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THE ADVANCED DIGITAL PHOTOGRAPHER'S WORKBOOK is packed full of real-world yet incredibly practical and effective solutions to move digital photographers to a new level of performance. Contributors include twelve world-class professional digital photographers who share their tips and tricks. The authors provide details to move you beyond the basics of capture, processing and output to more sophisticated workflow functions and techniques that will help you create world-class images. They cover rigorous yet easy-to-understand approaches to: capture a great image in black-and-white and color, correct color, calibrate and set up systems properly, creatively manipulate and enhance the image, and produce an excellent print or output of the image. Contributors: Steve Anchell, Stephen Burns, Yvonne Butler, Eric Cheng, Joe Farace, Lou Jones, Rick Sammon, George Schaub, Jeremy Sutton, Tony Sweet, Taz Tally, Eddie Tapp

Get on the EXPRESS for "Photography" Know How to Get into Photography and Become a Professional Photographer Welcome aspiring photographer! You are here because you have a love for or are interested in taking up the art of photography. Plain and simple. Well, good for you! On the other hand if you're not...why should you get into photography? - You can invoke powerful feelings that move and inspire people. - You can develop your artistic side and eye to see beauty in all things. - You can capture people's precious moments to create priceless memories. - You can make a difference by telling the world's stories through imagery. - You can make money doing something fun, exciting, and stimulating. Whether you want to be an editorial photographer, fashion photographer, event photographer, portrait photographer, commercial photographer, landscape photographer, etc., there are so many paths you could go with photography - as a profession, hobby, or just for fun. But anybody can take a photo you say? On the surface, photography does seem like something anybody and their monkey can do; hence, you hold a camera, focus it, and hit the shutter button. And don't think just being able to apply Instagram filters is what makes a photo professional. It would be an insult to the real professionals out there to say that anybody with a camera or phone is a photographer; however, at the same, anybody certainly can become a photographer. It's simply a matter of having the basic foundation down then building upon that to continue mastering your craft. By taking the "Photography Express," your destination includes: - How to select the perfect camera for you, not the most expensive nor best rated one that changes every year. - How to master the basic and advanced photo-taking techniques that all professional photographers know. - How to manipulate all sorts of lighting or none whatsoever with each camera shot and angle regardless of flash. - How to polish up your photos to perfection during final post-editing with different editing options and software. - How to take photography to the next level by being a professional photography in starting your own business. - Also, personalized hands-on exercises and applications to put everything into action to learn photography for beginners. ...and much more. There is more to the art of photography than most people would ever imagine. All the nuances of a photo meticulously created takes skills and mastery. "Photography Express" will give you everything you need to get up to speed to being a professional photographer. This book provides a comprehensive workshop on studio photography aimed at aspiring professionals. Richly illustrated, it covers an array of photographic subjects including still life, industry, technology, food, jewelry, portraiture, and more. The first part of the book focuses on concepts of studio planning, lighting, perspective, and camera and lens choices. The workshops that follow include 50 full-page photographic masterpieces, each with a detailed description of how the image was created. Author Dennis Savini walks the reader through all of the steps that led to each of his magnificent studio shots as he describes and illustrates the camera and equipment specs, studio design and setup, lighting, and post-processing. All of this information is communicated in a clear and simple manner and includes example images, diagrams of studio setups and lighting arrangements, and computer screenshots. Savini reveals the tips, tricks, and secrets he has learned throughout his many years as a

professional photographer and teacher. The opportunities that digital technology presents are almost limitless, but so are the problems that can arise when trying to retrofit a film-based photography business to the new digital marketplace. This guidebook explores digital imaging technology with some of the world's leading wedding, portrait, and commercial photographers, drawing on the experiences of professionals for practical advice for photographers who are still struggling to perfect their digital work flow. Topics include the selection and purchase of the right equipment, choosing the right business model, and tips on innovations in color management and retouching. Step-by-step instructional images and screen shots are included throughout, allowing for a concrete grasp of the detailed processes and techniques. As a photographic professional, you're almost certainly aware that digital photography will become an integral part of any photographic business. The difficult part is to work out which part, how much, and when. *Going Digital: Wedding and Portrait Photography* is designed to help deal with those issues. The technology is explained, from the charge-coupled device at the heart of the camera to the wider business-based aspects of building a system to suit your needs. Production considerations including speed, quality, quantity and archival permanence are dealt with. The business areas that are covered include using the Internet as a way of increasing client numbers and sales. The issue of costs is examined alongside the revenue benefits that digital photography can make possible. Several ideas are discussed about using the new technology to develop new revenue-generating areas. Throughout the book, case studies are presented in which professional photographers describe their experiences with digital photography, from how they began to use it to how it has affected their work. The book contains many photographs showing the different approaches used by the photographers in the case studies. Finally, at the end of the book, there is a reading list of recommended titles, websites that you are likely to find useful, a glossary and a comprehensive index. Book jacket.

