

FUJIFILM
X
SERIES



MICHELLE TURNER'S
GUIDE TO CREATING AMAZING

Wedding  images



WELCOME TO
Michelle Turner's
WONDERFUL WORLD

Michelle Turner's wedding and portrait photography is a wildly fun, all-or-nothing, bold, brazen, adventure-laden experience. From California to Puerto Vallarta, Europe to the world at large, the places where she shoots shape her photography just as much as the subjects themselves. The end result? A brilliant, unmatched combination of people and places, hearts and havens, souls and surroundings, sentiment and scenery, making her clients look like works of art among the wildest settings of the world - from nature-inspired to cement-covered.

Michelle relies on the FUJIFILM X Series while she's on location to capture once-in-a-lifetime moments for her clients. The X Series gives her exceptional image quality packaged in a portable system that is both unobtrusive and easy to take on location all over the world.

www.michelleturner.com





NEVER MISS
a moment

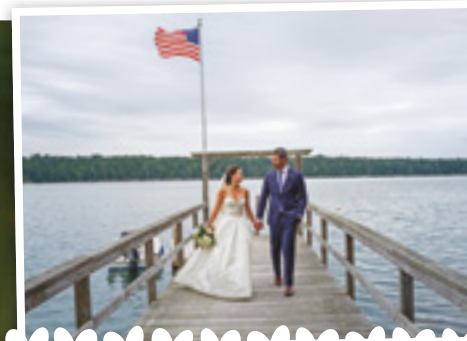
Michelle has developed her career around a combination of documentary work and environmental portraiture. For most of the day she runs wherever her clients do – into the lake and all! – and captures live shots as they happen. They're real moments and real smiles instead of staged ones. When it rains, Michelle relies on the weather sealing of her FUJIFILM cameras and lenses so she never misses a moment. These aren't just moments; they're the tender, delicate little folds of time that, together, make up the minutes that make up the hours that make up the entire wedding day.



More than anything, though, it's about getting the shot. The one that her clients will forever flip through their wedding album and stop to finger; the one they'll blow up for a future anniversary; the one that will remind them of how it all got started; the one that will make them laugh and cry all at the same time some day.

Michelle's gear needs to keep up throughout the day, and the fast and accurate autofocus allows her to capture the moment effortlessly, no matter how fast her clients are moving. The many focus points allow her to focus and track her subjects, ensuring that the right area of the image is in focus each and every time.





KEEPING

clients happy

If she's photographing a portrait or commercial session, Michelle blends lifestyle and environmental portraiture together to photograph authentic expressions, all while capturing a sense of place. Often, her commercial clients require an immediate turnaround, and the Wi-Fi capabilities in the X Series has allowed her to share images immediately to ensure that she's gotten the shot her clients need.

In the world of wedding photography and destination commercial photography, there are no re-shoots or do-overs, so the addition of a second card slot to the flagship FUJIFILM cameras – the X-T2 and X-Pro2 – was a game changer for Michelle. She shoots RAW files to the first memory card and JPEG backups to the second.

The X Series is the first digital camera system that Michelle has trusted to produce beautiful JPEG files straight out of camera. So even if there's no time to tweak her RAW files, she's comfortable delivering the gorgeous files that her FUJIFILM cameras produce.

♥
Michelle's tips

USE THE ELECTRONIC VIEWFINDER
 TO REALLY SEE THE IMAGE



When she first started shooting with the electronic viewfinder (EVF), Michelle was surprised to find that it was one of the things that she loved most about X Series cameras. Since she shoots on bright days and often into the sun, she no longer has to worry about burning her eyes while backlighting her clients. If there is a slight white balance or exposure shift, she knows that she can catch it immediately.



Michelle says she spends much less time in post-production now that she uses the EVF. And when it comes to catching a bit of flare or haze for a dreamy feeling in her images, she knows that she can see exactly what she'll get with the final image by using the EVF.

X Series models with an EVF



X - P R O 2

Offers an Advanced Hybrid Multi Viewfinder, which combines the benefits of both an EVF and an OVF (optical viewfinder). Choose the viewfinder that is most suited to your photographic style!



X - T 2

Features a large EVF with 2.36-million dots and a 0.77x magnification ratio for a large, bright image. A super-fast refresh rate means you'll get minimal blackout when shooting action, too.



X 1 0 0 F

Just like the X-Pro2, the X100F features an Advanced Hybrid Multi Viewfinder, so you get all the benefits of both optical and electronic viewfinders – the best of both worlds.



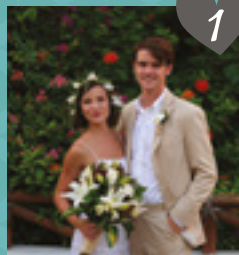
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The X-T20's 2.36-million dot EVF uses four dedicated lens elements for incredible image quality, showing 100% of the image area for confident framing.

Michelle's tips

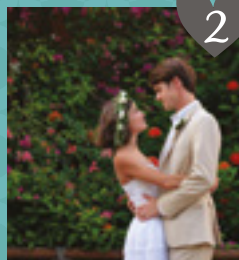
PLAY WITH THE LIGHT ENTERING THE LENS

Michelle depends on FUJINON lenses for magical results and loves beautiful backlighting. The next time you are working with backlit subjects in open or covered shade, try this technique using the electronic viewfinder.



1

Put your subjects in the shade (open or covered, it doesn't matter) with their backs to the sun. Make sure there is a nice open space in front of them.



2

Pull them to the edge of the shade – to create separation between them and the background. You may be able to get some rim light around the edge of your subjects too.



