Scott Kelby’s Bracket & Bounce Field Test

If you’ve ever looked at a portrait taken with your camera’s built-in flash or a speedlight mounted directly on the hot shoe and thought it looked harsh, flat, or just plain uninspiring, you’re not imagining it.

The biggest problem isn’t the flash itself. It’s where the light is coming from.

When your flash is mounted directly above the camera, the light travels in exactly the same direction as your lens. That removes shadows, flattens facial features, creates distracting reflections, and often leaves your subject looking as though they were photographed under a security light.

Professional photographers have known for years that moving the light away from the camera is one of the quickest ways to dramatically improve an image.

Why Off-Camera Flash Looks Better

The human eye is used to seeing light come from the side, above, through windows, or from the sun. Directional light creates depth, texture, and dimension.

By moving your flash even a short distance away from the camera, you immediately begin creating:

- More natural-looking shadows
- Better separation from the background
- Improved facial modeling
- More interesting catchlights in the eyes
- A softer, more three-dimensional look

It’s one of the simplest changes you can make that produces a

professional-looking result.

The Challenge

Traditional off-camera flash isn’t always convenient. You often need a light stand, wireless triggers, extra bags, and more time to set everything up. That’s fine in a controlled studio, but much less practical when photographing events, weddings, travel, or environmental portraits.

Many photographers simply leave the flash on the camera because it’s quicker. Unfortunately, that usually means accepting lower-quality light.

Enter the Bracket & Bounce System

The **Platypod Bracket & Bounce system** was designed to bridge that gap.

Instead of carrying a full lighting kit, it allows photographers to move their flash off-axis while keeping everything attached to the camera. The result is dramatically improved lighting without dramatically increasing the size of your setup.

It’s compact, lightweight, and quick to deploy, making it ideal for photographers who need to work fast without sacrificing image quality.

Whether you’re photographing people indoors, creating environmental portraits, or shooting events, getting the flash away from the lens can completely transform the look of your images.

See the Difference for Yourself



On Camera Flash



With Bracket & Bounce

Scott Kelby has spent decades teaching photographers around the world and has seen just about every lighting setup imaginable.

In his video on **PlatypodTV**, he explains why he prefers the **Bracket & Bounce system**, demonstrates the difference between traditional on-camera flash and off-camera lighting,

and shows just how much of an impact a small change in light position can make.

If you’ve ever wondered why your flash photos don’t quite have that professional look, this video does an excellent job of showing exactly why.

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