John Child has refreshed and updated his inspirational studio photography guide to cover all the latest techniques. Now beautifully illustrated in full colour, featuring brand new student and author work, *Studio Photography* guides you through the techniques you need to create successful studio images. Through a clearly structured learning approach, you will stimulate and express your creative ideas using a wide variety of activities and assignments. With a strong commercial orientation, the emphasis is highly practical and focuses on technique, communication and design within the genres of still life, advertising illustration, portraiture and fashion. This successful guide is an essential tool for those working in a controlled environment where the image output is to film or digital file. You are encouraged to experiment whether you have expensive equipment, or are using natural light sources; either way you will see how it is possible to achieve acceptable results and develop your skills. Revision exercises, useful links and up to date advice are featured on the associated website www.photographyessentialskills.com. This essential reference for photography students explains how to become part of the professional community. By defining professional photography today, and exploring what is expected of professional photographers, the book demystifies this often-misunderstood and misjudged career track. The easily accessible text provides readers with valuable information, inspiration, and education on topics including developing your photographic voice, finding your area of specialization, exploring the moving image, building a website, and understanding self-presentation, promotion, legal aspects, and marketing. It also features inspirational projects for students to embark on their education in photography. Whether you have a simple point & shoot or a DSLR camera, learning the basics of digital photography can be confusing. With *The BetterPhoto Guide to Digital Photography*, those mysterious icons, strange jargon, and dizzying array of imaging software and hardware quickly become tools to create great pictures. Illustrated with full-color photos for guidance, this easy, practical, lesson-based workbook gives you a step-by-step tutorial in getting bright, crisp, beautiful pictures from your digital camera every time. "Assignments" at the end of each chapter give you the opportunity to go out and test your new skills in real life. Learn about exposure, file formats and quality settings, low-light photography, digital filters and white balance, composition and lens choice, manipulating images, printing, and much more, all in a handy, bring-along format. Everyone who wants to create great photos needs *The BetterPhoto Guide to Digital Photography!* "It's not about the camera." Strangers often try to compliment me by saying, "What a nice camera -- you must take great pictures," mistakenly assuming camera gear is the primary reason for a photographer's success. Indeed, photographers typically invest in learning how their cameras work, but believe repeated trial and error is all that's needed to take great photos. This seldom works. A photographer's skilled eye is the most important factor in capturing superior photos, not the camera equipment. Knowledgeable photographers can shoot far better pictures with mediocre gear than an uninformed novice

