

Digital Photography For Creative Professionals From Photo Shoot To Image Output

The source of any photograph is not the camera or even the scene viewed through the viewfinder-it is the mind of the photographer: this is where an image is created before it is committed to a memory card or film. In *The Photographer's Mind*, the follow-up to the international best-seller, *The Photographer's Eye*, photographer and author Michael Freeman unravels the mystery behind the creation of a photograph. The nature of photography demands that the viewer constantly be intrigued and surprised by new imagery and different interpretations, more so than in any other art form. The aim of this book is to answer what makes a photograph great, and to explore the ways that top photographers achieve this goal time and time again. As you delve deeper into this subject, *The Photographer's Mind* will provide you with invaluable knowledge on avoiding cliché, the cyclical nature of fashion, style and mannerism, light, and even how to handle the unexpected. Michael Freeman is the author of the global bestseller, *The Photographer's Eye*. Now published in sixteen languages, *The Photographer's Eye* continues to speak to photographers everywhere. Reaching 100,000 copies in print in the US alone, and 300,000+ worldwide, it shows how anyone can develop the ability to see and shoot great digital photographs.

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.

Become a professional photo editor and bring your ideas to life with Photoshop Elements 2019 Key Features Improve your pictures with easy-to-follow techniques that help you make simple, fast and effective edits Understand how to animate and add multiple layers to your images Master the Photoshop Elements user interface (UI) with real-life examples Book Description Adobe Photoshop Elements is a raster graphics editor for entry-level photographers, image editors, and hobbyists. Though it shares many of Photoshop CC's high-end features, it also boasts a significant number of simple to use, yet highly effective tools not found at the professional level. This book presents the complexities of image editing in easy-to-follow, bite-sized chunks, allowing you to quickly recognize the editing challenge, and helps you to identify the tools and techniques required to make improvements, and to apply those techniques quickly and efficiently. You will start by learning how to import, organize, manage, edit, and use your pictures in a format that's designed for creative photography projects. Going further, you'll discover how to fix a wide range of photographic problems based on the book's extensive repertoire of commonly applied solutions. You'll be escorted through a wide range of common processes that include applying artistic effects to creative projects, custom image makeovers, processing images for social media, and other file export methods. Towards the end of the book, you will understand what the most important tools and features actually do in Photoshop Elements, answering the often-asked question; What, when, and where would you use these features in a precise and practical way. What you will learn Understand the latest Photoshop tools to add life to your photos Add graphic elements to any composition, photograph, or illustration Tackle challenges in editing multi-layered images for your photography projects Develop illustrative skills with Photoshop Elements' variety of drawing tools Understand techniques for professional photo retouching Work

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with online and local templates to create calendars, greeting cards, and other projects Who this book is for This book is for photographers, creative professionals, and individuals who want to master image editing for publishing, press, and web formats with Adobe's Photoshop Elements. Professionals who are looking to become accomplished image retouchers will also find the book helpful. Photography skills along with basic photo editing knowledge will be useful, but not necessary.

Amongst the wealth of books aimed at helping you to understand and use your camera equipment and software, Creative DSLR Photography is a rare gem that focuses on the real art of photography and the creative, design and composition skills needed to take your work to the next level. Beginning with the basics of visualisation and perception, the book gives clear guidance on how to interpret a scene, define a subject and develop a personal style. It covers the key creative factors to be considered pre-capture, whilst shooting and post-capture, taking a practical approach and offering valuable pointers that you can incorporate into workflow immediately to dramatically improve results. Written by two accomplished professional photographers, Creative DSLR Photography is packed with inspiring images from travel, nature and landscape photography, amongst other genres, and includes pro tips on how these stunning shots were created. Part of Focal's Digital Workflow series, aimed at helping photographers to work faster, work smarter and creative great images. Current series titles include Canon DSLR: The Ultimate Photographer's Guide and Mac OS X for Photographers.

