How to Take Pictures Like a Pro

The Digital Photography Book Media philosopher Vilém Flusser proposed a revolutionary new way of thinking about photography. An analysis of the medium in terms of aesthetics, science and politics provided him with new ways of understanding both the cultural crises of the past and the new social forms nascent within them. Flusser showed how the transformation of textual into visual culture (from the linearity of history into the two-dimensionality of magic) and of industrial into post-industrial society (from work into leisure) went hand in hand, and how photography allows us to read and interpret these changes with particular clarity.

The Photographic Journal Read People Like a Pro is a practical guide on reading people to help you avoid manipulation and read people's minds, all achieved through the combination of identifying body language techniques, verbal and facial cues and personality types. This book includes information on: Body Language Cues Personality types: Identifying them and their motive. Manipulator types and how to spot them. Spotting Lies Facial Cues and Micro-expressions. Words and How They Shape Reality: a look into tone, speech patterns, and even how manipulators make requests.

Towards a Philosophy of Photography Absolutely anyone can take better photos! If you can press a button, you can take great pictures. It's as simple as that. In BetterPhoto Basics, Jim Miotke, founder of the popular online photography school BetterPhoto.com, shares tips and tricks to improve your photos right away, no matter what camera you're using. Too busy to read a book? No problem—flip to any page for an instant tip to use right away! Learn to compose knockout shots, make the most of indoor and outdoor light, and photograph twenty popular subjects, from sunsets and flowers to a family portrait. Those who want to go further get tips on controlling exposure and the secrets behind ten advanced creative techniques. And everyone will appreciate Jim's breakdown of easy fixes to make in Photoshop. No matter what your level of experience, you'll be amazed how easy it is to start taking photos like the pros.

Shoot Like a Pro! The ability to create an effective portrait is probably the single most important skill any aspiring photographer must master. Few professional photographers, whatever their area of specialization, can hope to have a successful career without ever being called upon to create a likeness of another person. The Portrait Photography Course is designed to build a student photographer's experience and get him or her started on a rewarding career. Detailed tutorials cover every aspect of studio and location work, from composition and psychology to complex lighting schemes, equipment options, and digital retouching. Portfolios of exemplary images showcase individual photographers' work and demonstrate techniques explored in the tutorials, while interviews with top portrait photographers shed insight into their methodologies and philosophies. Presented and written by a leading portrait photographer, this book is an indispensable guide to taking professional pictures.

Why People Photograph Award-winning photographer Craig Varjabedian has spent decades photographing the many moods of the magnificent and ever-changing landscape of New Mexico's White Sands National Monument. His photographs reveal snow-white dunes of gypsum, striking landforms, storms and stillness, panoramic vistas and breathtaking sunsets, intricate wind-blown patterns in the sand, ancient animal tracks, exquisite desert plants, and also the people who come to experience this place that is at once spectacular yet subtle. Varjabedian's evocative color images provide the reader with an almost palpable sense of this extraordinary place. These photographs are enriched by several essays written by Jeanetta Calhoun Mish, noted poet and author; Dennis Ditmanson, retired White Sands National Monument superintendent; Jim Eckles, retired Missile Range public affairs officer; and Craig Varjabedian, the photographer who shares his insights and experiences of photographing this inspiring landscape and offers tips on making better pictures of White Sands.
Digital Photography QuickSteps, 2nd Edition Gives practical advice on photographing children, adults, animals, building landscapes, and events, and discusses movement, silhouettes, and special effects

Photographing People People Photograph Your Kids Like a Pro shows parents how to take great photos that capture a child's individuality. It offers tips and guidance for those who wish to graduate from taking snapshots to creating beautiful keepsakes worthy of display. Highly practical, the book follows a structured course on the essential skills and shows with examples and clear instruction how to capture the fleeting moments of childhood. Topics include: DSLR (Digital Single-Lens Reflex) cameras, point-and-shoot cameras, accessories Understanding megapixels Working with children, personality and temperament Dressing the part and creating a setting Principles of composition, scale and movement How light works, finding the best light, romantic light Photography styles (traditional, edgy, reportage) What to look for in a location, planning a shoot, safety An instructive recurring panel "What Professionals Do" Tips on making it fun and productive. For the big day, the book gives 20 different sample scenarios to copy (e.g., Down on the Farm, Great Outdoors, At Grandma's, The Gardener, Best Pumpkin Ever, Easter Sunday), with suggested locations, clothing, props, and lighting tips. Photograph Your Kids Like a Pro is an essential reference for parents and anyone who wishes to capture the joy of a child's formative years to last a lifetime.

