



ALISON CONKLIN'S GUIDE TO

Beautiful
WEDDING
PHOTOGRAPHY

WITH THE

FUJIFILM

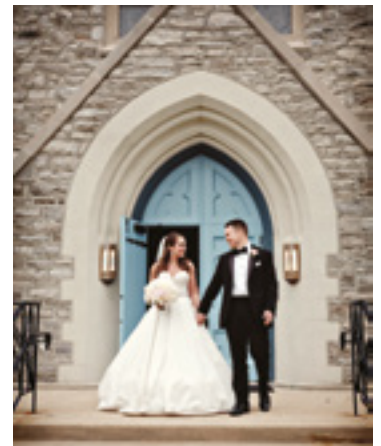
GFX

MEDIUM FORMAT



CAPTURING THE BEAUTY IN RAW EMOTION

ALISON CONKLIN lost her mother one hot day in July. She was 42, Alison was 14. In the days leading up to the funeral, Alison was given the task of editing her mother's life in photos, digging through boxes and boxes of images in the process. Her parents, both chemists, loved photography so much that they would develop their film in the bathroom of their small apartment. The images were beautiful; black & white and full of outtakes and real moments of her parents laughing together. She became consumed with the prints and proof sheets.



From that time on Alison was hooked on photography. At 14 she truly saw the power photography has, taking a camera everywhere. By the time she was a college senior she had shot so many friends' senior photos that a recently engaged couple hired her to shoot their wedding.

Having never even been a wedding guest, Alison shot that wedding with trembling hands, and noticed something: she was drawn to highly emotional moments and a wedding was full of them. From the quiet moments before walking down the aisle to the stolen kisses of the newly married couple, emotion is something she constantly strives to capture in her wedding images.



DID YOU KNOW?

The GFX 50S features an all-new medium format sensor with 51.4 million pixels. It measures 43.8 x 32.9mm giving it an area roughly 70% larger than that of a full frame DSLR – for outstanding image quality.



ALISON'S ESSENTIAL GFX OUTFIT

"From the second that I held Fujifilm's mirrorless medium format camera, I knew it was a game changer," says Alison. "The lightweight camera body and how intuitive the controls are make the GFX a dream to shoot with."

"What I love most is how quiet it is. I use this to my advantage as I am always trying to stay under the radar. Without that loud click I am able to capture raw and honest moments without interruption. There is something about the GFX that brings back my love affair with film – the colors the camera produces give gorgeous complexions and beautiful tones."

EF-X500 FLASHGUN

"When I need that extra boost of light, I know I can count on the FUJIFILM flash to add fill."

GF120MMF4 R LM OIS WR MACRO LENS

"I use this lens for close-up details as well as portraits when I want to separate the subject from the background."

GF110MMF2 R LM WR LENS

"My absolute favorite portrait lens. With an aperture of F2 and the compression effect of a short telephoto lens, it is ideal for portraits."

GFX BODY WITH VERTICAL GRIP VG-GFX1

GF63MMF2.8 R WR LENS

"I love this lens because it's the perfect focal length to let the entire story in."

GET THE LOOK

“I love being able to see my exposure directly in the GFX viewfinder. It allows me to be completely present in the moment that I am shooting and never look away to fuss with the controls to ensure I have the correct exposure,” explains Alison. “Being able to see that all in-camera while shooting and setting up my composition gives me one less thing to think about which then allows me to be in the moment I am capturing.”

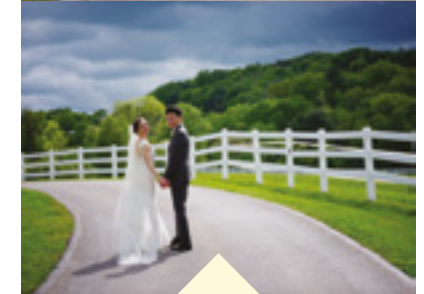
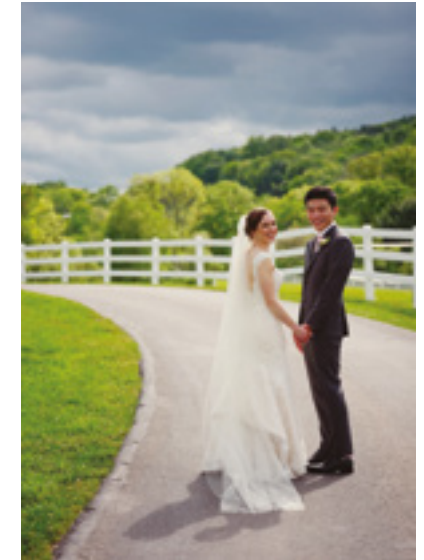
“The GFX can keep up with me as it shoots quickly and the viewfinder refreshes rapidly. It has allowed me to have a great connection to my subject as it doesn’t get lost behind a massive heavy camera and its controls.”