Renowned Photographer and Photoshop hall-of-famer, Martin Evening returns with his comprehensive guide to Photoshop. This acclaimed work covers everything from the core aspects of working in Photoshop to advanced techniques for refined workflows and professional results. Using concise advice, clear instruction and real world examples, this essential guide will give you the skills, regardless of your experience, to create professional quality results. A robust accompanying website features sample images, tutorial videos, bonus chapters and a plethora of extra resources. Quite simply, this is the essential reference for photographers of all levels using Photoshop.

In The Way of the Digital Photographer, master photographer and digital artist Harold Davis shows you how to make digital photography an art form. Great digital photographs need both camera and computer to be truly extraordinary. Using detailed examples and case studies from his own work, Davis provides myriad ideas you can use in your own work, and he shows you how to unlock your own creativity to make those special images you have always dreamed of! Readers discover how to effectively use post-processing techniques and gain insight as to how the techniques and steps involved can inform their choices when making a photo and in postproduction workflow.

Includes a pair of red/cyan glasses (3D glasses).

We have all felt the frustration of wasting time, paper, and effort when our prints or web images don't match the images we see on our monitors. Fortunately, you're holding the resource that will help solve these problems. This book guides you through the hardware settings and software steps you'll need to post professional images and make stunning prints that showcase your artistic vision. In Color Management & Quality Output, Tom P. Ashe, a color expert and gifted teacher, shows you how to color manage your files from input all the way through output, by clearly explaining how color works in our minds, on our monitors and computers, and through our printers. You'll learn to: properly calibrate your monitor understand Adobe Photoshop color settings build and evaluate color profiles for all your devices navigate the print menu in both Photoshop and Lightroom appreciate the differences between inkjet prints and C-prints optimize sharpening for a variety of print media understand how and why to use RIPs communicate with creative professionals, clients, and output service providers to ensure the highest quality results. This book is part of The Digital Imaging Masters Series, which features cutting-edge information from the most sought-after and qualified professionals and instructors in the photography field. Based on the progressive curriculum of the Masters of Professional

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Studies in Digital Photography created by Katrin Eismann at the School of Visual Arts in New York City, these books are the next best thing to being in the classroom with the Digital Photography Masters themselves.

How to make digital photography lighting more creative—and less challenging! How do you master the art of lighting your photographs? Go beyond the basics, go beyond the "rules," and get creative with the help of renowned photographer Harold Davis. In this book, Harold shows you how to break the boundaries of conventional wisdom and create unique, lively, and beautifully lit photographs. Packed with tips and tricks as well as stunning examples of the author's creativity, this book will both inform and inspire you to create your own lighting style. Teaches you when and how to control the light in your photographs Reviews the basic "rules" of digital photography lighting and shows you how to break the rules to create your own uniquely lit images Helps you start building a lighting style of your own Includes stunning examples of the author's photography and lighting techniques Whether you're a beginner or a seasoned digital photographer, you'll find ideas and techniques to spark your creativity.

Award-winning photography/design team Harold and Phyllis Davis are back with a brand new volume in their new Photoshop Darkroom series. Picking up where their best-selling first book left off, *The Photoshop Darkroom 2: Advanced Digital Post-Processing* will show you everything you need to know to take your digital imaging skills to the next level. Great photographers know that the best images begin well before the shutter clicks, and certainly well before Photoshop boots up. Harold takes a step back, and shares his helpful tips for capturing the most compelling images possible by keeping in mind what type of post-processing you'll do before you start shooting. You'll also find complete coverage of important topics such as compositing, working with layers, and HDR. Packed with tons of eye-popping images which have won Harold national acclaim, this is a fantastic resource for photographers who want to think outside the box and create truly stunning artwork.

Capture the beauty of the world around you with this professional advice Landscape photography inspires millions of photographers. If you're one of them, you'll find new insight into landscape photography in this book by professional photographer Harold Davis, as well as tips, tricks, and technical advice to help you improve the quality of your photos. You'll learn to use lighting and composition creatively, choose and use appropriate equipment, look at your subject matter in a new way, and even when to break the rules in order to capture the best image of all. Illustrated with the author's own spectacular landscape photos. Landscape photography intrigues and inspires photographers, but there is more to getting great landscape photos than many photographers expect Professional photographer Harold Davis teaches tricks and techniques that will enhance your skills Explains how to approach the subject creatively, choose and use appropriate equipment, and refine photographic technique to create spectacular landscape shots Looks at how lighting, texture, and composition affect landscape imagery Lavishly illustrated with the author's own photos Landscapes have long been a popular photographic subject; this book helps you advance your skills as a landscape photographer.