The Landscape Photography Book
The Digital Photography Book For amateurs and pros looking to add to their portfolios, How to Photograph Food makes food photography a piece of cake! How to Photograph Food is the gorgeous, informative photography book you didn't know you needed. For budding photographers and social media personalities, the perfect image has never been easier to capture, and How to Photograph Food puts it all within reach. Chapters include: Gear Lighting Frame and Balance Food Styling Photo Editing Thinking like a Pro You'll learn the essential equipment, how to keep food looking good on a shoot, how to work with props, managing lighting, and much more, all from a skilled photographer and teacher. With only a digital camera and a little practice, you'll be able to turn out images with great contrast, balance, and appeal that look as good as they taste.

Popular Photography Are you struggling to get good prints from your images? Are your digital photos hogging your hard drive instead of hanging out in snappy albums and archives? Looking for ways to improve your prints beyond simple snapshots? The popularity and convenience of digital photography has led to more pictures being taken, but fewer being turned into beautiful prints, framed, put in photo albums, and shared with others. The majority of users do nothing with their images for two reasons: the results are disappointing and the process of improving and preparing images for print is daunting. Written by popular photographer, columnist, and digital imaging expert Jon Canfield, this book shows you how to easily enhance and prepare your digital images for printing. Step-by-step instructions and tutorials coupled with full-color images and screenshots explain how to use Photoshop CS2 or Elements for color management and correction; editing images for printing, including properly sizing, sharpening, and converting to monochrome; to fix lighting; and more. You'll also learn how to take your printing to the next level by: using different print technologies, papers, and inks; selecting Raster Image Processors; framing and mounting their prints; self-publishing; and effectively working with print services for the best output possible.

Read This If You Want to Take Great Photographs
Pro Techniques of Photographing Children Shows how to take candids, closeups, night photographs, portraits, landscapes, and still lifes, and includes tips on framing pictures

The iPhone Photography Book Ready to Capture Your Story with Beautiful Photos? Let professional photographers Rachel Devine and Peta Mazey show you how to use that fancy DSLR to photograph the story of your life, from falling in love and having a baby, to the everyday moments that are no less precious. You'll learn: • Common beginner mistakes and how to avoid them • How to take portraits of your children, friends, pets—even yourself • How to capture light to make your photos more dramatic • How to make colors pop, eyes sparkle, and skin tones more realistic • How to capture the uniqueness and wonder of your family, friends, and world After all, why trust your memories to regular snapshots when with just a little knowledge, you can create beautiful photographs? Be inspired to see the beauty around you, every day.

The Portrait Photography Course
How to Photograph Architecture and Real Estate like a Pro Covers such topics as managing, printing, and publishing images on the Web; lighting problem shadows; taking extreme close-ups; correcting the color and brightness of images; and sharpening the focus.

Gregory Heisler, 50 Portraits In this updated edition the focus is on expanded chapter coverage on the hottest trend in photography: digital cameras and electronic image editing. This book contains easy-to-follow instructions on how to choose and expertly use a point-and-shoot 35 mm and auto-focus SLR...
camera. Illustrations.

Women's Work 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.

The Perfect Portrait Guide "A complete guide to photographing food, from cooking to lighting"—

