

measurements are a starting point usually in need of some tweaking. That's what polaroids were for. At least that what I used polaroid materials for when shooting film. If you insist on measuring it then the starting point for the flash exposure is exactly what an incident meter tells you will be correct. If I were shooting film I would actually use a digicam and histogram to do this now anyway. The reason I am not so hung up on where you start the very first time - even if you have no idea is that using your flash in manual for just a few dozen shots will surprise you how fast you will be able to guess a particular flash power setting based on how far it is from the subject and the

ISO/aperture you are using. Trust me - it just happens with not much effort as long as you are actually paying any attention to the numbers you are dialing in.

I already mentioned that the upper limit is nonexistent in my book but what about a [more realistic sunny look](#) rather than something that never really happens. I would say the upper limit is about 1 stop under to 2/3 stop under what a good exposure would be if flash didn't exist. This would be extremely idealized but not screaming in terms of way different that real sunlight on a great day in exactly the best circumstances. I tend to make my flash exposure a bit brighter

Typical ratio for idealized sunlight. Note how diverse surfaces in the frame tends to hide fall-off.
[diagram](#)

