

The Art Of Photography An Approach To Personal Expression

Art of Photography Understanding Exposure Digital Nature Photography The Art of Photography Art and Photography Zen in the Art of Photography The Art of Photography Photography and the Art of Chance Four Arts of Photography The Art of Photography Constructed Realities The Physics and Art of Photography, Volume 2 The Art and Business of Photography Developing the Picture The Art of Landscape Photography Learn the Art of Bird Photography The Essence of Photography Picture Perfect Posing Photography: The Art of Deception The Art of the Photograph The Art of iPhone Photography The Art of Photographic Lighting Photography and the Art of Seeing The Fine Art of Photography Photo 1: An Introduction to the Art of Photography Emanations The Art and Attitude of Commercial Photography The Art of Photography, 2nd Edition The Art of Photography Inspiration in Photography The Art of Bird Photography Photography Birds The Art of Digital Photography The Art of Outdoor Photography The Art and Style of Product Photography The History and Practice of the Art of Photography Photo 1: An Introduction to the Art of Photography The Art of Boudoir Photography The Physics and Art of Photography, Volume 1 The Secrets to Creating Amazing Photos

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As anyone who has wielded a camera knows, photography has a unique relationship to chance. It also represents a struggle to reconcile aesthetic aspiration with a mechanical process. Robin Kelsey reveals how daring innovators expanded the aesthetic limits of photography in order to create art for a modern world.

Understanding Exposure

This book uses art photography as a point of departure for learning about physics, while also using physics as a point of departure for asking fundamental questions about the nature of photography as an art. Although not a how-to manual, the topics center around hands-on applications, most often illustrated by photographic processes that are inexpensive and easily accessible to students (including a versatile new process developed by the author, and herein first described in print). A central theme is the connection between the physical interaction of light and matter on the one hand, and the artistry of the photographic processes and their results on the other. *Geometry and the Nature of Light* focuses on the physics of light and the optics of lenses, but also includes extended discussions of topics less commonly covered in a beginning text, including symmetry in art and physics, different physical processes of the scattering of light, photograms (photographic shadow prints) and the nature of shadows, elements of 2-dimensional design, pinhole photography and the view camera. Although written at a beginning undergraduate level, the topics

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are chosen for their role in a more general discussion of the relation between science and art that is of interest to readers of all backgrounds and levels of expertise.

Digital Nature Photography

Drawing on his 40-year career and based on his popular lecture series, a legendary image-maker shares a vast array of insights, advice and techniques to shift the fundamental way readers see and capture the world around them. Original.

The Art of Photography

Art and Photography

Learn the Art of Bird Photography is a comprehensive field guide to bird photography - so you can create beautiful bird images. Bird photography can be difficult, but with this book, you will learn how to make it easier, and you'll learn how to be more successful and create beautiful images. This book contains more information about bird photography techniques than any other book on the market today. There are comprehensive chapters on: how to set up your camera for bird photography, how to master your camera and settings, the best settings for photographing birds in flight for beginners and intermediate photographers, practice sessions at the end of each chapter so you'll master the concepts and techniques quickly, the basics of light, composition,

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exposure, depth of field, how to get the best point of view, and how to get sharp photos. There's a complete list of the bird photography hot spots in North America by week, so you'll know where and when to go! This book is designed to make you successful in your quest to photograph birds and create stunning bird images Tim Boyer is a graduate of the Seattle Audubon Master Birder Program, an award-winning photographer, an experienced instructor and bird photography workshop leader.

Zen in the Art of Photography

In this third edition of Photography and the Art of Seeing, Freeman Patterson reviews principles of composition and visual design and provides techniques and exercises for breaking away from traditional concepts. Aspiring photographers are made aware of the barriers to seeing and learn how to observe, imagine and express in a personal and creative way.

