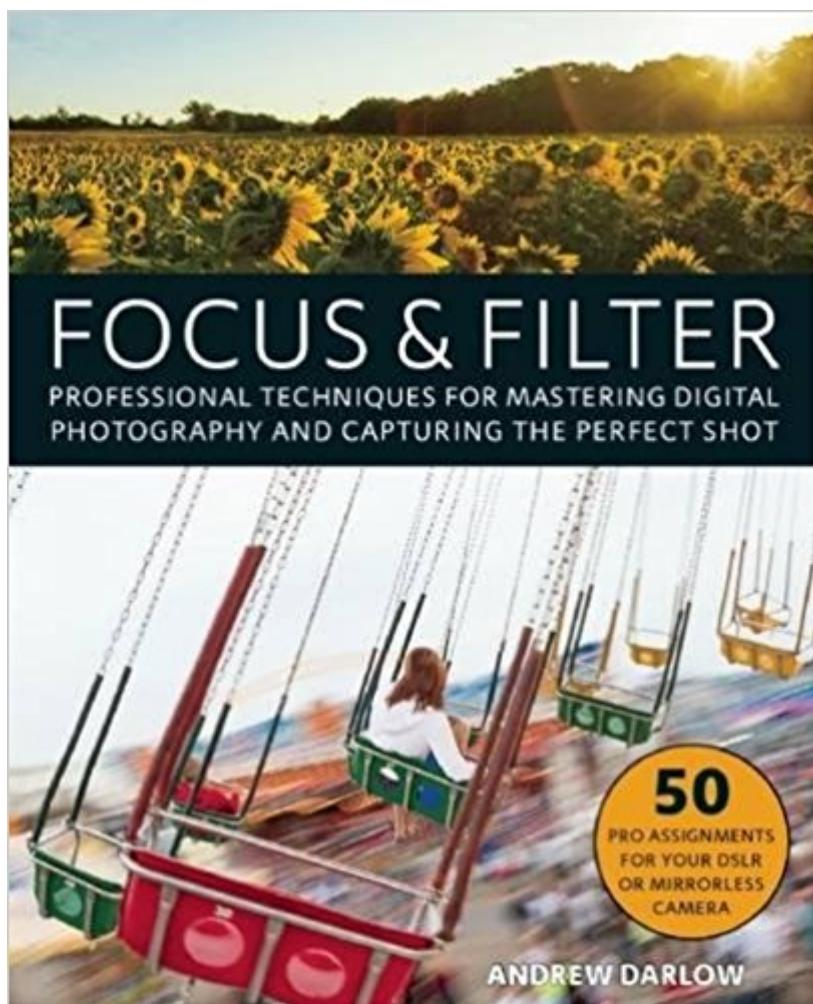


The book was found

Focus And Filter: Professional Techniques For Mastering Digital Photography And Capturing The Perfect Shot



Synopsis

#1 BESTSELLER & #1 HOT NEW RELEASE IN PHOTOGRAPHY

LIGHTING! Indispensable tricks and techniques for great photos in any situation. Free yourself from Auto mode! Revealing insider secrets and easy-to-learn techniques for stunning photos, this book teaches you how to take beautiful, professional-quality images anywhere with DSLR or mirrorless cameras. Focus & Filter, a must-have guide by award-winning photographer Andrew Darlow, features 50 techniques, 50 Pro Assignments and more than 250 color photographs that show you how to capture:
*CANDID AND FORMAL PORTRAITS*SAFARI QUALITY ANIMAL PICTURES*SPECTACULAR NIGHTTIME CITYSCAPES*BREATHTAKING FIREWORKS PHOTOS*DRAMATIC HIGH-SPEED MOTION*MOUTHWATERING FOOD PHOTOS*GLARE-FREE SHOTS THROUGH GLASS
Whether you are advancing a hobby or a career in photography, Focus & Filter includes all the technical advice you need to hone your skills, from choosing your equipment and setting up your studio to mastering camera settings, working in the field, and building rapport with your models.

