

## Guide To Digital Photography Joe McNally

You have the camera, or intend to. You have the desire. Now, you have personalized instruction from PC Magazine "The play of light and color on the human imagination." That's how Daniel and Sally Wiener Grotta define photography. They'll lead you through choosing a digital camera and using all its amazing features, but photography is more than technology. These renowned experts liberally share their knowledge of lighting, settings, focus, file formats, communicating with pictures, and more. Read a little, then go shoot some pictures, study them, and read some more. See what you and that camera can do -- together. Go one-on-one with the pros Choose a camera that fits your needs Understand resolution, compression, pixels, and file formats Use shutter speed, lighting, and depth of field Learn about white balance and color adjustment Organize your shots on the camera Shoot photos for company publications or online auctions Pick up tips for getting great photos Get your pictures out of the camera, easily Edit, print, and e-mail photos

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.

Following up on the great success of The Moment It Clicks and The Hot Shoe Diaries: Big Light from Small Flashes, legendary magazine photographer Joe McNally takes us on another memorable ride with Sketching Light, another trip into the land of light--but this time running the gamut from small flash to big flash, and everywhere in between. Of course, Joe includes coverage of Nikon Speedlights, but he also covers big flash, as well as "in-between" lights as the Elinchrom Quadra. The exploration of new technology, as well as the explanation of older technology. No matter what equipment Joe uses and discusses, the most important element of Joe's instruction is that it is straightforward, complete, and honest. No secrets are held back, and the principles he talks about apply generally to the shaping and quality of light, not just to an individual model or brand of flash. He tells readers what works and what doesn't via his let's-see-what-happens approach, he shows how he sets up his shots with plentiful sketches and behind-the-scenes production shots, and he does it all with the intelligence, clarity, and wisdom that can only come from shooting in the field for 30 years for the likes of National Geographic, Time, Life, and Sports Illustrated--not to mention the wit and humor of a clearly warped (if gifted) mind.

A guide to putting cognitive diversity to work Ever wonder what it is that makes two people click or clash? Or why some groups excel while others fumble? Or how you, as a leader, can make or break team potential? Business Chemistry holds the answers. Based on extensive research and analytics, plus years of proven success in the field, the Business Chemistry framework provides a simple yet powerful way to identify meaningful differences between people's working styles. Who seeks possibilities and who seeks stability? Who values challenge and who values connection? Business Chemistry will help you grasp where others are coming from, appreciate the value they bring, and determine what they need in order to excel. It offers practical ways to be more effective as an individual and as a leader. Imagine you had a more in-depth understanding of yourself and why you thrive in some work environments and flounder in others. Suppose you had a clearer view on what to do about it so that you could always perform at your best. Imagine you had more insight into what makes people tick and what ticks them off, how some interactions unlock potential while others shut people down. Suppose you could gain people's trust, influence them, motivate them, and get the very most out of your work relationships. Imagine you knew how to create a work environment where all types of people excel, even if they have conflicting perspectives, preferences and needs. Suppose you could activate the potential benefits of diversity on your teams and in your organizations, improving collaboration to achieve the group's collective potential. Business Chemistry offers all of this--you don't have to leave it up to chance, and you shouldn't. Let this book guide you in creating great chemistry!

The Real Deal

Professional Techniques for Digital Photographers

Practical Magic for Crafting Powerful Work Relationships

Digital Photography Tips and Techniques

The Digital Photography Book

Big Light from Small Flashes

National Geographic Photo Basics

An award-winning author-photographer gives detailed instruction for other would-be safari photographers and treats readers to his own 14-day safari journal. He reveals how to get the best photos of birds, reptiles, large animals, people and scenery when visiting Kenya on safari. 150 color photos.

A full-color tutorial takes amateur photographers through each stage in the digital workflow from image capture to output, combining helpful examples and tips as it describes the tools of digital imaging and shows how these tools function in different software packages (including Photoshop, Elements, and Paint Shop Pro) and offers advice on selecting the right digital camera, setting up a digital darkroom, and preparing images for output on the Web. Original. (All Users)

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

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

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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In contrast to the jargon-filled manuals that come with most digital cameras, The Beginner's Photography Guide presents step-by-step digital slr camera basics, while introducing and demonstrating a wide variety of techniques that will inspire the novice digital photographer. Grouped together by themes-color, composition, natural light, framing, and more--each camera technique is broken down into an easy-to-follow step-by-step sequence, and features annotated photographs and suggestions on getting the best from digital slr cameras and taking eye-catching photos.