Advancing Your Photography

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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The Complete Idiot's Guide to Photography Like a Pro Have you ever dreamed of taking such incredible landscape photos that your friends and family say, "Wait a minute, this is your photo?! You took this?" Well, you're in luck. Right here, in this book, pro photographer and award-winning author Scott Kelby teaches you how to shoot and edit jaw-dropping landscape photographs. Scott shares all his secrets and time-tested techniques, as he discusses everything from his go-to essential gear and camera settings to the landscape photography techniques you need to create absolutely stunning images. From epic scenes at sunrise to capturing streams and waterfalls with that smooth, silky look, and from photographing the night sky or the Milky Way to creating breathtaking, sweeping panoramas, Scott has got you covered. Among many other topics, you'll learn: • The secrets to getting super-sharp, crisp images (without having to buy a new lens). • Exactly which camera settings work best for landscape photography and why (and which ones you should avoid). • Where to focus your camera for tack-sharp images from foreground to background. • How to shoot beautiful high dynamic range images and stunning panoramas (and even HDR panos!), along with how to post-process them like a pro. • How to create captivating long-exposure landscape shots that wow your viewers. • What gear you need, what gear
you can skip, which accessories work best, and a ton of killer tips that will not only help you create better images, but make the entire experience that much more fun. It’s all here, from the planning, to the shoot, to the post-processing—taking your images from flat to fabulous—and best of all, it’s just one topic per page, so you’ll get straight to the info you need fast. There has never been a landscape book like it!

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Tony Northrup’s DSLR Book: How to Create Stunning Digital Photography

Into the Great White Sands “A beautiful book that provides genuine encouragement and inspiration. Vivid portrait photography and accompanying essays declare that all work is women’s work.”—Kirkus Reviews (starred review) In this stunning collection, award-winning photographer Chris Crisman documents the women who pioneered work in fields that have long been considered women’s work. Chris has followed these inspiring women have always paved their own ways. Today, young girls are told they can do anything they want when they grow up. Yet the unique challenges that women face in the workplace, whether in the boardroom or the barnyard, have never been more publicly discussed and scrutinized. With Women’s Work, Crisman pairs his award-winning, striking portrait photography of women on job with poignant, powerful interviews of his subjects: women who have carved out unique places for themselves in a workforce often dominated by men, and often dominated by men who have told them no. Through their stories, we see not only the ins and outs of their daily work, but the emotional and physical labors of the jobs they love. Women’s Work is a necessary snapshot of how far we’ve come and where we’re heading next—today’s stories are an inspiration as well as a call to action for future generations of women at work. Women’s Work features more than sixty beautiful photographs, including Alison Goldblum, contractor; Anna Valer Clark, ranch owner; Ayah Bdeir, CEO of littleBits; Beth Beverly, taxidermist; Carla Hall, blacksmith; Cherise Van Hooser, funeral director; Jordan Ainsworth, gold miner; Magen Lowe, correctional officer; Mindy Gabriell, firefighter; Nancy Poli, pig farmer; Katherine Kallinis Berman and Sophie Kallinis LaMontagne, founders of Georgetown Cupcake; Doris Kearns Goodwin, presidential biographer; Sophie Davis, cowgirl; Abingdon Welch, pilot; Christy Wilhelm, beekeeper; Connie Chang, chemical engineer; Danielle Perez, comedienne; Indra Nooyi, former CEO of PepsiCo; Lisa Calvo, oyster farmer; Mia Anstine, outdoor guide; Meejin Yoon, architect; Yoky Matsuoka, a tech VP at Google; and many more.

Food Photography for the First Time Ever, You’ll Learn All Three Aspects of What It Takes to Create Stunning Portraits (Hint: It’s Not Just the Lighting)

Scott Kelby, the world’s #1 best-selling author of photography books, Editor-in-Chief and Publisher of Photoshop User magazine, and Publisher of the just-released Light It magazine, has reinvented how lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books don’t dare include—the post-processing and retouching in Photoshop. This book also breaks new ground in the visual way it teaches you the lighting setup. There aren’t any sketches or 3D models—you see the lighting layout in a full-page photo, taken from above during the live shoot, so you can see exactly where everything’s positioned (the subject, the photographer, the lighting, the background—you name it—you see it all). Plus, you’ll see, side, over-the-shoulder, and more behind-the-scenes views, so you can absolutely nail the lighting every time. Learn the Lighting Setupsthe Pros Use Each year, Scott trains thousands of professional photographers during his Light It. Shoot It. Retouch It. Live! seminar tour and now, for the first time ever, he’s taken that incredibly popular style of learning and put it into book form. Now everyone can have a real-world reference for getting the same looks today’s clients are clamoring for. You’ll learn: The step-by-step layout for creating the most—requested and sought-after lighting looks How to get more out of one light than you ever thought you could (this is worth it alone!) How to control and shape your light without breaking the bank The camera settings, gear, and power settings for every shot The retouching techniques the pros really use to make their subjects look their very best How to retouch hair, eyes, lips, skin, and lots of other little retouching tricks that make a really big difference How to create high-contrast portrait effects without buying expensive plug-ins A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition Plus, Scott includes a special bonus chapter that shows how to create these same studio looks using off-camera hot shoe flashes and the modifiers made for them. There’s never been a book like it.

