WITH MODEST INVESTMENTS IN EQUIPMENT
FOR YOUR PHOTOGRAPHERS, YOU CAN SEE
THEIR IMAGES IN A WHOLE NEW LIGHT.



THE SHOPPING LIST:

1. Get started with one flash: the [568EX-II from Yongnuo](#) (\$95, Amazon.com; make sure you purchase the appropriate model, based on your cameras — the Canon and Nikon mounts are slightly different, and reading the product description will ensure you're adding the correct flash to your cart). It supports both E-TTL metering (the camera asking for the right amount of flash output) and manual control (the photographer increases and decreases the flash output).
2. To move the flash off-camera, get a set of [YN-622 wireless triggers](#) (\$71, Amazon.com). With one on the camera and one on the flash, you can move the flash up to 300' away from the camera.
3. Though the off-camera flash can be hand-held by an assistant or set on a shelf, table or the floor, invest in a sturdy light stand like the [Cowboy Studio 9'](#) stand (\$26, Amazon.com) or, for a stand you can strap to a backpack for on-the-go shoots, try the ultra-compact and lightweight 74" Manfrotto 5001B Nano (\$58, Amazon.com).
4. To attach the flash and trigger to the stand, you'll need a swivel mount. I recommend the [FOTYRIG Umbrella Swivel with Cold Shoe Mount](#) (\$10, Amazon.com).
5. Umbrella, you say? While some shoots will benefit from a harsher, hard-edged look attained by using direct flash, most often, you will want to diffuse the light through the use of a modifier. A great starting place is the [43" StudioPro Translucent Reversible Umbrella](#) (\$20, Amazon.com). You can shoot through the translucent diffuser material, or reverse, bounce and reflect the flash in the umbrella's bowl for a different look.
6. There's one missing piece: power! I can't recommend the 8-pack Amazon Basics AA 2400 mAh NiMH rechargeable batteries (\$19, Amazon.com) enough. Get the Amazon Basics 4-port charger (\$15, Amazon.com) while you're at it!

ADDITIONAL RESOURCES:

1. For more on off-camera lighting, go straight to [Strobist.com](#), created by photographer David Hobby in 2008. Your first stop should be his series of posts collected as "[Lighting 101](#)" — the collection lays the strongest foundation of practical off-camera lighting knowledge (without overemphasizing gear & equipment) you can find on the internet.
2. While you're at it, make sure all of your photographers keep an eye on the [#strobist](#) tag on Twitter and Instagram. Inspiration abounds on the latter, and a new generation of photographers and bloggers is following Hobby's lead in producing high-quality tutorials and resources that will be invaluable to your staff.
3. In addition to the shopping list included here, I maintain a 'What to Buy and Why' photography equipment list for high school journalism advisers and students. It is updated twice a year with new prices, deals and gear: goo.gl/1oajKm