The Art of Photography

An unparalleled exploration of the art of cameraless photography, this expansive book offers an authoritative and lavishly illustrated history of photography made without a camera, along with a critical discussion of the practice. Since the early 19th century and the invention of photography, artists have been experimenting with various methods for creating photographs without a camera. At once exhaustive and compelling, this book reveals the

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myriad approaches artists have used to create photographic images using just paper and a source of radiation. Simultaneously a chronological history and a thematic study, this book explores a range of practices, some of which have been in use for more than a century, while others are entirely contemporary. From placing objects on light-sensitive paper and drawing on blackened glass plates to radiography, photocopying, and digital scanning, this is an elemental kind of photography that repudiates the idea that technology advances in only one direction. By eliminating the camera, artists are able to focus on other ways of making photographic pictures. They allow the world to leave its own imprint, to speak for itself as itself. This volume includes 160 exquisitely reproduced works of this kind. In turns abstract and realist, haunting and intricate, they seem to capture the very essence of their subjects. Featuring artists from the 19th century to today, this book explores cameraless photography as an important and influential medium that deserves to be included at the forefront of today's conversations about contemporary art.

Photography and the Art of Chance

Need inspiration? Get the best out of your equipment and explore your creative side with *The Art of Digital Photography*. Still life or action, portrait or abstract - whatever your subject, discover how to take amazing digital images with expert photographer and inspiring teacher, John Hedgecoe. Learn the fundamentals of composing an image - from lighting, camera angle,

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drama, color, time of day, style to subject matter. Get the most out of your camera, so whatever moment you are capturing: from stunning landscapes, action-packed sport, beautiful weddings to playful children you'll be picture perfect again and again. We'll show you what others only tell. Enjoy 500 breathtaking photos and learn how to take great pictures every time with The Art of Digital Photography.

Four Arts of Photography

There is a lot more to photography than simply picking up a camera, pointing it toward something, and tripping the shutter. Achieving a great photograph requires thought and preparation, an understanding of the photographic process, and a firm grasp of how light and composition affect a photo. There must be personal involvement and personal expression. There must be experimentation, with the recognition that only a small percentage of experiments end successfully. In this book, best-selling author and world-renowned photographer and teacher Bruce Barnbaum explores these seldom-discussed issues by drawing upon his personal experiences and observations from more than 40 years of photographing and teaching. In addition to photographs, Bruce also uses painting, music, and writing, as well as the sciences and even business, to provide pertinent examples of creative thinking. These examples serve as stepping-stones that will lead you to your own heightened ability to see and be creative. Creativity is a topic that is almost wholly ignored in formal education because most instructors

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think that it cannot be taught or learned. To the contrary, Bruce has proven that photographic seeing and creativity can be taught, learned, and improved. This book expands on the ideas that are central to Bruce's method of teaching photography, which he has used in workshops for the past 41 years. Included in the book are in-depth discussions on the following topics: Defining your own unique rhythm and approach as a photographer How to translate the scene in front of you to the final photograph The differences and similarities between how an amateur and a professional approach photography The differences between realism and abstraction, and the possibilities and limitations of each Learning to expand your own seeing and creativity through classes, workshops, and associating with other photographers Why the rules of composition should be ignored How to follow your passion When to listen to the critics and when to ignore them The book is richly illustrated with over 90 photographs taken by Bruce as well as other photographers. Seeing and creativity are difficult to teach, but not impossible. This very different, perhaps groundbreaking book is sure to inspire photographers of all skill levels-from beginners to seasoned professionals-to think deeply about the issues involved in creating successful photographs.

The Art of Photography

From the abundance of Post-Modern photographic strategies currently in use this book focuses upon what is surely the most spectacular: the "constructed"

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photograph. The term refers to works of photography in which the motif has been staged especially for the picture and in which the respective artist, in addition to his role as a photographer, also plays the part of director, stage and costume designer, make-up artist and from time to time of performer as well. The main section of the book is followed by a selection of works that recapitulates the pre-history of the "arranged and staged" photograph beginning in the late 1960s and recreates the climate in which the photographer-stagecrafters of the 1980s found their point of departure.

Constructed Realities

It is essential that every photographer who is serious about their craft have a firm understanding of the properties of light, because light is more than just illumination. In this book you will learn how light and shadow can be used to compose photographs. Example images and diagrams illustrate lighting concepts and demonstrate how different sources of light affect a subject. Photographers of all levels are bound to improve their skills and cultivate a new appreciation for light design as they discover how to successfully use a variety of lighting tools. Topics include: Use of light in classic paintings Perception and design principles Light sources and shadow design Directional lighting Lighting design principles History of photographic lighting design Post-exposure techniques

The Physics and Art of Photography,

Volume 2

Explores how forty-five of today's best iPhone photographers from around the world conceived, composed, and created some of their best-known pieces, including Liz Grilli's "Avian," Markus Rivera's "Run!," and Ade Santora's "Human Tree."