Photograph Your Kids Like a Pro

The top-rated and top-selling photography ebook since 2012 and the first ever Gold Honoree of the Benjamin Franklin Digital Award, gives you five innovations no other book offers: Free video training, 9+ Hours of video training integrated into the book’s content (requires Internet access). Travel around the world with Tony and Chelsea as they teach you hands-on. Appendix A lists the videos so you can teach yourself using an inexpensive video course. Classroom-style teacher and peer help. After buying the book, you get access to the private forums on this site, as well as the private Stumping Digital Photography Readers group on Facebook where you can ask the questions and post pictures for feedback from Tony, Chelsea, and other readers. It’s like being able to raise your hand in class and ask a question! Instructions are in the introduction. Lifetime updates. This book is regularly updated with new content (including additional videos) that existing owners receive for free. Updates are added based on reader feedback and questions, as well as changing photography trends and new camera equipment. This is the last photography book you’ll ever need. Hands-on practices. Complete the practices at the end of every chapter to get the real world experience you need. 500+ high resolution, original pictures. Detailed example pictures taken by the author.
in fifteen countries demonstrate both good and bad technique. Many pictures include links to the full-size image so you can zoom in to see every pixel. Most photography books use stock photography, which means the author didn’t even take them. If an author can’t take his own pictures, how can he teach you? In this book, Tony Northrup (award-winning author of more than 30 how-to books and a professional portrait, wildlife, and landscape photographer) teaches the art and science of creating stunning pictures. First, beginner photographers will master: Composition Exposure Shutter speed Aperture Depth-of-field (blurring the background) IS0Natural light Flash Troubleshooting blurry, dark, and bad pictures Pet photography Wildlife photography (mammals, birds, insects, fish, and more) Sunrises and sunsets Landscapes Cityscapes Flowers Forests, waterfalls, and rivers Night photography Fireworks Raw files and HDR macro Close-up photography Advanced photographers can skip forward to learn the pro’s secrets for: Posing men and women, including corrective posing (checklists provided) Portraits (candid, casual, formal, and underwater) Remotely triggering flashes Using bounce flash and flash modifiers Using studio lighting on any budget Building a temporary or permanent studio at home Shooting your first wedding High-speed photography Location scouting Finding the best spots and times Planning shoots around the sun and moon Star trails (via long exposure and image stacking) Light painting Eliminating noise Focus stacking for infinite depth-of-field Underwater photography Getting close to wildlife Using electronic shutter triggers Photographing moving cars Photographing architecture and real estate.

The Photography Exercise Book This reference has varied photographs – children’s portraits, fashion shots, family get-togethers – accompanied by full technical details of the camera, film, lens, exposure and lighting. Both technical diagrams and text explain the process. Pro techniques of creative photography Step-by-Step, Full-Color Graphics! Take great digital photos right away—the QuickSteps way. Color photos and screenshots with clear instructions show you how to get the most out of your digital camera. Follow along and learn to manage controls and settings; compose your shots; photograph landscapes, people and objects; and capture action shots. You'll also find out how to edit, enhance, and correct your images, organize your digital image gallery, print high-quality photos, and share your images online. You can flip straight to the information you need easily using the color-coded tabs. Get the book that will have you shooting photos like a pro in no time. Use these handy guideposts: Shortcuts for accomplishing common tasks Need-to-know facts in concise narrative Helpful reminders or alternate ways of doing things Bonus information related to the topic being covered Errors and pitfalls to avoid

How to Buy and Use Home Video Equipment

Light It, Shoot It, Retouch It Photography is now more popular than ever thanks to the rapid development of digital cameras. Read This If You Want to Take Great Photographs is ideal for this new wave of snapshooters using DSLR, compact system and bridge cameras. It contains no graphs, no techie diagrams and no camera-club jargon. Instead, it inspires readers through iconic images and playful copy, packed with hands-on tips. Split into five sections, the book covers composition, exposure, light, lenses, and the art of seeing. Masterpieces by acclaimed photographers – including Henri Cartier-Bresson, Sebastião Salgado, Fay Godwin, Nadav Kander, Daido Moriyama and Martin Parr – serve to illustrate points and encourage readers to try out new ideas. Today’s aspiring photographers want immediacy and see photography as an affordable way of expressing themselves quickly and creatively. This handbook meets their needs, teaching them how to take photographs using professional techniques.

