

TriCoast's method of wireless flash was developed out of necessity. As the business grew we found ourselves traveling more and more around the United States and the world capturing events. Though this evolution of TriCoast, we quickly realized that our "normal" method of capturing weddings simply would not work anymore. We needed to develop a method of capturing portraits of our clients anywhere in the world without having to worry about power issues with external lights. The solution seemed simple, wireless flash. With Mike having been a Crime Scene Investigator for many years, he learned how to use the built in system of the Canon Speedlite IR system in its purest form. Use one Master flash to control several Slave flash units, Mike's crime scenes looked much better on film. No need to worry about power or plugging in any lights, simple and yet effective, wireless flash became a vital part of our work and art. Next, Cody stepped in by educating himself on the details and versatility of the Canon Speedlite system. By the real world experience of Mike and the self taught education of Cody, TriCoast made the step from plugged in power sources to e-TTL wireless flash photographers.



ONE LIGHT - OF CAMERA FLASH  
SHUTTER: 1/15 -- F/STOP: F/4 -- ISO: 800

Starting off working together, Mike and Cody practiced both shooting and lighting for each other with the flash still mounted on their cameras. Slowly but surely we removed the flash from the camera body and mounted it on a monopod or lightstick. This freed up both of us to shoot while an assistant held the light for us. Slowly but surely we developed our "Signature" style by shooting together with different bodies and lenses allowing us to capture multiply images at the same time looking completely different. By mixing in Natural Light methods and wireless flash methods, zoom lenses and prime lenses, wide angles, and tight close up portraits, we truly gave our clients the best selection of images in the shortest period of time. All

again providing us with a Fast and, Effective method of doing this.

Of course there lots of trail and errors during this learning process, mostly with communication problems and learning to control the correct amount of light, but through it all, we knew the overall look achieved with e-TTL wireless flash and the Canon Speedlites was worth the effort compared to our previous Manual methods of



#### ONE LIGHT - OF CAMERA FLASH

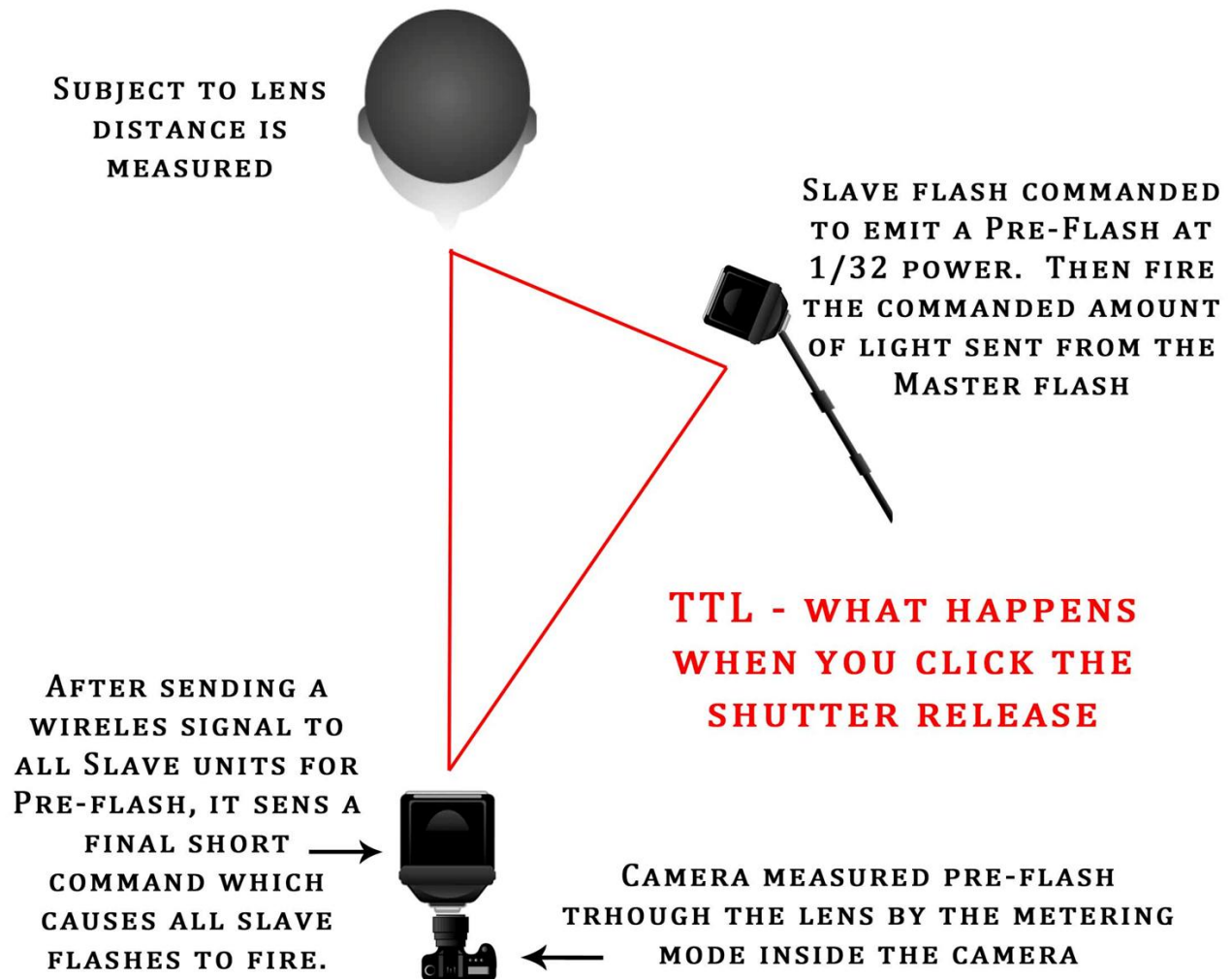
SHUTTER: 1/50 -- F/STOP: F/3.2 -- ISO: 160

