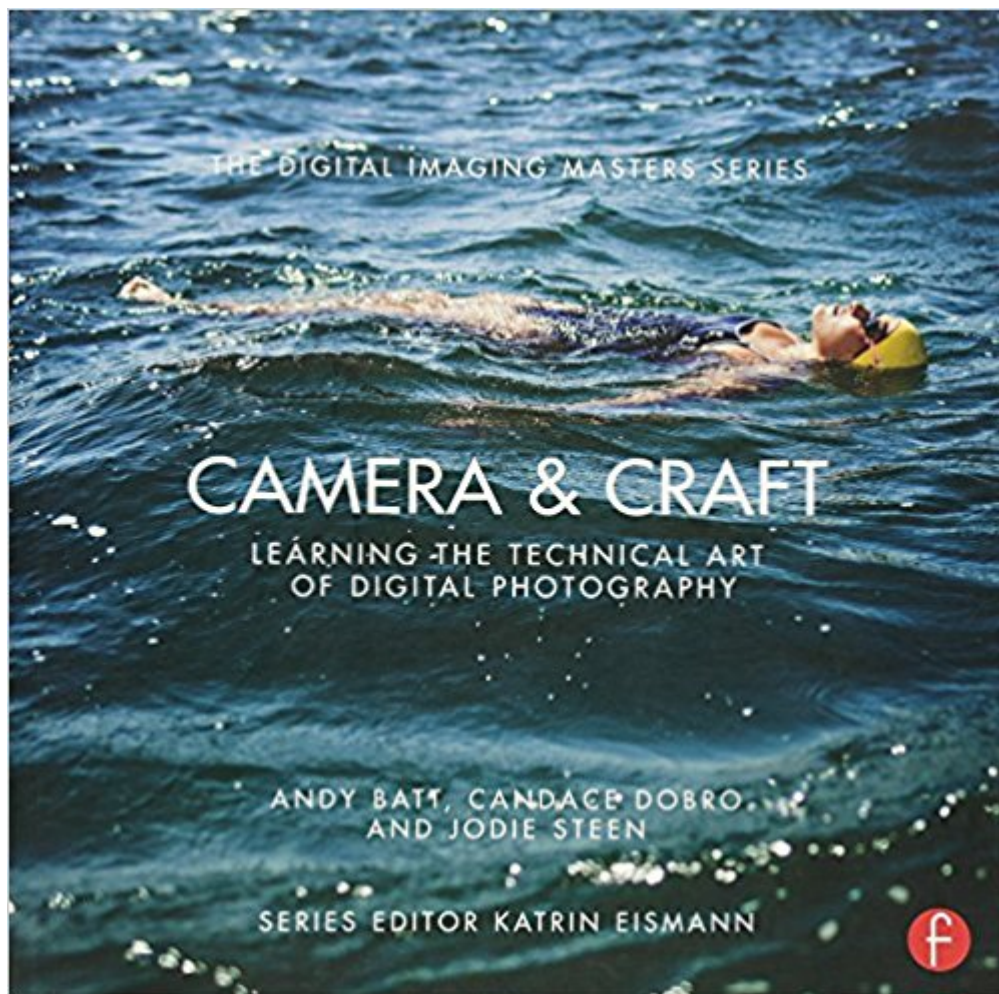




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# Camera & Craft: Learning The Technical Art Of Digital Photography: (The Digital Imaging Masters Series)



## Synopsis

#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.