“The GFX is so intuitive and is the missing piece that I had been waiting for in my career: it is a camera that truly lets me focus on the moments and the story waiting to be told.”



DID YOU KNOW?

The GFX's electronic viewfinder features 3.69 million dots for outstanding clarity and detail. If you attach the optional EVF-TL1 Tilt Adapter, it gives you unrivaled compositional flexibility by tilting vertically by up to 90° and horizontally by ±45°.



TRY THIS

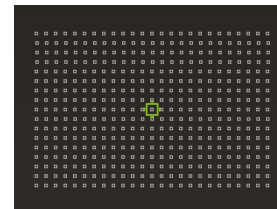
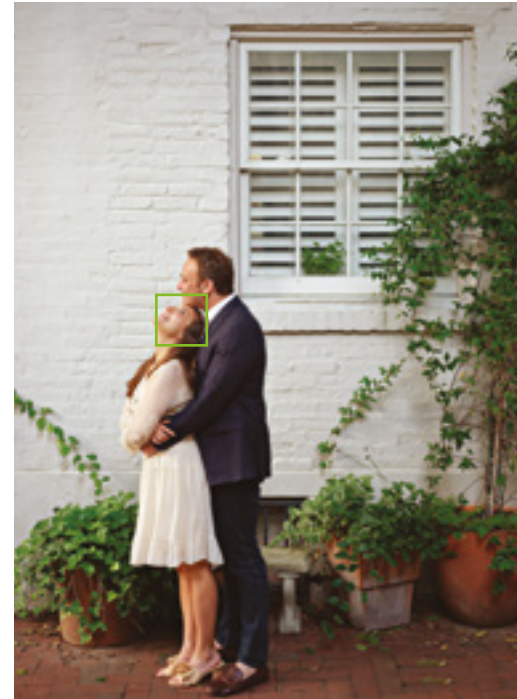
Make the most of the GFX 50S's light weight and handling flexibility by shooting a scene in upright and horizontal orientation. Doing this gives subtle variations to the same scene and this approach can give both you and your clients more scope when it comes to the final picture edit.

You might even find that both versions are winners.



NEVER MISS A SHOT

“Let’s face it: there are no take-twos on wedding days. I need a camera that will take that image as soon as I hit the shutter button. Not only that but the GFX has focus points on the entire screen – not just the core middle. So if my couple is walking and they are on the edge of my composition, I am not worried – the GFX has it covered,” says Alison, confidently.



DID YOU KNOW?

The GFX 50S gives you a choice between two grids of focusing points.

Through the AF/MF menu you can choose from either 117 points in a 9 x 13 grid or 425 points in a 17 x 25 grid.

The focusing point can then be accessed using the Focus Lever on the back of the camera or the rear touchscreen simply by tapping the part of the scene you want in focus.



DIFFERENT AF MODES

As well as multiple focusing points, the GFX 50S boasts a range of focusing modes. Using a switch just above the rear LCD, you can flick between Single, Continuous and Manual focusing options, but then accessing the Focus Mode option gives a further three choices:

IN SINGLE POINT you select a point and the camera will focus on it. In single AF it’s perfect for static subjects; in continuous it’s good for subjects moving towards or away from the camera.

IN THE ZONE OPTION, the camera uses a group of AF points to maintain focusing in a particular part of the frame so it’s good for focusing on a subject that’s moving predictably.

THE WIDE/TRACKING OPTION scans the whole of the frame and then tracks a subject within it.

The options can all be used in different wedding scenarios, but we suspect you’ll be largely using Single Point or Zone.