with state-of-the-art equipment. Unfortunately, many shooters never train their photographer's eye. "Great Shot!" changes this by teaching a pro's approach to taking outstanding pictures. Most professionals learn their skills by accompanying another pro on assignment to see how he/she does it. "Great Shot !" lets its readers virtually accompany me to see firsthand how I took my 100 best pictures, learning the tricks of the trade that helped me win me over 25 professional photojournalism awards, including 2-time New England Newspaper Photographer of the Year. Train your eye to see what a professional photographer does. Visualize the best photos for almost any situation. Anticipate great photo opportunities before they occur. Position yourself to react and capture the powerful images. Create photos you can be proud of, good enough to get published. Discover hundreds of tips for making your own pictures professional quality by going on assignment with a professional photographer. By examining the work of 10 of today's top portrait photographers and supplementing the images with interviews, this book offers insight into the working habits, equipment selection, and business strategies of those at the top of their game. In-depth and engaging, the guide also reveals creative inspiration and technical insight it reviews 15 to 20 of each artist's most highly acclaimed images, thereby providing an understanding of the full range of portrait styles that make up the body of modern portraiture. With the hard-won advice, strategies for success, and markedly different The ABC Photo Guide is The Professional Newbie Photographer Resource Kit. This book will act, as a reference guide to getting you started in photography and it should prevent you from making the same mistakes I made over the years. Throughout the book you'll see several stories and situations that should help you speed up your learning process. The goal of this book is to fast forward your learning in photography, to take you from "wannabe" to "Professional". Sized to carry in your camera bag. Up-to-date information for b&w and color photography. Includes data on films, exposures, reciprocity, filtration, flash, camera lenses and perspective. Tables, charts plus an 18% gray card. Presenting ideas and commentary as well as photographs, this collection offers new photographers revelations and wisdom from professionals and informs them how to achieve commercial success. Commercial photographers create images that are designed to sell products, services, political candidates, organizations, corporations, and any other marketable commodity or idea, and their clients range from advertising agencies, manufacturers, retail stores, hotels, restaurants, and other businesses. With a section focusing on each of these types of services, this reference provides a quick workshop on an area of expertise, furnishing those new to the business with a wide variety of information about each specialty. Tips for selecting the most effective equipment for each subgenre as well as technical information about each camera combine with business-savvy know-how—from marketing, bidding, budgeting, building referrals, managing the office, and more—making this a comprehensive reference for being both behind and in front of the lens. Artwork from 30 of the industry's top photographers is used to highlight both clearcut shooting strategies and colorful, cutting edge approaches to family portraiture in this handbook intended for idea gathering and inspiration. Advice on focal length, perspective, and maximizing the potential of digital equipment highlights the technical aspects of family portraiture while group posing strategies demonstrate how best to flatter each subject and convey a sense of family unity. A lengthy discussion of lighting—the backbone of portraiture—and the manipulation of shadows and highlights instructs photographers on how to create mood and interest in a variety of lighting scenarios, both indoors and out. Specifics on adjusting body lines, colors, and shapes, working with young children, and creating a comfortable atmosphere ensure that the photographer captures the unique personality of each family with dynamic and attractive images. From shooting basics to image editing, this textbook is an all encompassing reference that can be used by students in any level of photography class as well as those studying to complete the Certified Professional Photographer program. Beginning with an overview of camera choices and basic camera functions, this guide outlines the fundamentals of lighting equipment, light theory, composition, and digital imaging while providing a comprehensive roadmap for efficiently taking images from conception to client presentation. Tips for overcoming obstacles are offered from the hard-won advice of photographers who have successfully passed the Professional Photographer Certification Program tests. The author of Create presents “an all-in-one, easily accessible handbook . . . [that] will show you how the pros do it. Study this and take your best shot” (Chase Jarvis, award-winning photographer). In *Advancing Your Photography*, Marc Silber provides the definitive handbook that will take you through the entire process of becoming an accomplished photographer. From teaching you the basics to exploring the stages of the full “cycle of photography,” Silber makes it easy for you to master the art form and create stunning pictures. From thousands of hours of interviews with professional photography masters, you will learn valuable insights and

tips on beginner, amateur, landscape, wedding, lifestyle, sports, animal, portrait, still life, and iPhone photography. Advancing Your Photography features:

- Top tips for making outstanding photographs from iconic photographers and many other leading professional photography masters of today
- Numerous step-by-step examples
- Guidance on training your eye to see composition with emotional impact
- Tips on mastering the key points of operating your camera like a pro
- Secrets to processing your images to professional standards

Photography and the technology associated with it are constantly evolving, but the fundamentals remain the same. Advancing Your Photography will help to bring you the joy and satisfaction of a lifetime of pursuing the art of photography. The Rough Guide to Digital Photography is an up to date quick reference tool for all things photography-related. With tips on composition and technique, editing quick fixes, and cool things to do with photos, this essential handbook tells you what you need to know to maximize the quality and impact of your pictures both online and off. It will also help you make sense of the mass of online options in an ever-changing digital age, from photo sharing and hosting to creating blogs, mash-ups and slideshows. Taking a practical look at the many image tools available, it will help you decide what's best for you and shows you how to: Learn the rules of composition ... and then learn how to break them Harness the power of the digital darkroom and how to create images that will impress your friends Whether you are new to photography, want to get the best out of your cameraphone, or are a dedicated amateur with an SLR this book will help you make the most of your pictures at home, on the move or online. Discusses the basics of digital photography and provides assignments and practical examples for the amateur photographers that make concepts easy to grasp. Stephen and Joan Dantzig operate the Hawaii School of Photography and have been turning point-and-shoot photographers into photographic artists for more than five years. In this book, they put their wisdom to paper with a promise to help readers rise up and learn this powerful practice from the ground up. Photography is more popular than ever. We are inundated with images by the traditional media and now, increasingly, in social media. Every day, countless amateurs who've enjoyed using cell-phone cameras or simple, automatic-everything-point-and-shoot cameras decide to take the plunge and buy an SLR—a camera with all the bells and whistles that allows complete control over the way an image is recorded. Too often, those cameras collect dust because the users lack the necessary guidance. This book is designed to show readers the ropes of SLR photography. Beginning with a look at the components of SLRs and moving into the modes/options that come standard on today's cameras, readers will learn to understand and use their cameras. With the basics under their belts, they'll move on to understanding the basic tenets of photography—specifically, the art of capturing an accurate exposure. From there, readers will learn how to use their exposure controls to depict a subject or scene creatively—from determining how much of the scene should be in focus or obscured by a beautiful bokeh (desirable blur) for effect, to deciding whether to freeze motion or elicit the feeling of movement. Readers will learn what constitutes the “right” light for photography, and how to use highlight and shadow to create drama and add interest and a sense of dimension in their images. Information is presented on composition (the artful arrangement of the elements of the scene within the confines of the frame in a way that excites the viewer), adding artificial light, and much more. All concepts are reinforced by the introduction of 43 skill-building and concept-reinforcing self-assignments designed to heighten understanding and boost confidence. With lushly illustrated pages and concise, jargon-free, easy-access lessons, this book is an important resource for all beginning photographers. This book gives you straight-talking advice from a pro on how to build a successful career in photography, said PhotoSource International of the first edition of Photography Your Way. Now distinguished author Chuck DeLaney has updated this classic book to show how digital has increased the power of photography and broadened the options open to anyone who wants a career as a photographer. Rich with seasoned advice and practical tools for developing an individual style, this book is essential for emerging photographers. Just open up this lay-flat, spiral, professional photoguide—with brightly labeled tabs for each section—for information on all KODAK films: care; storage; exposure; speeds; and lenses. Charts for slides and prints include a description of the film's intended uses and ISO speed and filters for daylight, tungsten, and photolamp. Dials help you calculate speeds and lens openings for existing-light subjects; filters; flash exposures; focal length; optical equations; and depth of field for several lens types. Plus: caring for and selecting supplementary lenses. This is Kodak's perfect take-along reference for serious amateur and professional digital shooters: a convenient, spiral-bound, lay-flat guide with colored tabs. There's complete coverage of depth of field, color temperature, white balance, exposure, filters, and flash. Handy charts display lens conversion factors, facts on file types, memory cards, file compressions, and lighting ratios. From the tiniest ladybug to a towering glacier, from a