Take your best shots with this invaluable guide to composition for DSLR cameras Sometimes you get the best results by breaking the rules, but first you have to know what the rules are! In this indispensable photography guide, renowned photographer Harold Davis first walks you through the recommended guidelines for composing great shots with your DSLR camera—and then shows you how to break free, build your own unique style, and compose beautiful images with confidence. Provides practical composition basics as well as the artistic tips and tricks eagerly sought by digital SLR camera lovers, who are growing in number as DSLR camera sales continue to grow Explores the fundamental rules of composition—then how to break those rules to take captivating and unique images Informs and inspires you with the author's own

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gorgeous examples of landscapes, portraits, close-ups, and other photos that illustrate his concepts Helps you jump-start your creativity by showing you new ways to see Go beyond the basics and create a photography style that's all your own with this must-have guide. Brian & Janet Stoppee have incorporated their decades of daily, hands-on expertise at image-making plus their leading seminars and one-on-one training into the most comprehensive guide to photographic lighting available! It's impossible to be successful in photography without a mastery of light. It's the basis of all things photographic. The Stoppees welcome the reader into their professional world with a conversational tone that makes you feel as if you are a member of their team in pre-production planning, out on a shoot, or back at their studio, in post-production. They've packed the book with full color, vibrant images and lighting diagrams that make the technology easy to quickly understand. This compendium of professional know-how shows you how to both manipulate nature's light and create natural-looking illumination with artificial light sources. Whether you're a professional photographer, you use photography in your profession, or you just want your images to look more professional, this book is your resource to creating far superior digital images. You'll gain a greater understanding of: .Light's Properties .Digital Exposure .Optics .Metering .Color .Pre-Production .Adobe Camera Raw .Scanning .Light Modifying Tools .Support Systems .Daylight Fluorescent .HMI .Wireless Battery Flash .Digital Studio Flash .Digital Tablets .Painter .Professional Printing ...and much more, just like the world's top image-makers. The Stoppees' darkroom is all digital, so without this guide to photography and light, you'll be left in the dark ages!

Eismann is world known for her talent as a Photoshop expert and photographer, but above all she's considered one of the best teachers her field has ever seen. In this book she uses the tutorial approach that made her two previous Photoshop books bestsellers to take photographers beyond quick tips and gimmicky effects.

Bestselling author/photographer Chris Orwig offers 30 photographic exercises to renew your passion for capturing the people in your world. This is not a traditional portrait photography book. The goal isn't flattery, but connection and depth. Whether you are a student, busy parent, or seasoned pro photographer, these exercises provide an accessible framework for exploration and growth. With titles like: Be Quiet, Turn the Camera Around, and the Fabric of Family, each of the 30 exercises encourages you to have fun and experiment at your own pace. With step-by-step instructions and using natural light, you will explore everything from street, lifestyle, candid, and environmental shots. The projects are small artistic endeavors meant to change how you see and the pictures that you make. All that's required is a camera, an intrepid attitude, curiosity, and some imagination.

Presents a collection of tips on digital photography and digital cameras, covering such topics as digital camera attachments, nighttime photography, using a flash, using Adobe Photoshop, and printing photographs.