The Art and Business of Photography

Photography: Birds explains how to photograph birds--whether in your backyard or at a birding destination--detailing unique issues that confront photographers of all levels and providing the best guidance for capturing the beauty and splendor of our feathered friends. Gerrit Vyn, an award-winning bird photographer, videographer, and sound recorder, has become renowned for his ability to capture birds, especially for the prestigious Cornell Lab of Ornithology. In this new guide, he reveals his methods and shares how to photograph birds based on location, behavior, identification, and storytelling. Vyn details the range of technical considerations, giving clear instruction and advice, as well as the creative decisions a photographer must make on lighting, framing, timing, and motion. He also discusses situations unique to bird photographers: dealing with habituated or tame birds, approaching feeders, utilizing blinds, and more. Once captured, digital images can be digitally refined, so Vyn delves into the procedures that elevate an image from mundane to striking, using Adobe Lightroom. Throughout, Vyn emphasizes an ethical approach to observing and

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interacting with the birds around us.

Developing the Picture

The private photographic albums of Queen Alexandra, wife of King Edward VII, provide a fascinating insight into the lives of the royal families of Europe from the 1880s to the First World War.

The Art of Landscape Photography

Provides information on effective product photography, covering such topics as equipment, lighting, exposure, backgrounds, composition, and editing.

Learn the Art of Bird Photography

Identifying a beautiful image in nature is easy, but capturing it is often challenging. To truly seize the essence of a photograph shot out of the studio and in the world requires an artistic eye and impeccable set of photographic techniques. John and Barbara Gerlach have been teaching photographers how to master the craft of photographing nature and the outdoors through their workshops and best-selling books for more than twenty years. Now, equipped with brand new images to share and skills to teach, this celebrated photo team is sharing their latest lessons in the second edition of *Digital Nature Photography*. Notable revisions in this new edition include introducing the concepts of focus stacking and HDR, as well as expanded discussions of multiple exposure,

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wireless flash, RGB histograms, live view, shutter priority with auto ISO, hand-held shooting techniques, and the author's equipment selections. The inspiring imagery in this book covers a broader range of subjects than before including ghost towns, the night sky, animals, and sports, in addition to the classic nature photographs we expect from this very talented author team. This book is a comprehensive guide to one of the broadest subjects in photography, explained and demystified by two respected masters.

The Essence of Photography

Photographers now have the ideal resource to build a solid foundation for success. *The Art and Business of Photography* takes an honest approach to the photography profession and is a guide to the artistic and business skills that are the foundation of a career in photography. Professional photographer and former ASMP president, Susan Carr, discusses the realities of the photography industry along with the struggles of expressing creativity and producing quality photography. Topics in this distinctive guide include the balance of being an artist and a business person, the basics of copyright, pricing skills, how to find future prospects, and the importance of craft and creativity. Firsthand experiences and sample photographs by top photographers--pursuing various photography subjects and different types of clients--serve to enhance the unique combination of art and business included in this book. This volume also covers the history of the profession and the current state of the industry. Anyone with a love for a

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photography and the creative process will benefit from this realistic yet inspiring approach to the photography industry. 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.

Picture Perfect Posing

This title assumes a good working knowledge of the technical basics - such as correct exposure, filtration, and sharpness - and concentrates on the 'heart and soul' of landscape photography: the principles of composition and aesthetic design to convey meaning and emotion. While technique will not be ignored, the emphasis will be on how it impacts on the aesthetics of the image u for example, using filtration to enhance the mood of a scene rather than simply to balance the extremes of contrast

Photography: The Art of Deception

As a photographer it's possible to train your mind to

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see inspiration in any situation, and this book will show you how. By introducing you into her creative process, Brooke Shaden—one of the most recognized names in modern art photography—reveals techniques and exercises that you can undertake in order to be inspired by your environment, everyday, everywhere. In addition to the exercises, you'll learn how to compose, plan and shoot colorful, atmospheric, fairy-tale artistic photography, so you can adapt Shaden's techniques and apply them to your own photographic style. Indeed, all artistic photographers seek to achieve their own style, but it's not always easy to see how to get there. This book provides the perfect balance of insight and instruction to help you find inspiration whenever you need it, and capitalize on it every time.

