

Contents

Chapter 1 What is Photography?

Overview 2

Photography Explained 4

A Brief History 6

Photography Today 8

Art History: The Camera Obscura 9

Making Choices 10

Choosing Film Camera Formats 10

Choosing Lenses 16

Choosing Filters 19

Choosing Film 20

How to: Build a Camera Obscura 14

Alternative Approaches: Adam Fuss 23

Student Gallery 24



Studio Experience:

Building and Using a Pinhole Camera 25

Career Profile:

Lynn Johnson, Freelance Photographer 28

Chapter Review 29



Chapter 2 Film-based Black and White Photography

Overview 30

**A Brief History of Black and
White Photography** 32

Why Black and White? 34

Camera Basics 35

Holding a Camera 35

How to: Load Film in 35mm
Autofocus Cameras 36

How to: Load Film in 35mm
Manual Cameras 37

Elements of Exposure 38

F-stop 38

Shutter Speed 40

Camera Movement 42

Film Speed 42

Putting It All Together 44

Exposure Metering Basics 45

Types of Metering 46

Lighting and Metering Challenges 48

How To: Bracket Your Exposures 52

Art History: Ansel Adams 53

Alternative Approaches:

Koichiro Kurita 54

Student Gallery 55

Studio Experience:

Bracketing to Create High-Key and Low-Key Photos 56

Career Profile: Chelsie Craig,
Digital Technician and Creative Portrait
Photographer 58

Chapter Review 59

Chapter 3 Digital

Overview 60

A Brief History of Digital Imaging 62

The Evolution of the Digital Camera 63

Types of Digital Cameras 64

DSLRs 64

Mirrorless 65

Point-and-Shoots and Smart Phones 65

Digital Cameras and ISO Film Speeds 67

Using the Histogram in Digital Cameras 68

Digital Image Basics 69

Printing Your Digital Image 70

Short-term and Long-term Storage 70

Memory Cards 71

Transferring Images 71

Archiving Images 71

How to: Scan Flat Objects 72

Image Formats and File Sizes 73

The Basic Image Workflow 74

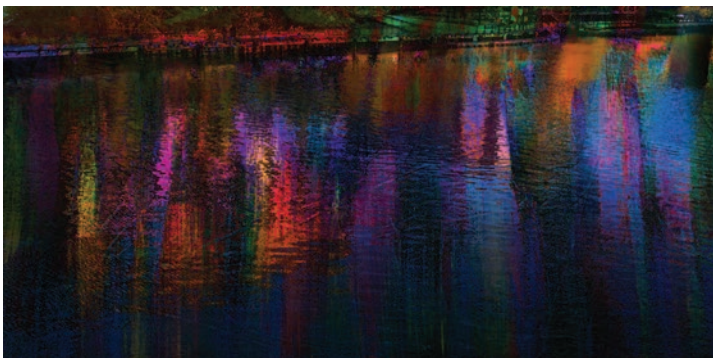
How to: Convert Color to Black and White in
Digital 86

Alternative Approaches: Walid Ra'ad 89

Student Gallery 90

Studio Experience:

Making a Composite Image Using Scanned
3-D Objects 91



Career Profile: Maggie Taylor, Digital Artist and Photographer 94

Chapter Review 95



Chapter 4 The Art of Photography

Overview 96

A Brief History of Photography as Art 98

Composition 100

The Elements of Art 101

The Principles of Design 108

Art History: Pure Photography 117

Making Artistic Choices 118

Choosing Subject and Setting 118

Choosing Viewpoint and Timing 119

Choosing Lighting 121

Copyright Issues and Plagiarism 122

Creative Commons 122

How To: Use Photoshop to Create a Pictorialist-Styled Image 124

**Alternative Approaches:
Lindsay Richard** 126

Student Gallery 127

**Studio Experience:
Create an Image Collection** 128

Career Profile: Eric Ferguson, Product Illustration Photographer 130

Chapter Review 131

Chapter 5 Portraits

Overview 132

A Brief History of Portrait Photography 134

Creating Portrait Photos 136

Thinking Artistically 136

Working with People 139

Camera Formats 139

Film Choices for Portraits 141

Equipment Choices:

Lenses for Portraits 143

Equipment Choices:

Camera Accessories 144

Elements of Art: Shape and Form 138

The Formal Portrait 145

Camera Settings 146

Lighting for Formal Portraits 147

**Art History: Julia Margaret
Cameron** 148

How to: Shoot a Formal Portrait 150

The Candid Portrait 152

Camera Settings 153

The Environmental Portrait 154

The Group Portrait 155

Art History: Irving Penn 157

How To: Retouch a Digital Portrait 158

The Self-Portrait 160

**Alternative Approaches:
Alexa Meade** 162

Student Gallery 163

Studio Experience:

Fictional Self-Portrait 164

Career Profile: Fritz Liedtke,
Portrait Photographer 167

Chapter Review 169



Chapter 6 Photojournalism

Overview 170

**A Brief History
of Photojournalism** 172

Becoming a Photojournalist 174

Film 176

Wide-Angle Lenses 177

Principles of Design: Emphasis 178

Art History: Gordon Parks 179

Documenting Subjects 180

The Single Image 181

The Photo-Essay 183

Street Photography 185

Using the Environment to Frame
an Image 187

Challenges in Street Photography 188

**Can Photojournalism and
Photoshop Coexist?** 189

How to: Explore Street Photography 190

Alternative Approaches: JR 191

Student Gallery 192

Studio Experience:

