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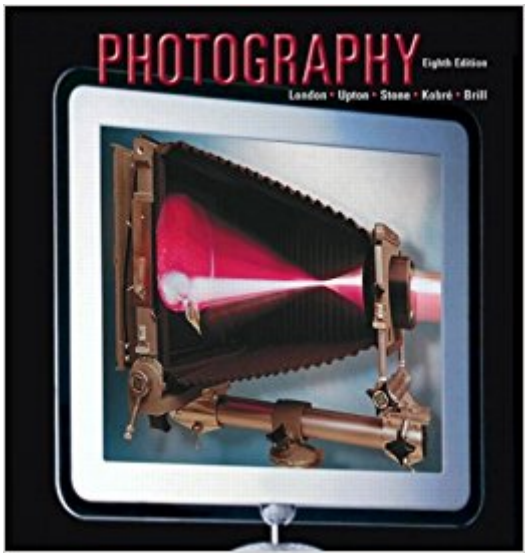

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Synopsis

For introductory and advanced courses in Photography. 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.

Book Information

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Customer Reviews

Why is this the #1 photography text year after year? Because no other source does so much so well. The eighth edition of Photography teaches the skills you need to use the medium confidently and effectively, emphasizing both technique and visual awareness. It features: ,/P> Complete coverage. What you need to know about black-and-white and color photography, plus special techniques such as lighting, close-up photography, and more. Digital imaging. Two updated chapters on digital imaging reflect cutting-edge technology. An emphasis on seeing photographically. Includes not only technical information, but also insight about flaw to make your pictures better. The text gives special attention to the visual choices photographers make about elements such as sharpness, tonality, and cropping. An easy-to-follow format. Each topic is discussed on a set of facing pages using photos, drawings, text, and captions. New to this edition: Revised and updated digital-imaging chapters. Two new Photographer at Work profiles expand this

popular coverage of contemporary photography. Updated coverage of color photography reflects changes in this dynamic field arid brings the text into the 21st century. Striking new fine-art images representing a range of photographic styles. Unique FREE online study resoiurce...The Companion Website www.prenhall.com/london For Students Interactive simulations and demonstrations that help you understand photo and lab processes. Chapter objectives that help you organize the key concepts for each chapter. Quizzes with multiple-choice, true/false, and fill-in questions that give you instant feedback and scores. A built-in e-mail routing option lets you forward quizzes to your instructor. Useful web links for each chapter as well as an online glossary. For Instructors The Art Central section includes teaching resources from the Instructor's Manual with lecture hints, class activities, and mare, coordinated to each chapter. This module is accessible through a password provided by your local Prentice Hall representative. The Syllabus Manager is an easy way to create and post your syllabus online.

More than a million copies of Photography are now in print. Many people who have used this book have become professional photographers or photography instructors, or are continuing to pursue their personal interest in photography. Whatever your interest in photography, this book is designed to teach the skills that you will need to use the medium confidently and effectively. The emphasis of this edition continues to be in two major areas—technique and visual awareness. The technical material helps you learn how to control the photographic process, or as Ansel Adams put it, to "understand the way that the lens 'sees' and the film 'sees.'" Equally important, this book can help you see by showing you the choices that other photographers have made and that you can make when you raise a camera to your eye. Clarity and convenience have always been a focus of this book. In this edition even more effort has been made to organize and format information into an easy guide for beginning photographers and a quick reference for those with experience. The easy-to-use format has been maintained, with every two facing pages completing a single idea, skill, or technique. Boldfaced topic sentences outline the text on every page. "More About. . ." boxes on many pages cross-reference related topics in other parts of the book. The general organization of technical information has been maintained, with updates for this new edition. General photographic techniques are covered completely in Chapters 1-8: camera, lens, film, exposure, developing and printing black-and-white film, and mounting. Chapters 10 and 11 expand and update information on digital imaging, focusing on the information that beginning students need to know. Chapters 9, 12, 13, 14, and 15 cover color photography, lighting, special techniques (such as making cyanotypes), view camera use, and a specialized method of exposure and development—the Zone System.