Whether you're a serious photographer or a hobbyist, the advice and instruction found in this comprehensive, best-selling guide to digital photography will help you advance your skills to produce consistent professional results. Real World Digital Photography addresses the wide range of topics surrounding digital photography, including up-to-date descriptions of the latest camera technologies, expert advice for taking better photographs, and tips and techniques for optimizing images to look their best in print and on the Web. Adventurous photographers can explore new sections explaining high dynamic range as well as panoramic and night photography. You'll also learn how to establish an effective, efficient workflow using Adobe Photoshop Lightroom and Adobe Photoshop — the two must-have tools for any serious photographer. In Real World Digital Photography, Third Edition you'll learn

about: The essential technical considerations and professional skills to improve your photography How digital cameras work and the resulting impact on how and what you photograph Fundamentals of digital photography, including how to use lighting, composition, and lens choice to create compelling images How to establish a digital editing workflow that produces successful, repeatable, reliable results Practical image-editing techniques to improve tone and contrast, correct colors, enhance sharpness, and more How to photograph source images to create stunning high dynamic range and panoramic photographs The essential requirements of a professional color-managed workflow so that what you see is really what you print Expanding your creative options with night photography, time lapse, and stop motion photography As you're reading the book, share your photographs with the authors and others reading it via the book's Flickr group at [flickr.com/groups/RealWorldDigitalPhotography](https://www.flickr.com/groups/RealWorldDigitalPhotography/).

Furnishes an overview of digital photography, covering such topics as cameras, exposure, lighting, shutter speed, depth of field, and resolution--and tips on how to avoid hours of photo-editing by taking great photographs the first time.

"This book is written in non-system specific language. This is a great feature because no matter what program(s) you work in, this book can help you.... Not only did *Creating Digital Illusions* show me the 'how,' but it also explained the 'why.' It's one of the few how-to books I've read that do this." —Stephen K. Close Art Supervisor NCI Advertising "Barry Blackman's creative approach by far surpasses even the latest in image creation technology. If they could just design a SCSI connector to his imagination.... Barry has truly mastered the fine art of the electronic canvas and made it a breeze to understand!" —Frederick Rescott Vice President and Art Group Supervisor Kallir, Philips, Ross, Inc. "Barry Blackman is definitely the authority on using computers in photography because of his early entry into the field, his visibility in advertising, and editorial use of this kind of image." —Al Francekevich Advertising photographer and former columnist *Popular Photography* "*Creating Digital Illusions* is a guidebook for any photographer or artist who wants to survive commercially into the next century. Blackman presents the new technologies in an approachable step-by-step style. The tutorials educate. His images inspire." —Kevin Hogan Writer *Imaging Magazine* "*Creating Digital Illusions* is a must for anyone who is serious about image making. Many artists get caught up in the visual and do not address the underlying issues of symbolism and color theory. To get the insight of a seasoned professional on these topics is invaluable. In addition, 20 assignments are presented and the entire creative process, both aesthetic and technical, is revealed. By combining step-by-step visuals with easy to understand text, this book is appropriate for photographers, artists, and computer-literate individuals. The layout of the book makes it an extremely effective teaching tool. I am planning on making it required reading for my students." —Bruce Wands Chairman, Computer Art Department School of Visual Arts

Learn how to take professional-quality photographs using the same tricks today's top photographers use (surprisingly, it's easier than you'd think)!

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This is a completely, totally updated version of the #1 best-selling digital photography book of all time! It's the award winning, worldwide smash hit, written by Scott Kelby, that's been translated into dozens of different languages.

Here's how Scott describes this book's brilliant premise: "If you and I were out on a shoot, and you asked me, 'Hey, how do I get this flower to be in focus, with the background out of focus?,' I wouldn't stand there and give you a photography lecture. In real life, I'd just say, 'Put on your zoom lens, set your f-stop to f/2.8, focus on the flower, and fire away.' That's what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets I've learned just like I would with a friend—without all the technical explanations and techie photo speak."

This isn't a book of theory—full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With over 200 of the most closely guarded photographic "tricks of the trade," this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time.

Each page covers a single concept that makes your photography better. Every time you turn the page, you'll learn another pro setting, tool, or trick to transform your work from snapshots into gallery prints. If you're tired of taking shots that look "okay," and if you're tired of looking in photography magazines and thinking, "Why don't my shots look like that?" then this is the book for you.

