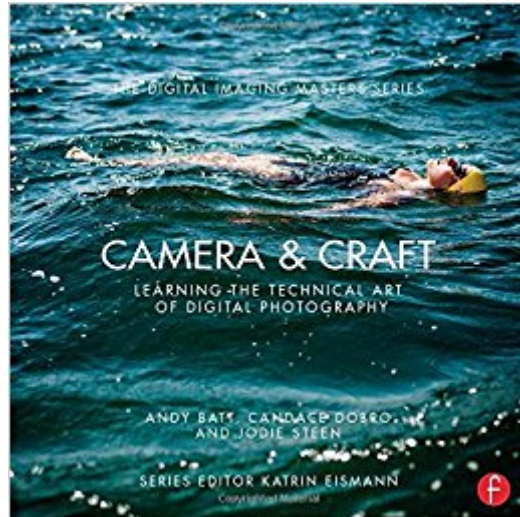


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# Camera & Craft: Learning The Technical Art Of Digital Photography: (The Digital Imaging Masters Series)



## 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

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

Full disclosure - one of the authors, Andy Batt, has been a friend of mine for 20 odd years. Watching him grow to the photographer he has developed into has been a joy. That being said, he also knows that I will be absolutely unbiased when it comes to reviews of things he has done. There have been photos of his I love, and others that I am not super crazy about. This book though...he ( and co authors Candace Dobro and Jodie Steen ) have totally hit it out of the park. This book occupies a VERY important part of the photography book spectrum. It really isn't for beginning photographers ( though they will benefit from the knowledge within ) and working professionals may find parts a little

redundant ( though I have been shooting professionally for 26 years and I found a ton of helpful tidbits that I felt helped me out immensely ). For photographers who understand their cameras and have been "serious amateurs" to people who are starting into their careers in professional photography, this book is absolutely essential to understanding some of the nuances to the profession. Starting with a refresher on camera basics, but moving to important issues such as digital workflow, lens theory, advanced light/exposure control, color, and many other business workflow concepts, every chapter has real world practical examples the reader can draw from. Besides my main job working as a photographer for the U.S. Government, I help run a professional rental studio in Washington D.C. where I teach classes in lighting, advanced photography, studio workflow, etc... I was in the market for a great textbook for people to refer to during these classes, and I have decided to use Camera and Craft to help people take their photography to the next level. Photo.net named this book the #2 best book published in 2014 for photographers, and they are absolutely right. You will not regret this purchase.

My first thought about this book is, if I were still an active teacher "Camera & Craft: Learning the Technical Art of Digital Photography" is the text that I would use. As soon as I read "The Camera Is Not a Photographer - You Are" I was sold on the possibility that this is the book that anyone who claims to be a photographer in the twenty-first century should read. It was and is the most difficult thing that I tried share with my students and the public who ask me about how to be a photographer. I work with casein and earth pigment and my materials and methods are organic and quite archaic. My finished process is far from being digital but I do find myself more in need of digital knowledge to continue working in the years 2000-plus. This is a book that even I, a photographer who occasionally needs to work with digital images, understand and can search for what I need to know. I've always liked Focal Press and relied on their books in the 60s when I was trying to learn the basics. I do find the title "Camera & Craft: Learning the Technical Art of Digital Photography" a bit misleading as the content of the book is much, much more than technique and craft. The inclusion of interviews and reasons for doing certain things is invaluable. The book contains the most important tools of being an ARTIST and a PHOTOGRAPHER.

We bought this book at the book launch party here in Portland, OR. We heard a few of the contributors talk about their craft in person and I was so delightfully surprised to hear their voices come through in the book. With pros working in portraits, sports, advertising, and documentary/photojournalism, you get a wide range of voices and with that you get a broader

appreciation of the craft. Well-written, wonderfully structured, this book is a great gift to anyone who is looking to take their photography to another level. Go for the paper version, it's nice and hefty to (be)hold.

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