The LIFE Pocket Guide to Digital Photography

Getting Started with Digital Imaging

LIFE Guide to Digital Photography

An Illustrated Tour of the Possibilities of Flash

Perfect Digital Photography

The Lay of the Land

**In this comprehensive, practical guide, award-winning photojournalist Stacy Pearsall offers the techniques, guidance, and inspiration needed to succeed in the dynamic and exciting field of photojournalism. Starting with an overview of photojournalism and her experience as both a combat and domestic photographer, Stacy covers the basics of preparing for assignments, discussing such key topics as selecting suitable attire for different environments, assembling essential camera gear, developing the right approach for a story, and honing your shooting technique. Beyond the fundamentals, Stacy then dives into the nitty-gritty details of photojournalism work, providing insights into living and working in harsh conditions, maintaining physical and mental health, and managing relationships with subjects. The book interweaves hundreds of Stacy's amazing photographs with stories of her experiences in the field, providing context for advice on everything from navigating unfamiliar locations, to properly exposing your images, to building innovative multimedia projects. Follow her into "the trenches" for the fascinating stories behind the shots, which show by example how to get the best photographs you can, even under the most challenging circumstances. Features stunning full-color images from some of the author's most dramatic moments as a photojournalist Offers insights on preparing for long-term assignments, working in austere environments, and reintegrating into society after a project Interweaves photography techniques with advice on interacting with subjects and creating compelling stories**

**Joe Farace is an award-winning photographer with more than 30 books and 1,600 articles to his credit. So there's no one better to take monochrome into the digital age. Whether you're shooting digital black and white from your camera or converting color photographs to monochrome on the computer, you'll discover an array of unique, innovative, and inspirational techniques suitable for shutterbugs of every level. Farace explains what kinds of software programs are best, and how to use them to manipulate your photos in diverse ways. He also discusses various in-camera effects including toning and soft focus. The detailed information and instruction cover everything from creating traditional looking black-and-white or sepia images, to adding color selectively for a one-of-a-kind, fine-art approach.**

**Cameras can capture what the eye can't perceive: the presence of infrared light. And shooting infrared (IR) with a digital camera makes it easier than ever to create distinctively dreamlike, high-contrast black-and-white pictures. Using a wealth of stunning images, this thorough resource explores the technical and creative possibilities of this unique and increasingly popular medium. Get tips on focus and exposure; IR filters; and having a camera converted to shoot specifically in infrared. Follow instructions for processing and printing the photos--including toner effects and faux color. One glance through this guide and it's clear why infrared pictures are fun to take and beautiful to look at.**

**When it comes to photography, it's all about the light. After spending more than thirty years behind the lens--working for National Geographic, Time, Life, and Sports Illustrated--Joe McNally knows about light. He knows how to talk about it, shape it, color it, control it, and direct it. Most importantly, he knows how to create it...using small hot shoe flashes. In The Hot Shoe Diaries, Joe brings you behind the scenes to candidly share his lighting solutions for a ton of great images. Using Nikon Speedlights, Joe lets you in on his uncensored thought process--often funny, sometimes serious, always fascinating--to demonstrate how he makes his pictures with these small flashes. Whether he's photographing a gymnast on the Great Wall, an alligator in a swamp, or a fire truck careening through Times Square, Joe uses these flashes to create great light that makes his pictures sing.**