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At last! The eagerly anticipated revised edition of the photographer's "business bible" is here, fully updated with the last word on key business practices, industry standards, and resources. Up-to-the-minute coverage now includes digital asset management; metadata standards; the role of Internet, FTP, and e-mail technologies; the impact of media consolidation on assignment and stock photography; and much more. This indispensable guide covers the full range of business and legal questions that photographers might have, with comprehensive advice from the ASMP, the foremost authority in the field. In eleven in-depth chapters, more than two dozen industry experts explore pricing and negotiating, ethics, rights in traditional and electronic media, publishing, and much more. Business and legal forms, checklists, and an extensive cross-media bibliography make this the one reference book that deserves a place on every successful photographer's bookshelf. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers. Using his popular bad image/good image pairings of real-life examples, Bryan Peterson takes the reader through all the techniques needed to succeed with digital photography in every popular genre: nature, people, sports, interiors, travel, low-light conditions, travel, weather, commercial portraits, macro, and wildlife—even how to use creative tricks such as reflections. As a bonus, Peterson explains, in straightforward text, the techniques of Photoshop as well as the basics of publishing, printing, and archiving and storing for personal or professional use. Full of great examples for beginners and serious photographers, *Understanding Digital Photography* makes it easy to create great digital pictures every time.

Great portraits go beyond a mere record of a face. They reveal one of the millions of intimate human moments that make up a life. In *Beyond Portraiture*, renowned photographer Bryan Peterson shows how to spot those "ah-ha!" moments and capture them forever. A teary child...old people laughing together...a smiling girl with big, big hair. Everyone remember pictures like these, usually taken by a mother, a father, a friend holding a camera, forever preserving small yet revealing vignettes of our personal histories. But we always relied on pure luck and chance to catch those moments. Peterson's approach explains what makes a photo memorable, how to spot the universal themes that everyone can identify with, and how to use lighting, setting, and exposure to reveal the wonder and the joy of everyday moments. *Beyond Portraiture* makes it easy to create indelible memories with light and shadow. • Bryan Peterson's books have sold more than 200,000 copies • Specific enough for beginners, insightful enough for professionals

"Professional advertising, nature, portrait, and wedding photographers give the inside scoop on how they deal with issues faced in shooting, selling, and retouching digital images. Top photographers such as Dave Montizambert and Don Emmerich describe how they got into digital photography and what it has meant to their business and their photography. They also share information on

what led them into photography and what it has taken to reach the top of their field. Whether a relative newcomer like Dave Montizambert or a seasoned hand like Phillip Stewart Charis, each of the photographers interviewed offers valuable advice and insight about what it takes to get into digital photography and how to set up a modern studio."

Go beyond the basic rules of photography to capture stunning portraits Portrait photography is a vital topic for photographers of every level of experience, from amateur to professional. Written by renowned photographer Harold Davis, this inspirational book encourages you to define our own photographic style and capture stunning, creative, and unique portraits. You'll discover tips and techniques for "breaking the rules" of basic digital photography so that you can go beyond the fundamentals such as composition, lighting, and exposure in order to create memorable and incomparable portraits. Explores the most common subject of most photographers-people-and explains when, why, and how to forgo the fundamentals to capture memorable portraits Encourages you to define your own unique photographic style and offers information and inspiration to help you do so Delves into a variety of creative techniques that you can use when exploring ways to take lively and stunning portraits Illustrated with Harold Davis's striking portrait photography, Creative Portraits will both inform and inspire you.

Modifications). The book is in a 10x10" format. Annotation ©2006 Book News, Inc., Portland, OR (booknews.com).

Covering every aspect of using digital photography in design projects from FPO (For Placement Only) to printing and beyond, this essential primer contains everything designers need to stay competitive in this fast-changing industry. Producing flawless images on Internet time is the new requirement for competitive success in today's design market. For graphic designers, that increasingly means leaving the world of traditional photography behind and going digital. While digital photography enables speed, efficiency, and higher quality imaging, learning how to use and manage it effectively can often be a painstaking-if ultimately rewarding-process.

