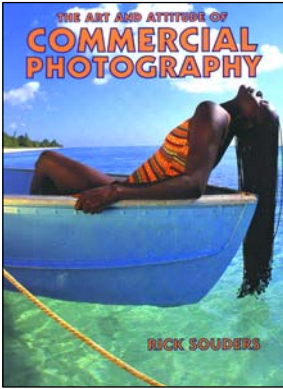


BOOK REVIEWS

THE ART AND ATTITUDE OF COMMERCIAL PHOTOGRAPHY BY RICK SOUDERS

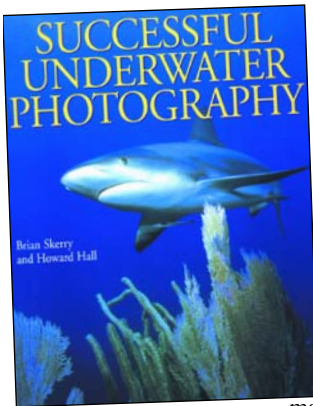


The Art and Attitude of Commercial Photography is an A to Z guide to becoming a successful working photographer.

Topics include dozens of no-fail strategies

and tested techniques for getting started; using a variety of digital applications; perfecting the art of selling to clients; creating people and product illustrations; using sources like stock and travel photography; and combining all these artistic and business elements together to run a successful, cost-effective commercial photography business. 160 pages paperback, 150 color and 75 black and white illustrations. \$29.95 www.watsonsguptill.com.

SUCCESSFUL UNDERWATER PHOTOGRAPHY BRIAN SKERRY AND HOWARD HALL



This solid, lavishly illustrated field guide provides no nonsense information on such topics as taking available-light photographs, silhouettes, marine wildlife

portraits, close-focus wide angle photographs, and extension tube photographs to name just a few.

Readers will also find proven guidance for purchasing underwater photographic equipment, taking photos of shipwrecks, and repairing and maintaining field equipment. Plus, 150 stunning, full-color photos demonstrate the authors' successful techniques in action. 144 pages, 150 color illustrations, 25 diagrams. \$24.95 (paperback). Watson- Guptill Publications. For information go to www.watsonsguptill.com.

www.ifpo.net

DIGITAL IMAGE MAKING A COMPLETE VISUAL GUIDE FOR PHOTOGRAPHERS BY LES MEEHAN



Digital Image Making covers the entire range of electronic image-making, from the simple manipulation of elements on a scanner to highly sophisticated artistic techniques illustrated in easy-to-understand exercises that are perfect for the novice yet challenging enough for experienced artists.

This guide demonstrates simple techniques for changing black and white to color and vice versa, explores the digital equivalent of darkroom toning, displays a full range of easy-to-create litho and image retouching techniques, and experiments with a spectrum of different colors to achieve dramatic graphic effects.

Each method is accompanied by step-by-step sequences of the evolving images with their accompanying screen grabs. 400 full-color illustrations. 128 pages, 400 color illustrations, \$24.95. Watson-Guptill publications. www.watsonsguptill.com

PERFECT EXPOSURE BY JIM ZUCKERMAN

Even the most experienced photographers second guess themselves when it comes to exposure.

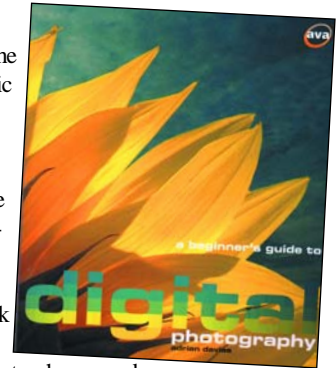
In PERFECT EXPOSURE, Zuckerman provides instruction and advice to help shoot photos successfully in any lighting situation. Photographers of every skill level will learn to recognize when light meters are ineffective, then select alternatives to obtain incredible results.



He also covers the challenges of working with snow, back-lighting and fill flash, macro subjects, extreme contrast and more.

Beautifully illustrated with more than 200 of Zuckerman's own exquisite travel and nature photographs. \$27.99. For information go to www.writersdigest.com

A BEGINNER'S GUIDE TO DIGITAL PHOTOGRAPHY BY ADRIAN DAVIES



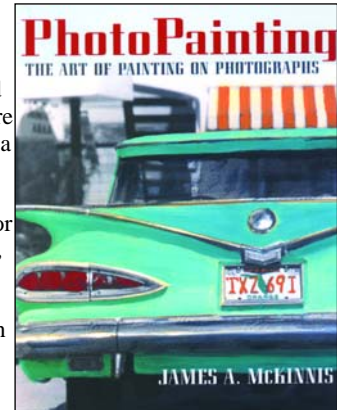
For over 150 years, the photographic process remained unchanged-but now, the digital revolution has come.

This book is about the cycle of shoot, enhance, and share. Shooting involves how the image is captured, from camera, lenses, and equipment to scanning and composition. Enhance by altering its brightness and contrast, enriching the color, and improving its clarity and depth. Retouch, tone, and colorize monochrome images, and use layered montage techniques to add extra interest.

Try special effects that make photos look like watercolors or turn them into panoramas. Once you've got that perfect picture, share it with others: print it, add text, put it on the net. AVA Publishing 128 pages all in color. \$24.95. For more information go to www.sterlingpub.com

PHOTO PAINTING THE ART OF PAINTING ON PHOTOGRAPHS BY JAMES A. MCKINNIS

Many traditional photographic techniques, such as hand coloring and toning, are enjoying a creative revival. Perfect for all levels, from beginner to veteran artist.



Learn how to take hand coloring photographs to the next level, where the original photograph is not just being highlighted or enhanced but totally transformed into something closer to a painting than a photo.

The lessons progress from very easy to more advanced techniques and describe how to bring a dynamic, fresh approach to just about any type of photo. 144 pages paperback, 150 color and 20 black and white illustrations. \$24.95. For information go to www.watsonsguptill.com Ω