**The Underwater Photographer**

**Photography secrets from one of the world's top shooters**

**A Photographer at Work**

**The Hot Shoe Diaries**

**Creative Optical & Digital Filter Techniques**

**Learn to Master Composition, Color, and Design**

**The Moment It Clicks**

This highly original book explores the working methods and creative philosophy of one of the UK's greatest landscape photographers. Over a three-year period, Joe Cornish and his co-author Eddie Ephraums, have created a unique documentary record of Joe's photography in a variety of locations, from the Scottish Highlands to the north Cornwall coast, via Northumberland and Joe's much-loved North Yorkshire. Each location is used to address a particular aspect of the art and craft of landscape photography, through conversations between the authors, images of Cornish at work, plus his own pictures from each location. The pictures show us not one, definitive interpretation of each scene but alternative compositions and the development of photographic ideas, giving revealing insights into the photographer's creative process. The book also documents Cornish's gradual transition from a traditional, exclusively film-based way of working to one that now embraces the use of digital compact cameras, digital SLRs and, most recently, a large format digital camera. He describes the opportunities that each of these new tools has opened up, for example he now uses a digital compact both as a sketchbook and for exhibition-quality prints. Full of informative and inspirational images, fascinating insights and professional tricks of the trade, this book will appeal to Joe Cornish's legions of fans and anyone with an interest in photographing the landscape.

Jill Enfield's Guide to Photographic Alternative Processes, 2nd edition, is packed with stunning imagery, how-to recipes, techniques and historical information for emulating the ethereal, dream-like feel of alternative processing. This fully updated edition covers alternative processing from its historical roots through to digital manipulation and contemporary techniques and how to combine them. It features several new techniques alongside new approaches to older techniques, including hand painting on silver gelatin prints, ceramics and photography, cyanotypes, wet plate collodion, digital prints and many more. Enfield showcases the different styles and methods of contemporary artists together with suggestions for vegan and vegetarian friendly alternative processing, transforming 2D images to 3D installations, and how to apply darkroom techniques to digital captures. Professionals, students and hobbyists will discover how to bring new life and imagination to their imagery. Whether in a darkroom using traditional chemicals, at the kitchen sink with pantry staples, or in front of the computer re-creating techniques digitally, you will learn how to add a richness and depth to your photography like never before.

"We are in the Stone Age of digital photography. We've figured out how to make some tools, but it is just now beginning to dawn on us what we might do with them. I've often been frustrated at the concentration on the technical aspect of digital photography with so little discussion of the aesthetics and heart behind the image making. This book is essentially a distillation of what I've been teaching over the last 25 years." Master photographer Stephen Johnson has been taking beautiful landscape photography for decades, and teaching others the practical art of image making since 1977. While he started out with traditional film camera techniques, Johnson is widely recognized among his peers as a pioneer of digital photography. Stephen Johnson on Digital Photography chronicles his ride on the bleeding edge of this medium's evolution, and provides a practical in-depth introduction to digital photography that offers the latest techniques for beginning and experienced photographers alike. What sets this guide apart from other books on the topic is its approach and execution: This isn't a Photoshop book, although Photoshop has its place within the book; it's a book that a master teacher and photographer creates after a lifetime of showing others how to understand and make great photography. With 5 color photographs throughout, including black/gray duotones, and 715 illustrations reproduced with a 200 line screen, Johnson's book covers everything from: The basics of digital photography Film camera techniques vs. digital Practical approaches of the filmless photographer Techniques of the digital darkroom A photographer 's digital journey Photography, art and the future This is a holistic work (and method for teaching) that embraces the state of photographic tools and techniques, blended with suggestions and experiences on why I make photographs, Johnson says. At its best, photography rides that crest where technology and art intersect. But the deepest engagement that photography can bring remains its ability to capture and hold a moment before the lens. In this age of digital manipulation, that fundamental fact must be remembered.

Offers advice on creating a functional space for studio photography in any type of space and describes lighting techniques to produce studio-quality images.

The Ultimate Beginner's Guide to Great Photography

Digital Photography Handbook

The Adobe Photoshop Lightroom 2 Book for Digital Photographers

Lighting for Photographers

Everything You Need to Shoot Like the Pros

The Step-by-step Secrets for how to Make Your Photos Look Like the Pros'!