Scott Kelby, author of the groundbreaking bestseller "The Digital Photography Book, Vol. 1" is back with an entirely new book that picks up right where Vol. 1 left off. It's more of that "Ah ha—so that's how they do it," straight-to-the-point, skip the techno jargon; packed with stuff you can really use today, that made Vol. 1 the world's bestselling book on digital photography. In Volume 2, Scott adds entirely new chapters packed with Plain English tips on using flash, shooting close up photography, travel photography, shooting people, and even how to build a studio from scratch, where he demystifies the process so anyone can start taking pro-quality portraits today! Plus, he's got full chapters on his most requested topics, including loads of tips for landscape photographers, wedding photographers, and there's an entire chapter devoted to sharing some of the pro's secrets for making your photos look more professional, no matter what you're shooting. This book truly has a brilliant premise, and here's how Scott describes it: "If you and I were out on a shoot, and you asked me, 'When I use my flash, the background behind the person I'm shooting turns black. How do I fix that?' I wouldn't give you a lecture on flash ratios, or start a discussion on flash synchronization and rear curtain sync. I'd just say "Lower your shutter speed to 1/60 of a second. That should do it" Well, that's what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets I've learned just like I would with a friend—without all the technical explanations and techie photo speak." Each page covers a single concept on how to make your photography better. Every time you turn the page, you'll learn another pro setting, tool, or trick to transform your work from snapshots into gallery prints. If you're tired of taking shots that look "okay," and if you're tired of looking in photography magazines and thinking, "Why don't my shots look like that?" then this is the book for you. This isn't a book of theory—full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With nearly another 200 of the most closely guarded photographic

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“tricks of the trade,” this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time.

For the very first time, renowned international photographer and bestselling author Michael Freeman reveals all the insider secrets that professionals keep for themselves alone. Everyone from enthusiastic amateurs to seasoned experts will learn plenty of the tried-and-true, field-tested techniques Freeman has discovered through years of experience. He helps you think and shoot like an expert, providing advice on everything from shooting in poor weather conditions to simulating complex lighting setups, from enhancing depth of field to fixing damaged files and organizing your photos effectively. His easily digestible nuggets of information explain how to make the most of your digital camera...even if you have limited resources. And that's important, because to get a great photo, you must fully exploit your camera's capabilities—and this guide shows you how.

The Society of Publication Designers' (SPD) annual competition seeks the very best in editorial design work. Judged by a worldwide panel of top designers, the 47th edition of Rockport's best-selling SPD annuals celebrates the journalists, editorial directors, photographers, and other talented individuals who brought events of the year 2011 to our doorsteps and computer screens. Stunning full-page layouts present everything from products to people, and objects to events, in ways that make each palpable and unforgettable. You'll find featured work published in a wide range of mediums and created by journalistic, design, and publishing talent from around the world.

Learn how breaking photographic rules can result in stunning black-and-white photos Black-and-white photography poses unique challenges; without color to guide the eye, contrast, lighting, and composition take on even more importance. Renowned photographer Harold Davis explains these elements and demonstrates the basic rules of black and white photography as well as when and how to break them. He breaks through the complexity of this photographic medium, explores opportunities for black-and-white imagery, and shows how to capitalize on every one. Richly illustrated with the author's own images, this beautiful guide presents the skills needed for great black-and-white photos while encouraging your confidence and creativity. Goes beyond basics to teach photographers how to conquer the challenges posed by black-and-white photography Appeals to professionals and serious amateurs who are interested in exploring creative black-and-white imagery Presents photography fundamentals and shows how black and white requires some of the rules to be bent Encourages creative thinking and confidence Lavishly illustrated with Harold Davis's outstanding monochromatic photos Whether you're a professional just venturing into black and white or a serious amateur, Creative Black & White will both educate and inspire you.

With a minimum of jargon, Michael Busselle explains the essentials of digital photography and equipment before exploring the almost infinite possibilities of this new and versatile medium.

A guide for amateur photographers includes 300 full-color images and provides 50 ways to produce amazing shots, from exciting photo-taking ideas to post-processing tips and easy, inexpensive make-at-home gear. Original.