Print Like a Pro

Picture Perfect Lighting Technical information and advice for candid or posed photographs of people, including babies, children, parties, self-portraits, strangers, sports, nudes, and ghosts.

BetterPhoto Basics A collection of images and behind-the-lens insights by the photographer includes dozens of portraits of celebrities, athletes, and world leaders accompanied by essays on his creative and technical processes.

Beginner’s Guide to Photographing People The author of Create presents “an all-in-one, easily accessible handbook... [that] will show you how the pros do it. Study this and take your best shot” (Chase Jarvis, award-winning photographer). In Advancing Your Photography, Marc Silber provides the definitive handbook that will take you through the entire process of becoming an accomplished photographer. From teaching you the basics to exploring the stages of the full “cycle of photography,” Silber makes it easy for you to master the art form and create stunning pictures. From thousands of hours of interviews with professional photography masters, you will learn valuable insights and tips on beginner, amateur, landscape, wedding, lifestyle, sports, animal, portrait, still life, and iPhone photography. Advancing Your Photography features: Top tips for making outstanding photographs from iconic photographers and many other leading professional photography masters of today Numerous step-by-step examples Guidance on training your eye to see composition with emotional impact Tips on mastering the key points of operating your camera like a pro Secrets to processing your images to professional standards Photography and the technology associated with it are constantly evolving, but the fundamentals remain the same. Advancing Your Photography will help to bring you the joy and satisfaction of a lifetime of pursuing the art of photography.
Beyond Snapshots An introduction to digital photography explains how to take professional-quality photographs with a digital camera.

Popular Photography A now classic text on the art, Why People Photograph gathers a selection of essays by the great master photographer Robert Adams, tackling such diverse subjects as collectors, humor, teaching, money and dogs. Adams also writes brilliantly on Edward Weston, Paul Strand, Laura Gilpin, Judith Joy Ross, Susan Meiselas, Michael Schmidt, Ansel Adams; Dorothea Lange, and Eugène Atget. The book closes with two essays on “working conditions” in the nineteenth- and twentieth-century American West, and the essay “Two Landscapes.” Adams writes: At our best and most fortunate we make pictures because of what stands in front of the camera, to honor what is greater and more interesting than we are.

The Unforgettable Photograph Written by Multi Award Winning Australian Photographer, Trainer and Best Selling Author Steve Rutherford. This book, The Beginners Guide to Architecture and Real Estate Photography is one of the best selling “Beginners Guide to Photography” book series and is an easy to understand practical guide to architecture and real estate photography. Here is what you will discover; * The SECRET TECHNIQUES pro photographers use every day * BONUS VIDEO TRAINING to learn photo editing like a pro * Over 200 pages of hands on easy to follow instruction * The equipment that takes your shots from boring to amazing * How to save time and money using the right photography tools * How to turn your photography passion and creativity into a BIG $ income You will discover the many secrets that I, and other pro photographers, use to capture stunning award winning photos, with sharper focus, more color, more detail and less time wasting, trying every setting to “hope for a good shot”. Set out into an easy to follow, page by page guide, join me indoors, outdoors and at night on all aspects of photography and how to take control of your DSLR Camera, and master striking photos, with every shot. The Beginners Guide to Architecture and Real Estate Photography, is clearly written, easy-to-understand guide will be an indispensable resource whenever you pick up the camera for your next architecture and real estate photography shoot. You’ll also get FREE access to Video Training at - https://www.photocheats.com. Also FREE Access to One Shot Magazine at - http://www.oneshotmagazine.com. It is packed full of tips and tricks to improve your photography. Just follow the links to both Photo Cheats and One Shot Magazine in the book or Like us over at https://www.facebook.com/OneShotMagazine Please also come back and leave a review we would love to know what you thought of this book. Don’t forget to check out the other books in the “Beginners Guide to Photography” book series. Written with all levels in mind, there is instruction for beginners, as well as many advanced techniques and tips. I have also included “live website links” throughout, as well as easy to find “quick tip” sections. The “Beginners Guide to Photography” book series breaks techniques down into specific categories so you can perfect these techniques. Please see the other books in the series for more in depth tutorials on a large range of photography styles. Please also come back and leave a review we would love to know what you thought of this book. Don’t forget to check out the other books in the “The Beginners Guide to Photography” best selling photography book series. ***** 5 STAR REVIEWS for this book series so far ***** “Explanatory, easy descriptions involved material” “Loved it has helped me in numerous ways. Have used it as a reference constantly. One of my photos has gone viral since using the hints and tips in the book. Small adjustments make huge differences.” – Mike Roche. “Has absolutely everything” “Do not miss out on this book. As the title says it has absolutely everything and I particularly like the boxes with advice to shoot particular subjects. It doesn’t matter whether you are just starting out or experienced with a camera, it has something for everyone. Highly recommended!” – Paul B “Well worth the money” “Great book that starts form the very basics, explains everything to do with modern cameras, their use, settings and techniques under different settings and circumstances.” – Qball “A great read” ”Getting back into photography after a 6 yr break – born and raised on a film SLR, this book helped me remember things and to better adapt to a digital SLR – whether you’re novice or experienced, you will get a lot out if this book.” – Brian I love this book and hope to capture few good images as a result of this.” – Jatinkumar.

