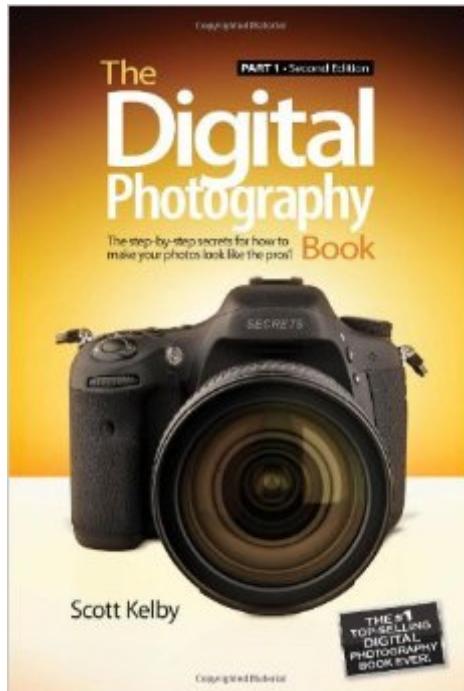


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# The Digital Photography Book: Part 1 (2nd Edition)



## Synopsis

This is itâ "the #1 best-selling digital photography book ever! Itâ ™s the award winning, worldwide smash hit, written by Scott Kelby, thatâ ™s been translated into dozens of different languages, because itâ ™s the one book that really shows you how to take professional-quality shots using the same tricks todayâ ™s top digital pros use (and surprisingly, itâ ™s easier than youâ ™d think). This updated, second edition of the bestselling digital photography book of all time includes many new images; up-to-date information on gear, pricing, and links; and a new chapter from the author on the "Ten Things I Wish Someone Had Told Me When I Was First Starting Out in Photography."Â Hereâ ™s how Scott describes this bookâ ™s brilliant premise: â œIf you and I were out on a shoot, and you asked me, â ^Hey, how do I get this flower to be in focus, with the background out of focus?,â ™ I wouldnâ ™t stand there and give you a photography lecture. In real life, Iâ ™d just say, â ^Put on your zoom lens, set your f-stop to f/2.8, focus on the flower, and fire away.â ™ Thatâ ™s what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets Iâ ™ve learned just like I would with a friendâ "without all the technical explanations and techie photo speak.â • This isnâ ™t a book of theoryâ "full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With over 200 of the most closely guarded photographic â œtricks of the trade,â • this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time. Each page covers a single concept that makes your photography better. Every time you turn the page, youâ ™ll learn another pro setting, tool, or trick to transform your work from snapshots into gallery prints. If youâ ™re tired of taking shots that look â œokay,â • and if youâ ™re tired of looking in photography magazines and thinking, â œWhy donâ ™t my shots look like that?â • then this is the book for you.

## Book Information

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## Customer Reviews

Since I'm offering an opinion (and review) on the book, *The Digital Photography Book*, I think a brief look at my background may give what follows a bit more veracity. I am an enthusiastic advanced amateur photographer with roughly 40 years of experience that includes a goodly number of awards and published photos. I shut down my wet darkroom a few years ago and have happily traded film and silver-based images for electrons, pixels and ink jet printing. Enough about me; now let's look at the latest book by Scott Kelby (of National Association of Photoshop Professionals fame): *The Digital Photography Book*. This is a different kind of animal in the world of self-help photography books. The author describes the experience of reading the book as having your good friend--who also happens to be an expert in digital photography--standing besides you while you're taking pictures. The book lives up to Scott's description--complete with the frequent interjection of his quirky sense of humor. (Warning, watch out for the first page of Chapter One.) I don't feel this is a book for complete novices--either in photography or in the use of digital equipment. Scott assumes the readers already know the basics of how their cameras work (what and where the controls are) and have used their cameras long enough to know what else they want to learn to take better photographs. Another reason some basic knowledge of photography is necessary to get the most from this book is that Scott doesn't shy away from including the terms in common use by digital photographers today: ISO, white balance, focal length, lens aperture, etc. He also assumes the readers have the desire to move up in the ranks from point-and-shooters to at least competent amateurs.

I really wanted to write a glowing review for "*The Digital Photography Book*"... I've been looking for a good tome of insider tips for digital SLRs for a long time, so when I found Kelby's book I was ecstatic! A quick skim showed many great tips; however, after reading the first page of chapter 1 where he carried on about the phrase "TACK SHARP" I began to lose faith. Here is an excerpt (talking about the origins of the phrase Tack Sharp - meaning a "clear photo"):"TACK stands for Technically Accurate Cibachrome Kelvin (which refers to the color temperature of light in photographs), and SHARP stands for Shutter Hyperfocal At Refracted Polarization. Now, these may

seem like highly technical terms at first, but once you realize that I totally made them up, it doesn't seem so complicated, does it? Now, you have to admit, it sounded pretty legitimate at first. I mean, I almost had ya, didn't I? Come on, you know I had you, and I'll bet it was that "color temperature of light" thing I put in parenthesis that helped sell the idea that it was real, right? It's okay to admit you were fooled..."Is this for real? Maybe his editor was asleep. He makes a lame joke out of trying to fool the reader, then carries on for half a paragraph laughing at how clever he is! I tried to give him the benefit of the doubt, but he continued with this 'fooled ya' theme by writing fake subheadings on the next SIX sections: "The Real Secret to Getting Sharp Photos" "sorry about duping you with "The Real Secret to Getting Sharp Photos" headline..." "Perhaps Even More Important Than That" "Again, ignore that headline. It's just a cheap come-on to get you to keep reading." "If You Skip This, Throw Away Your Camera" "Still a fake headline.

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