



Photographer: John Hicks
Websites: www.johnhicks.co.uk, www.avisuali.com
Location: Valparaíso, Chile
Client: Rohan Clothing
Shot details: Canon EOS 1DS Mark II with a Canon f2.8 24-70mm lens at 40mm, f8, 1/200sec, ISO 100

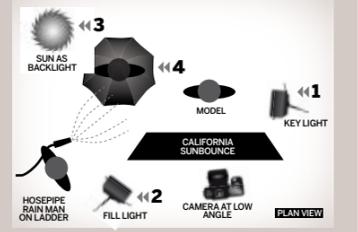
The brief was to shoot the models as 'real travellers' in gear that looked good and had practical applications (ie lightweight and 100% waterproof). The market is flooded with images of waterproof clothing in the 'great outdoors', so in contrast I chose the urban city of Valparaíso, Chile.

I found this street and liked the colours and perspective it gave. I needed the sun to be behind the model to backlight the raindrops for added emphasis, so 3pm was a perfect time for this. There was no way of getting a rain machine on location so I borrowed the local greengrocer's hose instead.

Having to wet down the whole street with just a hosepipe took time and it dried up quickly so we had to work fast. I also only had an hour maximum of ambient light because once the sun goes too low it's difficult to balance all the elements and make the shot work. After setting the lights, the main worry was getting the model looking right in limited time, so we did several dry practice runs to give it that 'who cares about rain when you've got a great waterproof jacket on?' look when the water hit him for real.

LIGHTING

1. The key light was placed slightly above and to the right of the model, set in manual mode at 1/1.
2. The front fill light came from another Canon 580 EX flash set in manual mode at 1/8. I could have fired in more flash to bring out more detail in the jacket, but felt that would compromise the reportage style of the shot and the overall mood.
3. Using the sun as a powerful backlight, the ambient reading was 1/200s at f5.6. I shot at 1/200s at f8, thereby underexposing the background by 1 stop and using the flashes and sunbounce to help fill in the shadows.
4. Once the rain came into the shot everything looked good, but it felt a bit 'set up', so I got the production guy to grab an umbrella and walk down the street. The model had to be walking into frame so I pre-focused on his 'flashlit' spot and, shooting without a tripod for extra speed and flexibility, made slight manual focus adjustments to keep the image sharp.



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