lighting. Combined with the advantages of using High Speed Sync we found shooting at higher shutter speeds not only gave us the wonderful shallow depth of field results that we love, but also gave us much more freedom since we did not need to be bound to a tripod anymore for camera hand shake. This new found freedom allowed us continual evolution in our art form. Since our portraits were now becoming more based on our clients as the main subject and not just having them in the portraits, our work was more pleasing to the viewers eyes and took another level to being a professional. Be it an ugly chemical plant outside the church were the wedding was held or simply bringing importance to our clients in a sexy embrace of an engagement session, high speed sync and the faster shutter speeds gave us the freedom to capture images without any limitations of our equipment. So with this was born our low angle images, wide angle captures where the bride is part of the image and not the main focus on the images. Adding the fast paced world of wedding photography, we felt using e-TTL exposure metering simply worked better for us, giving us the best quick exposure solution in our on going changing world.

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## What is TTL

The Official Nerdy Definition - TTL - Through-the-lens is a photographic term describing a feature of cameras capable of measuring light levels in a scene through their lens. This information can then be used to select a proper exposure, and/or control the amount of light emitted by a flash connected to the camera. Now that is nice but we are talking flash photography here so with the TTL definition in mind now lets talk about TTL-Flash Metering. This is the process of calculating the correct amount of light coming from your flash using "Through the lens" metering takes in several conditions of the environment which the portrait is being taken. This metering is significantly different than the "Through the lens" non-flash method.



At Image Exploration Mike and Cody of TriCoast Photography will take the science out of how to use your Wireless Flash systems and put it into plain and simple language which anyone can understand. No more worrying about Ratio's – no more worrying about the distance the light is to the subject – no more worrying about many of the normal things and issues one might have using the manual method of things. Learn to expand your artistic aspects using wireless light by having no limitations in your camera or light settings and a whole lot more. Spend an entire week with Mike and Cody of TriCoast and you will understand in depth the power of wireless speedlites and strobes in your work. You will understand what TTL wireless flash metering is, what's its goal, how it works and why it "Fails". After this advanced educational fun week, not only will you understand how your wireless flash system works but also how to use them from the very first moment you get home in real client situations. This workshop is YOUR workshop, you will be doing the shooting and posing and even the lighting, while Mike and Cody stand by and assist you every step of the way. So come prepared with your camera gear, comfortable shoes and fun attitude because in a TriCoast Class – FUN is the key to the learning experience! 😊