Throughout the book, changes have been made to meet the needs of students using more digital imaging. A fully illustrated Troubleshooting Appendix, beginning on page 400, groups together technical problems, their causes, and ways to prevent them. Improving visual awareness is a major emphasis of the book. Many demonstration photographs make topics easy to understand. Throughout the book you will find hundreds of illustrations by the best photographers showing how they have put to use various technical concepts. See for example: The photographs illustrating lens focal length on pages 45, 47, and 49, or how one photographer uses electronic flash plus available light on page 285. Photographer at Work pages throughout the book feature interviews with photographers who have developed successful careers in everything from sports photography (pages 90-91) to an integration of digital imaging with documentary photography (pages 252-253). Chapter 16, Seeing Photographs (pages 340-365), deals with composition, tonality, sharpness, and other visual elements that will help you make better pictures yourself, and see other people's photographs with a more sophisticated eye. Chapter 17 (pages 366-399) surveys the history of photography so that you can place today's photography—and your own—in a historical context. New to the Eighth Edition Chapters 10 and 11 expand and update information on digital imaging. Two new Photographer at Work profiles continue the coverage of coverage of contemporary photography (158-159, 252-253). Many new fine art photographs illustrate technical concepts and help students develop visual awareness. We are pleased to offer a Companion Website. Please visit the site at http://prenhall.com/london. This free online study resource contains many features, including: Simulations and demonstrations of various photographic processes A study guide Chat rooms Links to other photography e-sites An electronic instructor's manual. Please contact your Prentice Hall representative for a password. An integrated student lab manual/journal is also available.

This book at one time was a must have resource, but more and more it is becoming "long in the tooth" in the digital world. Sure some material is still valid to both digital and film photography, but the books value as a resource does not live up to the lofty price tag for a new addition.I had originally owned the 6th Edition as a course book. Recently a photography group in which I participate decided to do a focus discussion on the book. I purchased the 8th edition and found very minimal differences between the 8th and 6th. Save yourself money and don't bother with the 9th and latest version as you can get bargains on older versions in which the major differences may be which photos are used as demonstrations of a point.

I purchased this book as my textbook for the Washington School of Photography in Bethesda, MD. The school uses this book from the intro classes all the way to the lighting class. This book is one of the best sources of general photographic knowledge compiled in one volume. All the chapters turned to be useful during my studies.The pictures and illustrations are clear and to the point. The text is very readable and the technical content is perfect for self study. Even for those shooting digital, the chapter on film selection is very relevant as far as describing the concepts of ISO film speed and color balance. The chapters on darkroom film and print development give the best description I could find of the darkroom process. The lighting chapter is very good too. And the chapter on large format saved me countless hours in learning the camera movements.If you need one book to describe all the photographic processes, this is The Book. I will continue to use this Photography 8th edition as my principal photography reference for years to come.

This is an oldie but goodie (there are later versions but the cost a lot more -- my instructor told me to buy this one -- the eighth edition) -- the book was as described and arrived in a timely manner.

I bought the 8th edition for under $20 after the 9th came out for six times that price. I wasn't willing to pay the current asking price, and I'm not convinced it's really worth it. Other books exist that cover this material entirely adequately for all but the PPA certification candidate, e.g. John Hedgecoe's manual of photography, which I bought almost 30 years ago and has been updated consistently. However, I'm pursuing the PPA certification and so thought I might as well have the "official" book.All that said, it's good and complete on the technical stuff should you need that.

This is the most comprehensive photography book I have seen as yet. Any and everything you ever wanted to know about photography is in this book.I ordered this to see about studying for the PPA test.Regretfully I probably will never take the test.But this book was recommended,so I know that whoever does want to learn ALL there is about the foundations of photography,this book will be well worth the money and time it takes to study.I bought the 8th edition as the current edition was a little pricey..But it will be in my library of photo books for me to refer to whenever it's needed.

Great resource!

I purchased this edition (8th) of tge book because I am working with film rather than digital. This is a very handy reference to have for a noob.

As a hobbyist, for the price, it was perfect. I wish I could've swung spending the extra on the updated book though!

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