Find the right job in photography. For anyone who loves working with photographs, here is a comprehensive guide to turning that passion into a career. Author Michal Heron, a veteran photographer, reveals the full range of possibilities, from shooting pictures to jobs that don't even require a camera. Corporate settings, editorial, media/audio-visual, fine arts, buying and selling, support services, set and location services, computer imaging, gallery and museum, teaching, writing, and many other career choices are presented. Readers will learn to assess their motivations, pinpoint their favorite areas of photography, explore lifestyle choices, understand required skills, and ultimately find the area of the industry that best matches their talents and their goals. Extra resources include listings for photography schools and professional

organizations. Anyone looking for that perfect niche in the rich and rewarding photographic field will need this comprehensive book. • Examines dozens of career possibilities—many that don't require a camera • Self-assessment tools to pinpoint the perfect job, plus school and organization listings Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers. #2 on Photo.net's list of Best Photography Books of 2014! To create successful imagery, you need to balance technical know-how and aesthetic vision. In *Camera & Craft*, we deconstruct photographic principles in new ways to help you think through your process. Together with nine guest photographers, we explore photographic practice and follow up with inventive exercises and demonstrations that challenge you to engage with your tools—all with the goal of helping you work more creatively. Along the way are conversations with our guest photographers that address each topic, from how the professionals work with clients and models to what they think about as they look through the viewfinder. Here's what you'll find inside: Advice and insights from professionals working in a variety of fields, from photojournalism and portraiture to fine-art, landscape and commercial photography Technical explanations about how photographic tools work—so you can connect knowledge to your practice and work more instinctively and creatively Key steps for improving digital workflow Innovative exercises at the end of each chapter as well as on our companion website that encourage you to experiment with and understand the photographic process—from learning how far you can push your camera's sensor to exploring the effects of neutral vs. creative color Interviews with technical and creative experts about developing skills and making images that matter This book is part of The Digital Imaging Masters Series, which features cutting-edge information from the most sought-after and qualified professionals and instructors in the photography field. Based on the progressive curriculum of the Master of Professional Studies in Digital Photography (MPS DP) program created by Katrin Eismann at the School of Visual Arts (SVA) in New York City, these books are the next best thing to being in the classroom with the Digital Photography Masters themselves.

These pages are packed with solutions for integrating digital photography in all types of creative workflow -- from compelling visuals that walk you through digitally executed projects to the pros and cons of each solution presented. Author Lee Varis presents sure-fire ways to produce flawless images instantly. As the speed of production increases and the level of image flexibility rises, digital savvy has become an essential component to competitive success. For creative professionals of all types, this means shifting from traditional photography to the speed, efficiency, and flexibility of digital. *Digital Photography for Creative Professionals* is the first book to address the special concerns and challenges involved with shifting to the digital zone when clients are relying on you to deliver flawless imagery on time. Throughout this essential handbook, you'll find real-life solutions and expert advice from the pros who have been working digitally for years. They have broken down their processes for managing digital techniques in ways that assure a smooth workflow and top-end results your clients will love. Book jacket.

Take a well-timed shot in the dark with this invaluable guide to night photography Shooting in low light and at night is challenging, but it can result in stunning images, so don't put that digital camera away after the sun goes down! Start capturing eerie and intriguing photographs at all levels of light with this information-packed guide from renowned photographer and author Harold Davis. He provides pages of field-tested

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techniques to help you find the proper exposures, including the best settings for ISO, aperture, and shutter. Don't miss the intriguing examples of his own work, including cityscapes, landscapes, and more. Walks readers through the intricacies of night and low light photography Explores the fundamental rules of exposure, including creative settings for ISO, aperture, and shutter speeds Informs and inspires with the author's own breathtaking examples of night photography, including cityscapes, landscapes, exciting night events, and other photos that illustrate the concepts Capture the visually exciting world after the sun goes down with this essential guide to night photography. In the most comprehensive book on the subject, renowned author Joe Meehan details the use of both optical and digital filters in creative digital photography. Meehan walks both complete beginner and advanced amateurs through the various ways they can employ neutral density or polarizing filters to even out exposures or use soft-spot and diffusion filters to add atmosphere to portraits. There's also in-depth instruction on working with digital in-camera filters such as monochrome and sepia, as well as filters in image processing software (like Photoshop and plug-ins) to sharpen, distort, or create brush-stroke effects. This is the definitive guide that photographers have been waiting for!

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