Go Beyond Black and White to Make Striking Digital Images

*LIFE Guide to Digital Photography*Everything You Need to Shoot Like the Pros*Life*

*David Busch's Canon EOS R5/R6 Guide to Digital Photography is your all-in-one comprehensive resource and reference for the exciting new Canon EOS R5 and R6 full-frame mirrorless cameras. Enthusiasts can choose between the super-high resolution of the R5's 45-megapixel sensor, or the superior low-light performance and action-friendly high-capacity buffer of the 20-megapixel R6. Both cameras boast continuous shooting up to 20 frames per second, in-body image stabilization, and 1,053 Dual-Pixel II phase-detection AF points for lightning-fast, precise autofocus. Their high-resolution OLED electronic viewfinders provide a bright, clear view. Three available adapters make it easy to supplement your R-mount lenses with a broad selection of legacy Canon EF and EF-S optics. The EOS R5 and R6 have wireless connectivity to allow linking to a computer and iOS or Android smart device, high-definition 4K and Full HD movie-making capabilities, and a versatile swiveling touch-screen LCD. With this book in hand, you can quickly apply all these advanced features to your digital photography, while boosting your creativity to take great photographs with your Canon EOS R5 or R6.*

*Filled with detailed how-to steps and full-color illustrations, David Busch's Canon EOS R5/R6 Guide to Digital Photography covers all this upscale camera's features in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy "roadmap" chapter, an easy-to-use visual guide to the cameras' features and controls. Learn when to use each option and, more importantly, when not to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Canon EOS R5/R6 today.*

*Photography has been the business and the passion of LIFE since the original weekly magazine's inception in 1936, and it continues to be the business and passion of LIFE Books and LIFE.com in the new millennium. But photography has surely changed during these many decades. The rigs and gear of old have given way--first slowly, then all at once--to sleek miracle machines that process pixels and have made the darkroom obsolete. The casual photog puts eye to lens, sets everything on auto and captures a photograph that is . . . perfectly fine. One of LIFE's master shooters--in fact, the final in the long line of distinguished LIFE staff photographers--was Joe McNally, and he has always believed that with a little preparation and care, with a dash of enthusiasm and daring added to the equation, anyone can make a better photo--anyone can turn a "keeper" into a treasure. This was true in days of yore, and it's true in the digital age. Your marvelous new camera, fresh from its box, can indeed perform splendid feats. Joe explains in this book how to take best advantage of what it was designed to do, and also when it is wise to outthink your camera or push your camera-to go for the gold, to create that indelible family memory that you will have blown up as large as the technology will allow, and that will hang on the wall forevermore. As the storied LIFE photographer and photo editor John Loengard points out in his eloquent foreword to this volume, there are cameras and there are cameras, and they've always been able to do tricks. And then there is photography. Other guides may give you the one, two, three of producing a reasonably well exposed shot, but Joe McNally and the editors of LIFE can give you that, and then can show you how to make a picture. In a detailed, friendly, conversational, anecdotal, sometimes rollicking way, that's what they do in these pages. Prepare to click.*

*Need to know which digital camera to buy? Want to take better photographs and retouch images? Ready to achieve professional results? This updated edition of The Digital Photography Handbook will allow you to make the most of all the advantages your camera has to offer - as well as guiding you through the latest software to enhance your images, and get professional results with every shot. This book includes expert advice on the art of photography (composition, depth of field and how to photograph a variety of subjects), editing and image manipulation software, how to print your images for the best results, developing a portfolio and mastering the rules of copyright. Doug Harman includes the very latest developments in digital technology, equipping you with everything you need to become a photographer. Contents include: Types of camera, Computers and software, Memory, Pixels and magnification, Saving images, Exposure, Composition, Light, Camera modes, Special effects, Manipulating images, Photo apps, Retouching old photos, Printing digital images, Selecting printers and paper, Archiving and the cloud, Making money from your images, Copyright rules and more.*

*Creative Digital Monochrome Effects*

*The Life Guide to Digital Photography*

*The Creative Photographer's Guide to Interpreting Places and Spaces*

*Creative Night*

*How to Get Close and Capture Animals on Film*

*An Introductory Guide to Professional Photography*

*Becoming Trader Joe*

Containing specific, practical explanations and how-to instructions for the digital photographer, this comprehensive book is devoted to simplifying raw workflow and demystifying raw functions in the camera, raw converter, image processing and enhancement software, and digital darkroom. Written by photography experts--including a Pulitzer-Prize winning National Geographic photographer--this full-color book is a must-have for amateur photographers serious about improving both the quality of their photographs and their proficiency in the digital darkroom. The book includes a technical treatise on digital imaging and an artistic exploration of light, composition, and form, allowing you to glean the essential techniques needed for digital photography without losing sight of the artistic and aesthetic aspects of the craft. Using an easy-to-follow approach, the book conceptualizes a process through shooting, editing, and image correction to finished print. In addition, top photographers from a variety of disciplines offer real-world advice on how they use digital photography to create compelling images for high-profile magazine articles, advertisements, and fine art. 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 in the dark with this information-packed guide from renowned photographer and author Harold Davis. He provides pages of field-tested 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 night portraits. 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 portraits, street scenes, and other photos that illustrate the concepts Capture the visually exciting world after the sun goes down with this essential guide to night photography.

