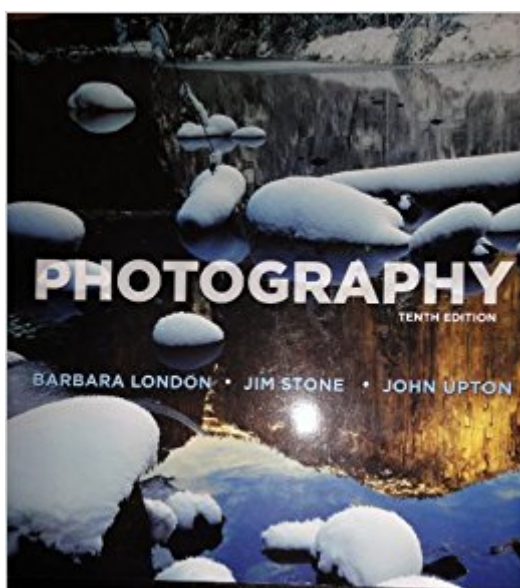


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Photography (with MyPhotographyKit Student Access Code Card) (10th Edition)



Synopsis

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Package consists of 0136053351 / 9780136053354 MyPhotographyKit Student Access Code
0205711499 / 9780205711499 Photography ^Â MyPhotographyKit: Interact and experience with photographs! MyPhotographyKit includes practice quizzes, interactive demonstrations of technical concepts enhanced with audio and video, guided tours (CLOSER LOOK FEATURE)^Â of fine art photographs designed to help students improve their composition, an interactive troubleshooting section, and more. MyPhotographyKit is available at no additional charge when ordered in a package. www.myphotographykit.com

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Customer Reviews

This best-selling introductory photography text teaches students how to use the medium confidently and effectively by emphasizing both technique and visual awareness. Comprehensive in scope, this book features superb instructional illustrations and examples in its clear presentation of both black and white and color photography. London offers extensive coverage of digital imaging and the latest technological developments, such as Web page design and formatting photos on CD-ROMs. --This text refers to an out of print or unavailable edition of this title.

Jim Stone is an Associate Professor of Photography at the University of New Mexico. His photographs have been collected by the Museum of Modern Art and The Smithsonian American Art

Museum, among many others. Books of his work include *Stranger Than Fiction* (Light Work, 1993), *Historiostomy* (Pitldown Press, 2001), and *Why My Pictures are Good* (Nazraeli Press, 2005).

He has also published six higher education titles that are widely used in university courses: *A User's Guide to the View Camera*, *Darkroom Dynamics*, *Photography*, *Photography: The Essential Way*, *A Short Course in Photography*, and *A Short Course in Digital Photography*. Barbara London has authored and co-authored many photography books from their first editions to their current ones, including *Photography*, *Photography: The Essential Way*, *A Short Course in Photography*, *A Short Course in Digital Photography*, *The Photographer's Guide*, and more. John Upton, Professor Emeritus, was for many years Chair of Photography at Orange Coast College, one of the largest photography departments in the U.S. He has curated a number of exhibitions, including *Color as Form: A History of Color Photography*. His work is included in many private and public collections, including the New York Metropolitan Museum of Modern Art. --This text refers to an out of print or unavailable edition of this title.

This book is a requirement for my introduction to photography class, so I had to buy it. It is easy to read and understand and is perfect for beginners and veterans, since it covers both black and white film as well as digital photography. I just wish that books like these were not so expensive, since it is a requirement for some students and for folks wanting to learn photography. It may prompt some people to look for a cheaper title and miss out on this quality book.

This is arguably the best all-around fundamentals photography book available. I believe it is well-suited to the photography student, whether you are studying photography or just trying to learn as much as possible. It is very comprehensive and covers the history of photography, equipment, technical aspects, photography as an art, etc. Please Look Inside for the table of contents. If you are new to photography or want a solid comprehensive understanding of photography, this is a good resource. If you are an advanced photographer, then you probably already know a lot in this book and instead should look for books covering specific topics. This is an expensive book and I probably would not have purchased it if it were not required for a class I was taking. However, after reading it, I believe the price is justified. There really is a lot of content, and this is a large book with quality content. **FILM vs. DIGITAL** Since my workflow is entirely digital, I felt that there was more coverage on film than I cared to learn about. However, we shot film as well as digital in school, so it was helpful in that respect. Also, there are those who like film and so in a way it should be included for comprehensiveness. **PHOTOS IN THIS BOOK** Unlike some books which only include one example

to illustrate a particular point, this book shows a series of shots side-by-side to help you see how changing various settings impact the image... aperture, shutter speed, subject to camera distance, focal length, etc. This speeds up your learning curve. This is also a good reference book that you can come back to later when you're trying to capture a specific type of shot or need a refresher. SUMMARY In summary, I highly recommend this book to anyone aspiring to develop a solid understanding of photography fundamentals. PROS:- Comprehensive coverage on the history, equipment, technical aspects, composition, portraiture, artistic vision, accomplished photographers, etc.- Very well-written- Excellent photos that illustrate the point. Series of photos to show the impact of changing settings and variables.- Excellent diagrams, especially for technical details.- Good reference book that you'll come back to. CONS:- Expensive, especially for students, but I think the quantity of quality content eases the pain.

First off, I don't want to sound harsh, but the title really explains what I feel on this edition of PHOTOGRAPHY. If you are new to photography, or a student, this is a great desk reference. The book does a good job, especially when compared to previous editions, of going over digital shooting and workflow. In my opinion though, it gets further away from fundamentals compared to previous editions of this series. YES, core subjects are covered, but between a lot of the photos being unavailable due to licensing issues on the digital version, and almost very little film processing/workflow, I think this is the proverbial white flag waving in the war of film vs. digital. This is the core of my rating. While at a lesser cost than its predecessor, I believe that it is also less informational and at less of a value than its predecessor as well. The peak value is the fact that, to my knowledge, this is the first Kindle/E-Version of this book. Which is awesome to build a reference library in the palm of your hand. I will say, that this is a good book STILL if you are a photographer starting out or based in the digital age. I will recommend it. For a more experienced photographer, or one looking to become certified through one of the guilds, I can still recommend this edition, but you may be better served with the 9th or 10th edition. For the super advanced photographer looking to get better, honestly, for the price, you can find 2-5 more in-depth, and better focused books to read. I think that is where my disappointment comes from in this edition. The fact that I feel I have learned more out of the past three books I have bought in the past six months than this one book, and all of them cost less than this one. I don't know, maybe gone with the film age, is also the value of this series, time will tell. Pros: Available Digitally Lower price than predecessor Lots of images and charts Able to bookmark references for fast access. Cons "Incomplete" Still overpriced compared to the market Recommend because of legacy and format, not because of overall content.

Wow ! For me, a semi-retired 54 year old starting a hobby, this textbook is just what I was looking for. Well organized into just over a dozen chapters and easy to follow. I understand from reading other reviews that since I bought this textbook used I am not getting the benefit of the online materials, but since I am not in a classroom setting that is not a problem for me. There is always the option of buying the next edition new if this hobby sticks...

Bought this for an on line class but decided to take an actual class. Turns out this is the required text book. It was expensive but worth it.

This is a book for my daughter's Photography IA class. I have nothing good or bad to say about this book. It is what I ordered.

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