## Book Information

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## Customer Reviews

Andy Batt is a professional photographer who creates images for editorial, advertising, interactive and corporate clients. A former faculty member of SVA's MPS DP program, he is known for his dramatic sports photos and portraits of interesting people. Andy's photography has most recently been featured in Photo District News (PDN), and his advertising work includes photographing NFL players, Indy Car racers and reality TV star Dog The Bounty Hunter. Candace Dobro is a portrait and still-life photographer and a writer/editor specializing in photo-related topics. She is a graduate of the MPS DP program at SVA. Jodie Steen owns 127 Productions, Inc., designing and implementing color-management solutions for top ad agencies, prominent artists and industry-leading photographers. Jodie is a former faculty member of SVA's MPS DP program. Series Editor Katrin Eismann is the founder and Chair of the MPS in Digital Photography program at SVA. Known as the Photoshop Diva, Katrin is an internationally respected artist, teacher and author. She specializes in creative digital photography and the impact of emerging technologies upon professional photographers, artists and educators.

I am in Mexico working on a research project which involves photographing whale flukes, reading this book between field trips and loving every word. It is so well written, helpful and just plain gorgeous. I can't wait to gift each of my interns with a copy of it on their last day here. It is the perfect thing for each of them and for me to read and then use to improve our skills. Thank you for your work! Thanks to this book, I will soon have the guts to turn the dial from auto to M. Just give me ONE more breach on auto....

This was a gift for a pro photographer who was VERY happy with both the contents and presentation. That said, the level is probably also appropriate for a serious amateur--anyone who wants to know "how it's done."

Another full disclosure-- Candace Dobro (a co-author of the book) and her husband, Jeff are friends from college who I have only gotten to know after we all graduated. I was motivated to buy the book

after talking to Candace at our college reunion in September, 2014 (a couple of months before the book was released). I've been an amateur photographer for >40 years. After saving many pennies, I finally "stepped up" and purchased professional equipment in 2011. After that, a long and stumbling learning curve ensued. The book arrived in December, 2014, and at this point, I have only read the first 100 pages; however, I can honestly say that it has greatly benefited me in many ways. I now understand and utilize metering, histograms, RAW formats, organized workflow and aspects of depth of field that were, at best, a semi-mystery in the past. I am utilizing my equipment and pushing its limits in ways that I would not have known how to do previously. I took a trial installation of Lightroom for a test drive, and I then bought it (and I'm very glad that I did!). Alongside all of this, I find the interviews with the featured photographers to be compelling and fascinating as it has become clear that different paths, philosophies, and points of view work differently for different people. The authors have worked very hard to compile a wonderful blend of organized technical facts and guidance (presented in a very readable and understandable way) and a window for the reader to "get inside of the heads" of a series of pros. For my needs, this has been invaluable. I would strongly recommend this work for anyone who is clearly beyond being a total beginner and is not already a seasoned professional (although even the latter group might glean a lot of helpful tips and ideas in his/her own practice).

I have a little full disclosure to make, too. I am now 84 and I have been messing around with cameras and photography since I was around fifteen, e.g., I was a photographer for my High School annual (I graduated in 1948). I obviously started out with film, and when we remodeled our house where we lived for over thirty years I added a darkroom. My late wife did not miss the smell of "hypo" when I converted to digital. I am not a professional photographer, although for a while I entertained the thought of being one, and, instead, I earned my living as a Systems Engineer, since I have been messing around with computers since 1963. I have a technical background so I am not intimidated by the sub title: "Learning the Technical Art...". I enjoy books and I'm a visual learner, so when I saw this book it immediately appealed to me, and I ordered a copy from . I was not disappointed. This is not a book for the person who has a point-and-shoot camera and is satisfied with the results they achieve. Likewise, in my opinion, it is not for the casual reader. However, if you want to improve the results you are getting this may be the book for you, particularly if you have a technical bent. The first chapter covers the sort of things that you often see in photography books, e.g., shutter speed, aperture. and the like. It's titled "Prerequisite - Photo 101" and it goes to page 58. The book has 385 pages, so it covers much more than most books do. The three authors are

working professionals. In addition, there are a number of interviews with others working in the graphic arts. I will not use my favorite ambiguous recommendation: "I cannot praise this book too highly", instead I will recommend it heartily to any one who wishes to improve his images, and take the next step up. I hope you enjoy it as much as I did...Tom

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