The Art of the Photograph

Creative, expressive, artistic photography has been the centerpiece from the beginning, and it remains the centerpiece in the new book. It will be a complete book in its technical information and clear explanations, but it all focuses on putting the technical aspects to use for personally expressive purposes. The illustrations include some of Bruce's best known imagery, as well as many new images never previously published or displayed. --from publisher description

The Art of iPhone Photography

Now refreshed with current technologies and terms,

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and more than 25 percent new images and an all-new chapter, this bestselling guide shows readers how to shoot great photographs with any type of camera.

The Art of Photographic Lighting

The first major survey of photography's place in recent art history.

Photography and the Art of Seeing

The Fine Art of Photography

Four Arts of Photography explores the history of photography through the lens of philosophy and proposes a new scholarly understanding of the art form for the 21st century. Re-examines the history of art photography through four major photographic movements and with case studies of representative images Employs a top-down, theory to case approach, as well as a bottom-up, case to theory approach Advances a new theory regarding the nature of photography that is grounded in technology but doesn't place it in opposition to painting Includes commentaries by two leading philosophers of photography, Diarmuid Costello and Cynthia A. Freeland

Photo 1: An Introduction to the Art of Photography

Featuring nearly 200 beautiful photographs, as well

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as numerous charts, graphs, and tables, this invaluable book presents how-to techniques to beginner, intermediate, and advanced photographers for both traditional and digital approaches. --

Emanations

THE ART OF PHOTOGRAPHY is Book 2 of the Digital Photography Series. It is a highly illustrated guide to camera settings, composition guidelines, and sources of inspiration. Learn how to move from snapshots to works of art. In this second book of the DIGITAL PHOTOGRAPHY SERIES by Al Judge, the focus is on artistic presentation and pleasing images. Learn from the experience of others. What are "Typical" camera settings for popular types of images? What factors make some images more appealing than others? How do you find your source of inspiration? How do other photographers view their art? What inspires them? Until now, Al Judge has written books to enhance your technical photographic skills. Now it is time to use that knowledge in a more artistic way.

The Art and Attitude of Commercial Photography

PHOTO 1: AN INTRODUCTION TO THE ART OF PHOTOGRAPHY is the must have book for photographers looking to bridge the gap between traditional and digital photography. This comprehensive introductory text eases the transition from one system to the other while developing the student's understanding of the scope and importance

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of this evolution. Not only will students learn how and why to create photographs, but also how to evaluate them from both a technical and aesthetic viewpoint. Through strong visual examples and artist statements from photographers around the world, PHOTO 1 investigates photography as an artistic and visual communication tool. Unique among other introductory photography books, this text also introduces students to copyright law and best business practices for photographers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

The Art of Photography, 2nd Edition

Picture this--an A to Z guide to becoming a successful working photographer, written by one of the leading professional photographers in the business. Covering virtually every business and artistic issue, topics include dozens of no-fail strategies and tested techniques for getting started to run and grow a dynamic business. 225 photos.

The Art of Photography

This book uses art photography as a point of departure for learning about physics, while also using physics as a point of departure for asking fundamental questions about the nature of photography as an art. Although not a how-to manual, the topics center around hands-on applications, sometimes illustrated by photographic processes that

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are inexpensive and easily accessible to students (including a versatile new process developed by the author, and first described in print in this series). A central theme is the connection between the physical interaction of light and matter on the one hand, and the artistry of the photographic processes and their results on the other. One half of *Energy and Color* focuses on the physics of energy, power, illuminance, and intensity of light, and how these relate to the photographic exposure, including a detailed example that follows the emission of light from the sun all the way through to the formation of the image in the camera. These concepts are described in both their traditional manner, but also using very-low sensitivity photography as an example, which brings the physical concepts to the fore in a visible way, whereas they are often hidden with ordinary high-speed photographic detectors. *Energy and Color* also considers color in terms of the spectrum of light, how it interacts with the subject, and how the camera's light detector interacts with the image focused upon it. But of equal concern is the only partially-understood and sometimes unexpected ways in which the human eye/brain interprets this spectral stimulus as color. The volume covers basic photographic subjects such as shutter, aperture, ISO, metering and exposure value, but also given their relations to the larger themes of the book less familiar topics such as the Jones-Conditt equation, Lambertian versus isotropic reflections, reflection and response curves, and the opponent-process model of color perception. Although written at a beginning undergraduate level, the topics are chosen for their role in a more general discussion of the relation between science and art

