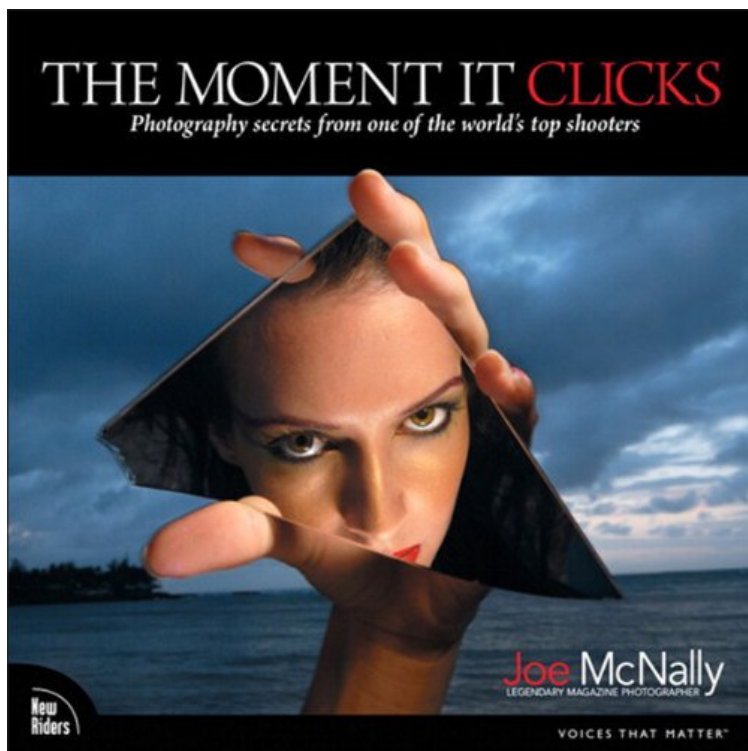


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The Moment It Clicks: Photography secrets from one of the world's top shooters



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Description :

Prsentation de l'diteurTHE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THECLASSROOMJoe McNally, one of the worlds top pro digital photographers, whose celebrated work has graced the pages of Sports Illustrated, Time, and National Geographic (to name a few), breaks new ground by doing something no photography book has ever doneblending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually found only in those rare, best-of-breed educational books. When Joes not on assignment for the biggest-name magazines and Fortune 500 clients, hes in the classroom teaching location lighting, environmental portraiture, and how to get the shot at workshops around the world. These on-location workshops are usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joes sessions to life. What makes the book so unique is the triangle of learning where (1) Joe distills the concept down to one brief sentence. It usually starts with something like, An editor at National Geographic once told me and then he shares one of those hard-earned tricks of the trade that you only get from spending a lifetime behind the lens. Then, (2) on the facing page is one of Joes brilliant images that perfectly illustrates the technique (youll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, lighting, accessories, etc.), along with the challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you

something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand photography and the art of making great photos at a level you never thought possible. This book is packed with those Ah ha! moments those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense that moment it clicks. Presentation de l'éditeur

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