

# Guide To Digital Photography Joe McNally

LIFE Guide to Digital Photography The LIFE Pocket Guide to Digital Photography The Moment It Clicks Spring Into Digital Photography The Hot Shoe Diaries The Digital Photography Book, Part 2 The Life Guide to Digital Photography Understanding Digital Photography (Book Only) The Photo Student Handbook Shaping Light Introduction to Digital Photography Better Available Light Digital Photography Absolute Beginner's Guide to Digital Photography The Digital Photography Book, Part 2 Getting Started with Digital Imaging The Digital Photography Book Understanding Digital Photography The British Journal of Photography How to Shoot Stock Photos That Sell Introduction to Modern Design Joe McNally The Editors of LIFE Books Joe McNally Joseph T. Jaynes Joe McNally Scott Kelby Joe McNally Joe Ippolito Garin Horner Glenn Rand Joseph Ciaglia Joe Farace Joseph Ciaglia Scott Kelby Joe Farace Scott Kelby Joseph A. Ippolito Michal Heron George H. Marcus

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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

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 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

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 to name 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 found only in those rare best of breed 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 these on location workshops are 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 of learning where 1 Joe distills the 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 lens then 2 on the facing page is 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 lighting accessories etc along with the 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 and the art of making great photos at a level you never thought possible this book is packed with those aha 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

the fastest route to mastering digital photography want to create truly great digital images maybe you re moving to a digital camera for the first time maybe you ve used one for years either way this book s for you you ll learn through dozens of outstanding full color examples crafted for simplicity and easy to adapt to your own images need specific solutions this book s modular visual high efficiency format delivers them instantly renowned digital imaging expert joseph t jaynes and long time professional photographer rip noel draw on their remarkable experience to cover the entire process and offer tips you won t find anywhere else you ll learn how to plan perfect lighting and composition capture the best possible image improve it with adobe photoshop or elements reproduce it superbly electronically and in print and manage your workflow and content more efficiently than ever before exploit professional quality design and composition techniques use your camera s controls to capture more creative expressive images use light and shadow to capture the most powerful images you ve ever shot understand color and control it from start to finish profile your monitor scanner and printer step by step fix red eye blemishes keystoneing noise artifacts banding and more optimize any image for e mail printing you name it organize manage and protect all your digital assets no other digital photography guide covers this much this well this quickly dig in get started and get results bonus includes an exclusive dynamic white balance card a 65 value your best tool for getting the right color in any light this single card replaces a whole set of old style white balance cards spring into is a new series of fast paced tutorials from addison wesley each book in the series is designed to bring you up to speed quickly complex topics and technologies are reduced to their core components and each component is treated with remarkable efficiency in short easy to follow segments just the information you need to begin working now and because the books are example rich and easy to navigate you ll find that they make great on the job references after you ve mastered the basics

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 mcnelly 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

scott kelby author of the digital photography book part 1 the top selling digital photography book of all time is back with an entirely new book that picks up right where part 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 stuff you can really use today that made part 1 so successful 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 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

the photo student handbook is a collection of short easy to read chapters filled with expert advice on enhancing image making skills and launching a career as a professional photographer designed to help students grow beyond the technical aspects of photography this book presents a variety of methods and strategies proven to strengthen visual awareness engage creative thinking and deepen the conceptual aspects of image making topics include how to improve the ability to see actively understand light as a main character cultivate a creative mind make a standout portfolio unpack critical theory find and develop a creative voice packed with valuable tips insights and advice from over a hundred instructors

professionals senior students and experts this book is engineered to help instructors guide students step by step through the methods and strategies needed to achieve creative success both in the classroom and the real world this book is ideal for intermediate and advanced level photography students and instructors alike visit the accompanying website [photostudent.net](http://photostudent.net) for extra chapters exercises quizzes and more

while light is required to make a photograph light alone is not enough more often it is the way the light has been modified and shaped that brings an image to life in this book glenn rand and tim meyer offer a comprehensive approach to the tools and techniques photographers can use to shape the light creating the style energy emotion and feeling that make a photograph exceptional clear text is paired with ample before and after images and diagrams to make learning easy beginning with the physics of light the authors show you how to predict light's interaction with the surface of the subject object you are photographing based on this you can begin to make informed decisions about what kinds of modifiers will help you achieve the look you want using softboxes umbrellas masks gels reflectors and more you'll learn to precisely control the light's diffused edge and ratio for precise flawless results

using a photographer's perspective this introduction to digital photography shows how digital photography relates to traditional photography how it can improve traditional picture making and how it diverges from traditional photography to open up new avenues for creative growth it shows how to customize digital images for many modes of distribution including desktop printers world wide cd roms film recorders and alternative non silver processes it provides detailed step by step guidance throughout the entire range of digital studio processes and explains how specific procedures can lead to better image making each topic is conveniently covered in a self contained two page spread color photography introduction to digital imaging image capture and storage basic image editing beyond basic image editing digital printing and electronic publishing

this classic book on available light photography is back thoroughly updated for digital photography and for the first time is packed with stunning full color images throughout creating great images under less than ideal lighting conditions is one of the most difficult yet rewarding experiences in photography challenge yourself and with this book by your side you won't be

disappointed photography expert joe farace and pulitzer prize winner barry staver use real world examples of their own images to give you invaluable advice on how to get the shot right the first time from practical tips such as how to deal with inclement weather while shooting outdoors to detailed information about getting great shots at your cousin s or your client s wedding to brand new chapters on noise and white balance you ll find everything that you need to turn your ordinary night and low light shots into masterful works of art

teaches basic digital photography techniques including exposure focus lighting file formats file storage the equipment and materials available and how to use adobe photoshop elements iphoto to edit images

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 tricks of the trade this book gets you shooting dramatically better looking sharper more colorful more professional looking photos every time

this updated guide offers a new approach for amateur photographers working with digital images it focuses on the tools of digital imaging and shows how they function in different software it guides photographers on getting up and running with digital imaging and ensures they are able to make informed decisions on software and equipment

furnishes an overview of the latest in digital technology including cameras and equipment as well as the essential techniques and skills of the photographic process 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 software will enable the user to learn about digital photography

written by a leader in the world of stock photography this completely revised and updated third edition of how to shoot stock photos that sell provides practical detailed advice on every area of producing marketing and selling stock photography from the basics of planning and producing a shoot to running a successful stock business new to this edition is updated information on digital photography including techniques for shooting with digital cameras and using digital imaging as well as surefire ways to market stock photography on the

with some 280 colour illustrations introduction to modern design takes us on a visual survey of design from the industrial revolution of the eighteenth century to the maker movement of today it offers a new understanding of the birth of modern design in the early twentieth century and chronicles the way its meaning has changed over the decades the narrative is supported by twenty six readings from significant texts by designers and critics offering readers an opportunity to learn about design from those who created it and those who commented on it as it was done the focus of this book is on the objects themselves from industrial design furniture ceramics textiles graphics electronics to automobiles and explores the development of these designs in relation to industrialization technology environmental responsibility



consumerism individual needs and the expression of the social values of their day clearly written and accessible introduction to modern design provides a succinct history of and fascinating insights into the world of design

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