Photographer and best-selling author Joe McNally shares stories and lessons from a life in photography.

When Joe McNally moved to New York City in 1976, his first job at *Daily News* was a copyboy, "the wretched dog of the newsroom." He was earning the lowest pay grade possible and living in a cheap hotel in Manhattan. Life was not glamorous. But with a fierce drive, an eye for a picture, and (almost) any assignment that came his way, Joe stepped out onto the always precarious tightrope of the freelance photographer—and never looked back. Fast forward 40 years, and his work has included everything from LIFE Sports Illustrated and more. He has traveled for assignments to nearly 70 countries and received dozens of awards for his photography.

In *The Real Deal* Joe tells us how it all started, and candidly shares stories, lessons, and insights he has collected along the way. This is not a dedicated how-to book about "where to put the light," though there is certainly instructional information to be gleaned here. This is also not a "100 days," because those never really existed anyway. *The Real Deal* is simply a collection of candid "field notes"—some short, some quite long—gathered over time that, together, become an intimate look behind the scenes at a photographer who has pretty much seen and done it all.

Though the photography industry bears little resemblance to the industry just 10 years ago (much less 40 years ago), what it really takes to become a successful photographer—the character traits, the fundamental lessons, the ability to adapt, and then adapt again—remains the same. Joe's crucial ability to know how to use (and make!) window light to the importance of creating long-term relationships built on trust; from lessons learned after a day in the field to the need to follow your imagination wherever it takes you; from the "random" and "lucky" moments to the pitfalls of today's camera technology. For every mention of f-stops and shutter speeds, there is equal discussion about the importance of access, the occasional moment of hubris, and the idea of becoming iconic.

Before Joe was a celebrated and award-winning photographer, before he was a well-respected educator and author of multiple bestselling books, he was just...Joe, hustling every day, from one assignment to the next, piecing together a portfolio, a skill set, a reputation, a career. Here are a few frames.

*Joe McNally: A Life in Photography*

A Field Guide to Wildlife Photography in East Africa

A Self-Taught Photographer's Journey to Find Faith, Love, and Happiness

Complete Guide to Digital Infrared Photography

A Photojournalist's Field Guide

Stephen Johnson on Digital Photography

In the trenches with combat photographer Stacy Pearsall

David Busch's Canon EOS R5/R6 Guide to Digital Photography

Using minimal equipment and maximizing opportunities, this informative reference demonstrates how to shoot glamour portraits in any available light situation. Working with both professional models as well as amateurs and using no more than a few simple modifiers, provides instruction for creating easy-to-build modifiers, addressing a model's figure and appearance concerns, harnessing natural light, and adapting to any location or backdrop. Beginning and established shutterbugs looking to diversify their portfolios and photographers seeking fresh ideas and techniques will find an abundance of information in this guide.

Learn how to edit photographs on your phone with this step-by-step guide from professional photographer Jo Bradford. Do you know how to make the best of the photos you've taken with your phone? We all have hundreds of images on our phones, but improvement, but transferring them to a hard drive and working in an out-of-date editing program on your Mac or PC can seem like too much hassle. Award-winning professional photographer Jo Bradford, author of the bestselling *Smart Phone Smart Photo*, shows you how to edit your photos easily and conveniently on your iPhone or Android, using the free Snapseed app. *Smart Phone Smart Photo* Editing shows you how to use the app to do everything from raw developing and saving a copy, to composing a photo to colour and other elements, and smaller adjustments to specific details. With clear step-by-step text and illustrations for each process, you will soon learn how to get the best from the app and from your images. Case studies and beautiful examples show you in your photography.