Documenting Your Subculture 193

Career Profile: Jodi Cobb,
Photojournalist 196

Chapter Review 197



Chapter 7 Action Photography

Overview 198

A Brief History of Action Photography 200

Creating Action Photographs 202

Thinking Artistically 202

Camera Settings 204

Film 204

Lenses 206

Flashes for Action Photography 207

Camera Supports 208

Principles of Design: Rhythm and Movement 208

How to: Calculate Handheld
Shutter Speed 210

Freezing the Action 212

Blurring the Subject 214

How to: Create Artificial Movement 217

Panning 218

Alternative Approaches: Ernst Haas 219

Art History: Harold Edgerton 220

Student Gallery 221

Studio Experience: Photographing Sports 222

Career Profile: Jerry Lodriguss, Sports and
Astro-Photographer 224

Chapter Review 225



Chapter 8 Still Life

Overview 226

A Brief History of Still Life Photography 228

Principles of Design: Unity and Variety 230

Shooting Still Life Objects 232

Thinking Artistically 232

Camera Settings 233

Film and Digital 233

Light 234

Background 235

Lenses 235

Filters 236

Camera Support 236

Using Color 237

Art History: Edward Weston 238

Close-ups 239

Natural History Specimens 240

How To: Combine Text
and Images 242

Narrative Still Life 243

Alternative Approaches: Nicole Croy 244

Student Gallery 245

Studio Experience:
Toy Portraits 246

Career Profile: Olivia Parker,
Still Life Photographer 248

Chapter Review 249



Chapter 9 Architecture and Urban Landscapes

Overview 250

A Brief History of Architectural Photography 252

Photographing the Built Environment 254

Thinking Artistically 254

Camera Settings 256

Color vs. Black and White 258

Lighting 259

Lenses 260

Camera Support 260

Filters 261

Elements of Art: Value and Texture 257

The Big View 262

How To: Correct Perspective 263

Shadows 264

The Detail Shot 264

Interior Views 265

**Alternative Approaches:
Stephanie Jung** 267

Student Gallery 268

Art History: Berenice Abbott 269

Studio Experience:

Creating an Indirect Portrait 270

Career Profile: Dan Forer,
Architectural Photographer 272

Chapter Review 273



Chapter 10 Landscape

Overview 274

**A Brief History of Landscape
Photography** 276

Art History: Laura Gilpin 278

Photographing the Landscape 279

Thinking Artistically 279

Camera Settings 281

Light 282

Film 282

Lenses 284

Filters 284

**Principles of Design: Composition,
Balance, and the Rule of Thirds** 280

The Grand Landscape 286

**Landscape Details and
Close-ups** 287

How To: Use Edge Burning 289

**Abstracted Elements in the
Landscape** 290

**Alternative Approaches:
Infrared Landscapes** 292

Student Gallery 293

Studio Experience:

Photographing a Panoramic Landscape 294

Career Profile: Howard Bond,
Landscape Photographer 296

Chapter Review 297



Chapter 11 Animals

Overview 298

A Brief History of Animal Photography 300

Photographing the Animal World 302

Thinking Artistically 302

Camera Settings 305

Film and Digital Choices 306

Light 307

Lenses 308

Filters 309

Principles of Design: Proportion 304

Wildlife Photography 310

Zoo Portraits 312

Pets 314

Art History: Elliot Erwitt 316

Bugs 317

Farm and Working Animals 318

How To: Place One Object Into Another
Scene 319

Alternative Approaches: Barbara Ess 320

Student Gallery 321

Studio Experience:

Create a Portrait of a Person and a Pet 322

Career Profile: Tim Flach,
Animal Photographer 324

Chapter Review 325



Chapter 12 The Basics of Commercial Photography

Overview 326

A Brief History of Commercial Photography 328

Early Commercial Photography 330

Printed Advertisements 331

Making Commercial Photographs 332

The Goal of Commercial Photography 333

Types of Commercial Photography 334

Planning a Shoot 335

Principles of Design: Emphasis 336

How To: Use Light Modifiers 337

Basics of Image Copyright 340

Art History:

Hiro (Yasuhiro Wakabayashi) 341

Product Illustration Photography 342

How To: Make a Workpath 343

Student Gallery 344

Studio Experience:

Create a Simple Product Shot 345

Career Profile: Jose Martinez,
Commercial Photographer 348

Chapter Review 349

Chapter 13 **Challenges in Commercial** **Photography**

Overview 350

A Brief History of Commercial
Photography Challenges 352

Art History: Edward Steichen 354

Fashion and Model Photography 355

Camera and Lighting for Fashion 356

Working with Models 356

Sport and Action in Advertising 358

Creating Sports Photographs for
Advertising 358



Capturing the Action 359

Point of View and Lenses 359

Camera Settings 360

Practice Telling the Story 362

Art History: James Van Der Zee 363

Editorial or Lifestyle Photography 364

How To: White Balance a Studio
Photograph 366

Student Gallery 368

Studio Experience:

A Fashion Shoot with a Model 369

Career Profile: Jaime Kahn, Commercial
Photographer 372

Chapter Review 373

Timeline of Photography as Art 374

Image Credits 383

Handbook 385

Glossary 405

Index 410