horse running in a field to a leaf falling slowly from a tree, nature subjects offer some of the greatest challenges and the greatest rewards to photographers. In the BetterPhoto tradition, here's a complete photo course in a book. Hands-on lessons cover every aspect of digital nature photography, from buying the right camera for close-ups, landscapes, and movement, to understanding how the camera works, to taking great pictures. Author Jim Miotke uses straightforward text and inspiring yet informative photos to show the best ways to approach nature photography. Everything a beginner or intermediate photographer needs to know is here, including a buyer's guide, full information on camera features, file formats and settings, exposure, low-light photography, filters and white balance, composition and lens choice, creative ideas, manipulating, and printing, along with a glossary and list of useful websites. The Better Photo Guide to Digital Nature Photography helps photographers everywhere get great photos in the great outdoors. Photographing a wedding is one of the most demanding tasks a photographer can undertake. Because of the tremendous import of the event to the couple, their families, and their guests and attendants, there is no room for error. It's the photographer's job to get the images the couple expects and to capture those images in a stylish, highly artistic and professional manner as every important minute passes. With countless weddings under his belt, super-shooter Damon Tucci knows what it takes to get the job done. In this book, he presents 60 lessons that show you just what's expected and precisely how to make it all happen so that you can rest knowing that your couple's big day will be elegantly and flawlessly chronicled, from start to finish. Beginning with a look into the strategies you'll need to implement to ensure all of your bases are covered, Tucci gets you up to speed with initial lessons on ensuring the clients are a good fit, conducting an effective and efficient client consultation, and determining the must-have shots. Next, he moves on to cover the equipment needed for the wedding, the need for backups, and tips for paring down to the essentials. Targeted lessons will also show you how to anticipate the big events in the preparations, ceremony, and reception, so you can get all of the money shots that EVERY client demands. You'll also find plenty of lighting and posing ideas for the bride, groom, attendants, and families, so you can make sure that everyone looks their very best as your chronicle this meaningful and momentous day. Lastly, Tucci takes an in-depth look at the postproduction phase of the job, showing you how to carry out simple tasks using a host of popular programs and plug-ins. With Tucci's help, you'll learn to create the kinds of portrait looks that today's clients demand. From shooting formal family portraits in a dimly lit church to capturing lively candids at a bustling reception, this valuable reference presents 100 tips for handling the process from start to finish—choosing the best equipment, capturing the best moments on film, and enhancing and presenting them afterwards. Numerous professionals offer valuable advice for digital wedding photography, giving technical guidance on lighting, exposure and metering, and color management, as well as ideas for scouting locations, dealing with nervous brides, and photographing large groups. Ample time is spent on the many aspects of posing and lighting—for both formal and informal situations—with an eye toward enhancing the efficiency of the shoot and the natural beauty of the resulting images. This book helps beginners with a basic knowledge of photography. It will help advance the reader to a higher level and increase understanding of how different techniques are achieved.

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