THE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THE CLASSROOM Joe McNally, one of the world's top pro digital photographers, whose celebrated work has graced the pages of *Sports Illustrated*, *Time*, and *National Geographic* (and a few), breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually reserved for educational books. When Joe's not on assignment for the biggest-name magazines and Fortune 500 clients, he's in the classroom teaching location lighting, environmental portraiture, and how to “get the shot” at workshops around the world. Joe is usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joe's sessions to life. What makes the book so unique is the “triangle” concept down to one brief sentence. It usually starts with something like, “An editor at National Geographic once told me...” and then he shares one of those hard-earned tricks of the trade that you only get from spending a lifetime behind the scenes. One of Joe's brilliant images that perfectly illustrates the technique (you'll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, light source, etc.). Joe challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand photography a little better. You you never thought possible. This book is packed with those “Ah ha!” moments—those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense—that “moment it clicks.”

Scott Kelby shows digital photographers how to unlock the amazing power of Adobe Lightroom 2 and start using it like a pro! • • Scott Kelby, the #1 best-selling computer book author, takes on the new version of Adobe Lightroom. • User-friendly, easy-to-organizing, correcting, printing, and showing their digital images using Lightroom. • Each technique includes step-by-step instructions and full-color illustrations. Written in concert with Adobe's development of the Photoshop Lightroom 2.0, this is a 2.0 Book for Digital Photographers - by #1 bestselling computer and technology author, Scott Kelby - is the most complete and concise Lightroom 'how-to' book for digital photographers of all skill levels. In *The Adobe Photoshop Lightroom 2.0 Book for Digital Photographers*, walks readers through the basics of Lightroom use, gradually leading them to a brilliantly devised and super efficient digital photography workflow that dramatically improves productivity and allows photographers to spend less time processing images. Throughout the book Scott shares his personal camera and Lightroom settings, as well as the studio-tested techniques he's developed for his own photography workflow. What really sets *The Adobe Photoshop Lightroom 2.0 Book for Digital Photographers* apart from other Lightroom books on the market are the last two bonus chapters where Scott answers the questions, 'In exactly what order am I supposed to do things in Lightoom,' and 'Where does Photoshop fit in to the mix?' Both chapters start with a detailed look on the equipment, camera settings, and lighting techniques. Readers then witness as he takes the photos from each shoot through the entire workflow process, to the final output of the 16"x20" prints.

*Smart Phone Smart Photo* Editing

*PC Magazine* Guide to Digital Photography

*Raw Workflow* from Capture to Archives

Tips, Tools, and Techniques for Photographers

Popular Historical and Contemporary Techniques

The New Complete Guide to Wildlife Photography

Jill Enfield's Guide to Photographic Alternative Processes

**For digital camera and smartphone users, this easy how-to guide, written by an experienced National Geographic photographer, imparts the essentials of taking great pictures. This entertaining book from beloved National Geographic photographer and Photo Ark founder Joel Sartore shows aspiring photographers how to take great pictures, from framing and F-stops to editing and archiving. Whether you're using your phone or a DSLR camera, you'll learn the fundamentals of photography--and how to put them to work every day. In a series of short lessons, Sartore explains the basics, from choosing a camera and gear to understanding focus, exposure, composition, and lighting. Using examples from his own work, he applies the basic rules of photography to family, pet, travel, nature, and street photos, and how to get a great shot with the camera on your smartphone. Throughout the book you'll find pro tips, quick assignments, and the behind-the-camera stories of great photographs; helpful notes clarify how to use every piece of advice with your smartphone camera. Fun and informative, this practical book will be your gateway to taking great pictures.**

With the popularity of digital photography growing by leaps and bounds over the last decade, some say film has been dying a slow death ever since – or is already dead. The reality is that film has never gone away, and in recent years has experienced a surging, renewed popularity – sometimes simply for its retro, analog status, but mostly for film's ability to create a look and feel that many believe digital can still not achieve. If anyone can attest to this, it's Utah photographer Jonathan Canlas, who exclusively shoots with film, and has both an extremely successful wedding photography business as well as a series of popular workshops held numerous times per year around the world. In *Film Is Not Dead: A Digital Photographer's Guide to Shooting Film*, Canlas teams up with co-author Kristen Kalp to open the doors for anyone who wants to begin–or return to–shooting film. Casual, irreverent, fun, inspiring, and beautiful, this unique 10x8 hardcover book teaches the reader the basics of film, cameras, and shooting in this medium. Whether you're a beginner or an experienced filmmaker, it's discussing the different tone and color characteristics of different films (Kodak, Fuji, etc.), how to load a medium-format camera back, how to create proper exposures, how and where to get film processed, or how Jonathan uses fun, plastic cameras like the Holga in his commercial and personal work, *Film Is Not Dead* appeals to anyone who is searching to finally begin creating that film look, but until now hasn't known where to start.

