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Build a Better Photograph

New Release by Rocky Nook

Santa Barbara, CA, November 17, 2009 – *Build a Better Photograph* is an excursion into the creative process of an experienced professional photographer. While many books address the equipment, techniques, and compositional approaches to image creation, few describe the steps involved in the development of the picture idea. Michael Stern demystifies the creative process he has successfully employed for over two decades in the fields of environmental portraiture, product photography, 3D scanning, and compositing techniques.

How do artists conceptualize? Where do they get their ideas? How do they incorporate those ideas into their work? These questions and others are explored during actual assignments, along with discussions about the technical and business skills needed to succeed in commercial photography.

The accompanying DVD contains additional images, Virtual Reality panoramas and short videos of photographic sessions, reference tutorials, and much more.

About the author:

Michael E. Stern, a professional photographer since graduating from Art Center College of Design in 1979, has been working in the entertainment industry with The Walt Disney Co., Warner Brothers Studios, Universal Studios, and Sid & Marty Krofft Pictures among others. He has photographed executives, celebrities, products, and architecture, and has created special visual effects. In 1995, he added digital imaging solutions to his repertoire. In 2000, while working on a project for Disney's California Adventure, he honed his skill set as a digital restoration expert and continues working today on a variety of other projects.

In addition to beta testing hardware and software for several companies, Michael is also adjunct faculty at Brooks Institute of Photography in Ventura, CA as an instructor in digital imaging, reflective metering techniques, and location lighting for budding photojournalists. Finally he has produced customized Photoshop tutorials for working professionals who need precise, clear information, presented in an innovative way.

Additional Resources:

For more information about the book and about Rocky Nook, see:
www.rockynook.com

Build a Better Photograph

Michael Stern

ISBN: 978-1-933952-18-5; 160 pages; \$34.95 US, \$41.95 CA

To place an order:

order@oreilly.com

1-800-998-9938

About Rocky Nook:

Rocky Nook's books are distributed through O'Reilly Media.

Rocky Nook was founded in early 2006 in Santa Barbara, California, and we are closely associated with dpunkt.verlag, a leading publisher of books on technology based in Heidelberg, Germany. The focus of Rocky Nook's publications is on digital photography. However, other areas related to modern photography, such as imaging and computer technology, are also important to us. Our mission is to demystify the cutting-edge developments in digital photography, providing practical instruction to enhance the skills of amateur and professional photographers. Our books offer in-depth information on technological advances in the digital photography workflow. We strive to support the efficiency and creativity of our readers with the ultimate goal of fostering outstanding image quality.

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