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that is of interest to readers of all backgrounds and levels of expertise.

Inspiration in Photography

This is an updated and newly revised edition of the classic book *The Art of Photography: An Approach to Personal Expression*. Originally published in 1994 and first revised in 2010, *The Art of Photography* has sold well over 100,000 copies and has firmly established itself as the most readable, understandable, and complete textbook on photography. Featuring nearly 200 beautiful photographs in both black-and-white and color, as well as numerous charts, graphs, and tables, this book presents the world of photography to beginner, intermediate, and advanced photographers who seek to make a personal statement through the medium of photography. Without talking down to anyone or talking over anyone's head, renowned photographer, teacher, and author Bruce Barnbaum presents how-to techniques for both traditional and digital approaches. In this newest edition of the book, Barnbaum has included many new images and has completely revised the text, with particular focus on two crucial chapters covering digital photography: he revised a chapter covering the digital zone system, and includes a brand-new chapter on image adjustments using digital tools. There is also a new chapter discussing the concepts of “art versus technique” and “traditional versus digital” approaches to photography. Throughout the book, Barnbaum goes well beyond the technical, as he delves deeply into the philosophical, expressive, and creative

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aspects of photography so often avoided in other books. Barnbaum is recognized as one of the world's finest landscape and architectural photographers, and for decades has been considered one of the best instructors in the field of photography. This latest incarnation of his textbook—which has evolved, grown, and been refined over the past 45 years—will prove to be an ongoing, invaluable photographic reference for years to come. It is truly the resource of choice for the thinking photographer. Topics include:

- Elements of Composition • Visualization • Light and Color • Filters • Black-and-White • The Digital Zone System • The Zone System for Film • Printing and Presentation • Exploding Photographic Myths • Artistic Integrity • Realism, Abstraction, and Art • Creativity and Intuition • A Personal Philosophy • And much, much more...

The Art of Bird Photography

Presents detailed advice and color photo examples for advanced amateur and professional photographers, covering such aspects as light, lenses, composition, shutter speeds, interpretive rendition, films and filters, wildlife, and closeups, as well as travel, underwater, and scenic photography.

Photography Birds

Offers tips and techniques for setting up and executing a boudoir photography shoot, covering topics ranging from preparing a subject and arranging lighting to post-processing, as well as providing

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advice for male photographers.

The Art of Digital Photography

About creativity and esthetics, not metering and f-stops. The principles are not confining but liberating, they allow for many individual approaches to art, from the dutifully conventional to the convention-defying. By show ing you why good pictures are good, the the information will free you to make better pictures on your own.

The Art of Outdoor Photography

The Art and Style of Product Photography

The History and Practice of the Art of Photography

PHOTO 1: AN INTRODUCTION TO THE ART OF PHOTOGRAPHY is the must have book for photographers looking to bridge the gap between traditional and digital photography. This comprehensive introductory text eases the transition from one system to the other while developing the student's understanding of the scope and importance of this evolution. Not only will students learn how and why to create photographs, but also how to evaluate them from both a technical and aesthetic viewpoint. Through strong visual examples and artist statements

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from photographers around the world, PHOTO 1 investigates photography as an artistic and visual communication tool. Unique among other introductory photography books, this text also introduces students to copyright law and best business practices for photographers. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

Photo 1: An Introduction to the Art of Photography

Whether one photographs songbirds in the backyard, or travels to wildlife refuges to observe them in their natural habitat, this hands-on guide to capturing gorgeous images of avian subjects covers all the bases, from buying the right camera equipment to composing the perfect picture.