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!

When LIFE published the first edition of this book in 2010, Scott Kelby, Editor-in-Chief of Photoshop User magazine (and a guru in the world of digital shooting), wrote, "Joe McNally has put together the LIFE Guide to Digital Photography, which is packed full of tips, tricks, how-to, and beautiful pictures from Joe's thirty-plus-year photo career. If you've ever experienced one of Joe's workshops or seminars, you know he's a fantastic teacher, and this book is an extension of that. While he does write about the basics of digital photography, if you know Joe, you know that he's found a way to work his own sense of humor and familiarity in with all the nuts and bolts to make it an entertaining read." Thousands of photo fans agreed, and eagerly joined Joe on his happy journey through the pixelated world of modern-day photography. In so doing, they learned from one of LIFE's master shooters--in fact, the final in the long line of distinguished LIFE staff photographers--who encouraged them that, with a little preparation and care, with a dash of enthusiasm and daring, anyone can make a better photo: Anyone can turn a "keeper" into a treasure. It has since become clear to Joe and the editors of LIFE that their Guide to Digital Photography was built to last--that its tips and tone had struck a chord with photography enthusiasts everywhere. One thing it wasn't, however, was built to fit in your camera bag when you were heading into the field. Now it is! Here's the digest-sized version, filled with the same wonderful collection of McNally photography, beautifully illustrating the points Joe is making. Everything you need to know about light and lenses, about color or composition, is in these pages. And now, when you're just about to click and you wonder "What would Joe advise?" the answer is at your fingertips.

*How I Did Business My Way and Still Beat the Big Guys*

*Joe Farace's Glamour Photography*

*Studio Lighting* Anywhere

*The BetterPhoto* Guide to Creative Digital Photography

Available Light Glamour Photography

A Digital Photographer's Guide to Shooting Film

*Sketching* Light

**Offers advice on cameras, lenses, film, electronic flash, composition, and location shooting**

**This comprehensive guide outlines how to harness natural light successfully in professional photography, particularly focusing on glamour shoots. Whilst using available light may be challenging, experienced photographer Joe Farace covers how readers can overcome technical obstacles to create stunning images. Available Light Glamour Photography is ideal for the advanced amateur who wants to improve their glamour photography without making a huge investment in expensive equipment.**

**Build an iconic shopping experience that your customers love—and a work environment that your employees love being a part of—using this blueprint from Trader Joe’s visionary founder, Joe Coulombe. Infuse your organization with a distinct personality and culture that draws customers in a way that simply competing on price cannot. Joe Coulombe founded what would become Trader Joe’s in the late 1960s and helped shape it into the beloved, quirky food chain it is today. Realizing early on that he could not compete and win by playing the same game his bigger competitors were playing, he decided to build a store for educated people of somewhat modest means. He brought in unusual products from around the world and promoted them in the Fearless Flyer, providing customers with background on how they were sourced and their nutritional value. He also gave the stores a tiki theme to reinforce the exotic trader ship concept with employees wearing Hawaiian shirts. In this way, Joe laid down a blueprint for other business owners to follow to build their own unique shopping experience that customers love, and a work environment that employees love being a part of. In *Becoming Trader Joe*, Joe shares the lessons he learned by challenging the status quo and rethinking the way a business operates. He shows readers of all types: How moving from a pure analytical approach to a more creative, problem-solving approach can drive innovation. How finding an affluent niche of passionate customers can be a better strategy than competing on price and volume. How questioning all aspects of the way you do business leads to powerful results. How to build a business around your values and identity.**