Book Information

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Best Sellers Rank: #302,392 in Books (See Top 100 in Books) #66 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Lighting #232 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Equipment #363 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference

Customer Reviews

"After 27 years as a professional photographer, I've seen a lot of how-to photo books and articles. But I've never seen a book quite like this. It's like an emergency manual for DIY weekend projects, filled with useful photos and helpful tips like how to easily modify your

lighting with reflectors and how to choose the right portable flash unit. It will stay in my collection for many years to come." - Ron Wyatt, Photo Workshop Leader & Two-Time Olympic Games Photographer

Andrew Darlow is a photographer, writer and digital imaging coach based in the New York city metro area. His passion is helping passionate photographers of all levels capture, print and protect their photos. He has lectured and conducted seminars and workshops around the world at photo-related conferences and for photography organizations, including: Professional Photographers of America (PPA); PhotoPlus Expo, the Arles Photo Festival (France); Columbia University; and the International Center of Photography (ICP). His photography has been exhibited in many group and solo shows, and his prints are held in numerous private collections. His articles, tips and images have been included in many publications, websites, books and on-air programs, including American Photo, Animal Planet, People Magazine, Photo District News, photo.net, photofocus.com, Popular Photography, Rangefinder and Women's World Magazine. He's the editor of imagingbuffet.com and is the author of three award-winning photo-related books. For more information, free video and e-book training, and links to his books and websites, visit the book's companion site at focusandfilter.com.

The book is very well written- I had taken a photography class at a community college and the book I had to use was incredibly dry. For some reason, the details on f stop, etc are not as soporific. You get not only the realistic photos of good photography but the examples of mistakes that most beginners take, which helps you understand what to avoid and maybe troubleshoot your mistakes from photos you took before you bought the book. I liked the checklist, where he tells you pick five different shooting scenarios and you make notes for yourself on the mode, the exposure, etc.

It's like a shortcut for yourself. Don't ask why it never occurred to me to do that, I guess I always thought a good photographer should just know/remember, but when you're learning that's too much pressure. The set up is very easy- if you have a specific thing you're trying to figure out, it is easy to find, not buried in the middle of 4 chapters of something else (talking about my old textbook here haha). Great reference tool.

An excellently written book on the subject of photography. The examples are very good and the book gives tips on how to avoid commonly made mistakes. Beyond the excellent photography in the

book itself it offers practical advice to would be photographers on how to actually begin and how to get the best shots. It is very difficult to find guides that are actually helpful when it comes to artistic endeavors like photography or art in general, this book achieves that and more. I would definitely recommend this to any and all budding photographers, get out there and start taking photos.

If you love photography, want to master it more fully and find yourself buying book after book on cameras, digital photography, process or technique - throw them out. This is the only book you'll need. If you're an established professional and want an up-to-date resource manual, get this book. It should be required reading in any curriculum or workshop teaching photography in the current digital environment, and a go-to resource in every photographers back-pack.I've been a professional fine-art nature/wildlife photographer for over 20 years. But even a professional might find it daunting to articulate the choices and combinations used to achieve a given result in a way that would immediately make sense to the uninitiated. It is here that Andrew's gift as a teacher and writer truly shine. His ability to explain things in a focused, organized crystal clear manner, makes understanding and mastering your equipment while developing your craft, a joyful undertaking.Focus and Filter is a gold mine for beginners, advanced amateurs and professionals alike, not only because of the clarity and scope of the material presented, but because of the enormous amount of additional information scattered throughout the book by the inclusion of the best websites which specifically address the subject or product being discussed - everything you ever wanted to know in one clearly explained, beautifully illustrated book.I can't recommend it highly enough.-Chris Dei

I wish I had this book when I first decided to become a serious photographer. Mr. Darlow states in his introduction "This book is geared primarily toward intermediate and advanced photographers (amateurs and pros)

I have worked with Andrew Darlow when creating a portfolio for a gallery as well as having him print images of my work. He is extremely knowledgeable and very personable and it was a joy to hear that Mr. Darlow would be having a book published explaining many important facts about all that is involved in becoming a knowledgeable photographer! And I was not disappointed.....this book is concise and easy to understand and imparts the same extreme knowledge and personable exchange that I have experienced with Mr. Darlow over the phone. "Focus and Filter" takes you on a wonderful journey of learning from equipment to lighting to focus to organization (important

chapter!) to cropping.....I will not go on and on-only to say I would highly recommend this book for new as well as experienced photographers. Enjoy this read.....the satisfaction of its content is like that of a wonderful shoot!Andrea M. Gordon

I would recommend this book to anyone looking to add creative and cost effective ideas to their photography skill set. Andrew Darlow's breadth of experience clearly shows throughout this book, with excellent information on so many topics including TTL flash photography, lighting and a variety of other techniques. I know the book will add to my effectiveness as a photographer and artist, and add value to my business. As a bonus, this book is published on a nice glossy paper, which helps make the text very readable and makes the photos pop right off of the page.

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