The Art of Boudoir Photography

1 Best Seller in Photography Lighting - The Secrets to Creating Amazing Photos Learn the secrets to composition: There's a common misconception that composition is mysterious and that only certain people have that natural gift for the techniques involved. The truth is that composition involves a set of skills that you can master. Just as you can use cookbook recipes to make your favorite meal?you don't have to be a famous French chef?you also can take amazing photos by just following a recipe! Easy-to-follow photography composition recipes: Marc

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Silber has spent years studying the works of masters and interviewing some of the biggest names in photography. Now he can provide you with simple and easy-to-follow recipes for creating photographs that you and others will love! The Secrets to Creating Amazing Photos puts at your fingertips ideas for improving your skills by giving you easy-to-follow "recipes" that will improve your photography right now! Take your photography to the next level: Composition is one of the biggest keys to creating photos that others will love. No matter what kind of camera or smartphone you're using, you can take your photography to the next level and beyond by learning composition tools and secrets known to the masters of the art. Carry The Secrets to Creating Amazing Photos in your camera bag: The book is compact in size and easy to carry with you, so you can flip to the look you want and follow the recipe for creating an image that inspires you. Use it when you're out photographing to get new ideas and inspiration. You'll be able to rapidly up your photography game by learning the skills in Picture Perfect Processes. Key benefits of owning The Secrets to Creating Amazing Photos include: Taking better photographs today by learning the keys to composition Having quick and easy to follow "recipes" for composition at your fingertips Learning the secrets of composition from the masters of classical art and photography

The Physics and Art of Photography, Volume 1

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Photography is a lie. Just think about it: photographers create two-dimensional images that sometimes even lack color and then expect everyone who views the image to believe that this is how the subject and scene appeared in front of the lens, in real life. What is truly amazing is that people fall for the visual trickery readily, almost as if they want to be deceived. It gets better: people still believe that one can photograph only what is really there. In this book, Irakly Shanidze reveals the smoke and mirrors that the best photographers use to surprise, entertain, and inspire viewers. He explains that the individual features of photographer's perception and technical limitations of his equipment make him do things that may eventually make a picture look very different from how a viewer would see the same scene with a naked eye and can lead to a ruined picture. Conversely, photographers who understand these phenomena can use the aforementioned "constraints" to deliberately adjust the level of truthfulness in their pictures. In each beautifully illustrated chapter, Shanidze discloses the photographic tools that enterprising photographers can use to create visual deception (e.g., to create a sense of dimension, create day-for-night effects, establish mood, simulate candid photographs, and generally suspend disbelief—without the time-consuming post-processing!). In doing so, he describes the image objectives (in other words, defines the image concepts) and introduces the tools needed to achieve them—whether a lens of a certain focal length, a light of a specific wattage, or a given shutter speed. He also deconstructs some of his favorite images to show readers how he was able to

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create a chiseled deception of his own. Armed with this book, photographers will learn to truly take the reins in their photographic pursuits and deliver supercharged, iconic, storytelling images.

The Secrets to Creating Amazing Photos

Photographer, author, and educator Roberto Valenzuela has a proven track record for teaching and explaining difficult concepts to photographers of all skill levels. His remarkable ability to break down complicated ideas into understandable, approachable elements that photographers can truly grasp—and then use their newfound knowledge to improve their photography—made his first book, *Picture Perfect Practice*, a breakout success. In *Picture Perfect Posing*, Roberto takes on the art of posing. For many photographers, after learning to compose an image and even light it properly, a portrait can still easily be a failure if the pose is not natural, elegant, and serving the needs of both the subject and the photographer. Instead of just showing page after page of poses—like most posing books on the market—Roberto actually breaks down the concept of posing by examining the anatomy, starting with the core foundation: the spinal chord and neck. Building from there, Roberto discusses every component of what makes poses work, as well as fail. How should the model hold her hands? Bend her elbows? Position her fingers? Should the model look toward or away from the camera, and why? It all depends on what the photographer wants for the shot, and Roberto discusses the entire process, from the intent of the

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photographer through the execution of the pose. For those who have been discouraged by an inability to pose their subjects, or who have simply not known where to start in order to "figure it out," *Picture Perfect Posing* is the essential resource they need to learn how posing truly works, and how they can learn to direct the exact pose they need for the shot they want.

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