**Lighting is one of the most important aspects of any photograph. The best images create dimension and drama, which goes beyond formulas and lighting recipes. In *Lighting for Photographers: An Introductory Guide to Professional Photography*, commercial photographers and instructors Joe Lavine and Brad Bartholomew offer a unique philosophy of lighting, starting with an understanding of the characteristics of lighting to build great shots. Including interviews from professional photographers and illustrated with over 200 images, this book introduces basic photographic concepts and equipment needs, and takes the reader from the lighting process through to starting a successful career in photography both in the studio and on location. Readers will learn a comprehensive approach to lighting including what light does, composition, experimentation, practical tools and techniques, equipment, metering and histograms, and how to launch and grow their career. With downloadable instructor resources featuring discussion questions and quizzes, this fully updated edition is ideal for introductory level photography and lighting courses as well as the amateur photographer looking to apply the appropriate lighting to realize their conceptual and aesthetic goals.**

*The Digital Photographer's Guide to Getting Great Results with Minimal Equipment*

*Black & White Artistry*

*The Digital Photographer's Guide to Lighting on Location and in Small Spaces*

*Film Is Not Dead*

*Photographing on Safari*

*Business Chemistry*

*A Complete Digital Photographer's Guide to Raw Imaging*

Numerous books on the market teach photographers how to produce a technically sound black & white landscape image. Others expound tips and tricks you can use to enhance the artistry of those images. This book takes a less-traveled path. Author Chuck

Kimmerle teaches photographers who 've mastered their camera controls to see the possibilities in every landscape. You 'll learn how to identify a scene that lends itself to black & white (and determine which scenes just don 't work), you 'll explore high- and low-key presentations, the effects of various lenses, and how and when to produce straight, graphic, or interpretive presentations of your scene. You 'll also learn how to create "score-and-performance" RAW image and postproduction pairings that lead to pure mastery in every finished photograph. Armed with the insights in this book, readers will learn to see, conceptualize, and create the black & white landscape images that always seemed out of reach.

A spiritually uplifting and beautiful designed visual memoir by the hugely popular photographer on Instagram, Joe Greer, combining thoughtful essays and more than 100 gorgeous landscape photos—half fan favorites, and half never-before-seen. "Each photograph really does come down to a split second when you decide to freeze that moment in time. . . . You ask yourself what the story is that you want to tell, and let the rest unfold: Click." —from the introduction Joe Greer never imagined he would become a photographer. Raised in Florida by an aunt and uncle after his mother 's death when he was four, Joe had a seemingly normal childhood, spending summers at church camp and dreaming of going to college. But nearly fifteen years later, the ground shifted beneath his feet when he discovered a family secret that would impact the rest of his life. Trying to make sense of that revelation and what it meant for his future, Greer set his sights on becoming a pastor at Spokane 's Moody Bible Institute. There, he discovered Instagram—and a passion for photography. His pictures of the lush, wild beauty of the Pacific Northwest landscape attracted a large following that has grown to more than three quarters of a millions fans and continues to expand. The Lay of the Land is Joe 's story in words and pictures. In this stunning compendium, he reflects on the trauma of his early life and what photography has taught him: how to find his light; how to slow down; how to appreciate the world around him, a reverence for the nature world that that both nurtures and amplifies his creativity and faith; how to love—his photography led him to his wife, Madison—and how to heal. For Joe, photography has been a way to find purpose, better understand his faith, and express himself. Though he began with landscapes, meeting his wife sparked a new love of portraiture, and he turned to making photos of street scenes that explored his complicated feelings about family. A love letter to the natural world, to faith, and to finding your calling in the most unexpected places, The Lay of the Land is a window into the beautiful mind and heart of one of the internet 's favorite photographers. Moving and inspiring, it is a creative and spiritual journey that offers lessons on life and living. As Greer reminds us all, whatever it is you want, it 's up to you to make the moment (and the photograph).

The only comprehensive guide to Underwater Photography.

Master composition and design to take your photos from okay to wow You already own the most important photography tool—your creative eye. With this book, you 'll learn how classic design and composition principles can be applied to a wide range of photographic situations to create images with impact. Jim Miotke and Kerry Drager, both veteran photographers and experienced instructors, share time-tested design guidelines, composition techniques, even tips on when to break the rules, that will transform the way you make photographs.

The Beginner's Photography Guide