3

If trees or buildings are providing the shade, play with your angle so that the sun just peeks through. You'll see the amount of flare/haze increase and decrease as you move. Wait until you get the perfect amount of light in your image and then take the shot. Thanks to the electronic viewfinder, you know you've captured exactly what you saw!

Great XF lenses for wedding & portraits



XF23mmF2 R WR lens

A moderate wide-angle lens great for candid captures and group shots. Compact and lightweight, this super-discreet lens focuses quickly and accurately.



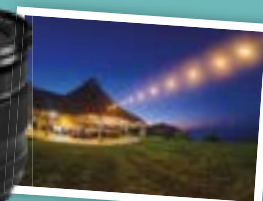
XF56mmF1.2 R lens

A must-have for portrait photographers, it offers an ultra-wide maximum aperture for super-sharp images with beautifully soft backgrounds. An APD version offers particularly smooth, soft out-of-focus areas.



XF90mmF2 R LM WR lens

A mid-telephoto lens perfect for flattering head-and-shoulders shots or to really pick out a subject against a background. Four AF motors ensure impressive focusing speeds.



XF16-55mmF2.8 R LM WR lens

One of Fujifilm's "Red Badge" zoom lenses, which deliver image quality equivalent to prime optics. A great all-rounder delivering outstanding results and a wide maximum aperture throughout the range.

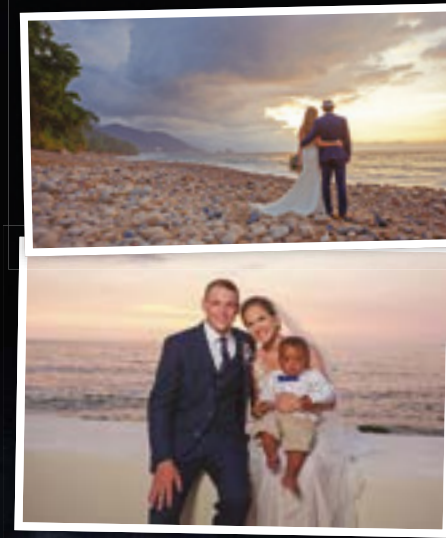


XF50-140mmF2.8 R LM OIS WR lens
The perfect partner for the XF16-55mm,

it offers all the same optical traits, delivering impressive quality. The image stabilizer helps to minimize camera shake that could spoil your shots.

LIGHTING the scene

Michelle can't simply postpone a shoot when the weather doesn't cooperate. The ability to light the scene if the natural light doesn't cooperate is essential. She uses the FUJIFILM EF-X500 when she needs to add a little on-camera fill, but this unit can also be used wirelessly off-camera, plus X Series cameras are also compatible with select third-party off-camera solutions. Michelle knows that no matter the natural light conditions, she will be able to use on- and off-camera light to capture what she needs! The X Series cameras make it easy to tweak the white balance and exposure, as well as assess the histogram and the look of the image after the shot has been taken.



Focus on flash

Many shy away from flash, but the EF-X500 makes life easy for location shooting. It has a high speed sync setting that enables you to fire the flash at any shutter speed.

If you want to get more creative, the EF-X500 offers a full complement of features for total control, plus it can be used in a wireless multiple flash set-up for true versatility. It's also both weather and dust resistant!

There's plenty of power, plus the bounce and zoom head provides perfect coverage for lenses from 24mm to 105mm. A mini LED on the front provides continuous illumination for video capture.

GETTING THE
exposure right

X Series cameras allow you to access key controls quickly and easily. In many cases, the exposure 'triangle' of shutter speed, aperture and ISO are on the outside of the camera, while the exposure compensation dial is also readily accessible.

Up to four metering patterns help you assess the light to get a correct exposure:

MULTI takes a light reading from multiple parts of the scene, then picks an exposure.

SPOT meters from a very precise point.

AVERAGE views the whole scene then picks a general exposure.

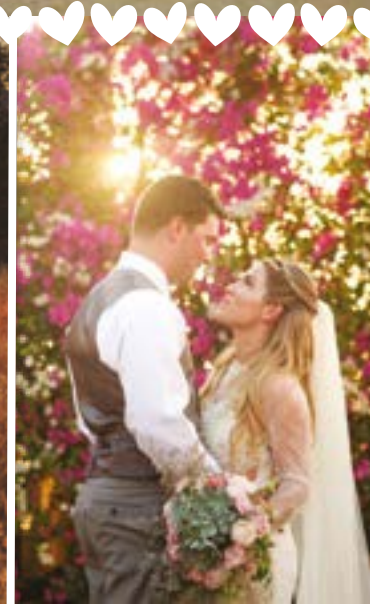
CENTER-WEIGHTED biases the exposure towards the central portion of the image, but still factors in peripheral areas.

Try this!

TURN ON THE HISTOGRAM

In the Screen Set Up menu, go to Disp. Custom Setting and tick Histogram.

A graph in the viewfinder and on the rear LCD shows all the tones in the image; darker tones on the left, lighter on the right. Unless you're photographing something very light or dark, an even spread across the graph makes for an accurate exposure.



Play with white balance and exposure in-camera

Because the electronic viewfinder shows you exactly what you can expect from your image, you can play with both exposure and white balance. Once you have the safe shot, or the correct exposure and white balance, change to a different white balance preset and tweak the exposure to see if a warmer/cooler image will change the feel of the scene. You can make your photographs stand out simply by changing the true white balance to one that better suits your creative intention.



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