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Color Management in Digital Photography: *Ten Easy Steps to True Colors in Photoshop* New Release by Rocky Nook

Santa Barbara, CA, November 28, 2006 – Have you ever experienced the disappointment of capturing the perfect moment with your digital camera, only to end up with an off-color print? Did your rosy-cheeked baby appear green with envy? Color management is one of the essential elements, yet major stumbling blocks in digital photography. The vast majority of digital photographers really wish they didn't have to be concerned with color management, yet the basic process of moving images from capture to print becomes impractical without it. And the more sophisticated the photography workflow becomes, the more important it is to manage colors from capture to print.

In “**Color Management in Digital Photography: *Ten Easy Steps to True Colors in Photoshop***”, Brad Hinkel simplifies the language of color management. It is based on classes and workshops the author has given to hundreds of students of digital photography. His process for color management is intended to provide enough information to create a simple and effective system allowing the user to get on with photography -- to focus on creativity instead of technology. However, the fact that this book suggests a simple approach to color management does not mean it sacrifices quality and effectiveness. Simpler is usually better -- if it works.

-- More --

Author Bio:

Brad Hinkel is an experimental photographer, software designer, and teacher. He combines chemistry & digital technology, silver & ink, film & tin cans to produce images of the common and the unusual. Brad was instrumental in developing the digital photography programs at the Rocky Mountain School of Photography and the Photographic Center Northwest. He continues to teach a wide range of digital photography courses. He has recently completed three books on digital photography: 'The Focal Easy Guide to Photoshop CS2', 'Digital Negatives' and ... 'Color Management for Photographers'.

Additional Resources:

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

Color Management in Digital Photography:

Ten Easy Steps to True Colors in Photoshop

Brad Hinkel

1-933952-02-4, 105 pages, \$29.95 US, \$38.00 CA

To place an order:

order@oreilly.com

1-800-998-9938

About Rocky Nook

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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