MAKE THE MOST OF AVAILABLE LIGHT

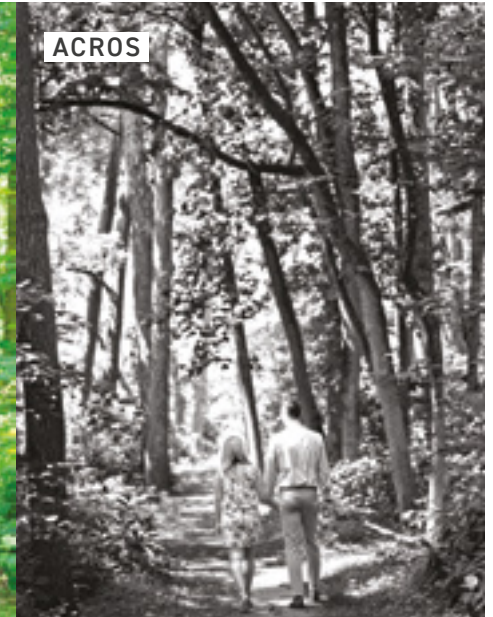
“I am always striving for beautiful natural light in my images. Being able to trust the GFX with its unbelievable dynamic range to get me details in the most contrasting light is one of its most trusted attributes,” Alison enthuses. “Learning how the camera sees light is one of the biggest hurdles for a photographer - but with the GFX, it is so true to life. I know if there is gorgeous sun falling on my bride’s face that it will look warm and glowing while still showing her husband in detail next to her in shadow.”



PROVIA



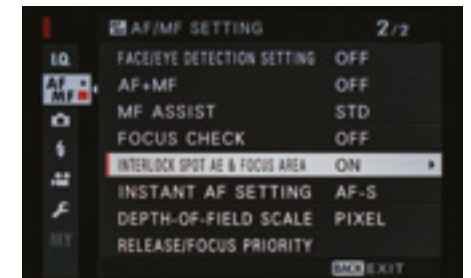
ACROS



USE FILM SIMULATION FOR CREATIVITY

The GFX 50S offers one of the most popular features from the award-winning X Series range: Film Simulation modes. These recreate specific looks of popular FUJIFILM emulsions from the days of film manufacturing to give you great versatility in your image making. In standard form, the camera shoots using the PROVIA setting, but you can select a further 14 Film Simulation modes.

If you can't decide, shoot RAW as you'll be able to change the Film Simulation mode during post-production or choose Film Simulation bracketing. In this option, the GFX takes three images, each one using a Film Simulation mode of your choice.



TRY THIS

LINK SPOT AND AF POINTS

Spot metering is an incredibly precise method of measuring exposure. But what if your subject isn't in the center of the image?

The GFX 50S gives you the ability to link the spot metering area to the active AF point.

This means that if you move the focusing point off to one side, the meter will take a reading from the new position.

CAPTURE THE EMOTION OF THE DAY

“I crave raw honest emotion when I am shooting a wedding. I am always hoping to capture an image that will bring back exactly what was felt in that moment,” says Alison. “Much comes into play to be able to do that. Beyond being in the right spot at the right time you must always be as invisible as possible allowing the moment to happen in front of you. The nearly silent shutter of the GFX allows me to be just that – 100% present to capture the moments but unobtrusive allowing my subject to not even realize I am there.”



TRY THIS

FRAME ONCE, SHOOT TWICE

While some of the best wedding moments are candid shots, you will have to do some posed images as well. When you do, switch to continuous shooting to increase your hit rate. The reason is simple: everyone tries to look their best for the first shot, then relaxes after it's been taken. That split second when everyone relaxes is often when the best shots happen!

The GFX 50S allows you to capture images at up to 3 frames-per-second, so you can keep your finger on the shutter to be sure you get the shot.

DID YOU KNOW?

The GFX 50S offers both a mechanical and an electronic shutter – or a combination of the two.

The mechanical shutter is quiet as there's no reflex mirror bounce, but the electronic shutter may be best when you want to work unnoticed as it's nearly completely silent.

If you turn off other operation sounds (AF confirmation and general operation volume), you may be able to take pictures without anyone realizing!



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