Digital Photography Learn to take great photos with your iPhone—the camera you always have with you!

Imagine if someone took the same photographic techniques, principles, and tools used by high-end and professional photographers, but applied them to shooting with an iPhone. Imagine the type of images you’d be able to create using those same ideas. Well, finally, somebody has.

The world’s #1 best-selling photography techniques author is about to break all the rules as he shows you how to apply the same techniques today’s top pro photographers use to make stunning images. You’re going to learn exactly how to use these techniques to create images that people will just not believe you could actually take with a phone (but with the quality of the iPhone’s camera, you absolutely can!).

Scott leaves all the techno-speak behind and, instead, treats the whole book as if it were just you and he out on a shoot with your iPhones, using his trademark casual, plain-English writing style to help you unlock the power of your iPhone to make the type of pictures you never thought could be done with a phone. You’ll learn:

• Which tools to use to make pro-quality portraits in any lighting situation.
• How to create stunning landscape shots that people will swear you took with an expensive DSLR or mirrorless camera.

• Proven posing techniques that flatter your subject and make anyone you photograph look their very best in every shot.

• How to organize and edit your photos like a pro!

• The pros’ top tips for making amazing shots of everything from flowers to product shots, from food photography to travel shots, and everything in between.

Each page covers a single concept, a single tool, or a trick to take your iPhone photography from snapshots to shots that will make your friends and family say, “Wait…you took this?!”

Popular Photography Renowned photographer George Lange’s work is guided by one simple truth: An unforgettable photograph is not about what the subject looks like, but what it feels like. In this entirely new kind of photography guide, written by Mr. Lange and Scott Mowbray, magazine editor and longtime amateur photographer, the rest of us will learn how to take photographs that don’t just document life but celebrate it. No fancy equipment required. Just hundreds of simple, inspiring ideas and lessons—each one illustrated with a photograph—organized around the six essential principles of seeing like a photographer. (Here’s one: Shoot the Moment, Not the Subject.) Here’s why to shoot in natural light—always. The fun of putting babies in surprising places. How to get intimate with food. Using a dramatic sky as your backdrop. The benefit of learning to know the light in every room of your house. Shooting hands or feet instead of faces. How to move past the “I was here” postcard effect. How to catch the in-between moments. Because in the end, it’s about living the moment, shooting the moment—and being in the moment forever.

How to Photograph Food • Use simple exercises to learn to see and shoot like a pro rather than painfully following strict rules. • This book covers a wide variety of genres (street documentary, photojournalism, nature, landscape, sports, and still-life photography). • The Author has helped 1,000’s of photographers to date. In this revised edition, he includes over 250 beautiful color photographs to make his exercises come to life.

Read People Like a Pro Discusses the history and operation of VCRs, video cameras, camcorders, and videocassettes, and describes the features of specific brands and models

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