



26 W. Mission St., Suite #3  
Santa Barbara, CA 93101

FOR IMMEDIATE RELEASE  
December 11, 2007

CONTACT: Joan Dixon  
Rocky Nook, Inc.  
Ph. (805) 687-8727  
Fx: (805) 687-2204  
[joan@rockynook.com](mailto:joan@rockynook.com)

## **Take Your Photography to the Next Level: *From Inspiration to Image***

New release by **Rocky Nook**

Santa Barbara, December 11, 2007 — Written for the photographer who strives to achieve a higher level of results in their work, ***Take Your Photography to the Next Level*** is based on a series of essays originally featured on the popular Luminous Landscape website. These essays were expanded upon and updated, and new essays have been added.

George Barr isn't afraid to tackle some of the rarely discussed, yet essential, aspects of successful photography. Photographers will learn what is required in order to grow in their creativity and to gain a deeper understanding of their craft.

This is not a technical book: no f-stops or shutter speeds are spoken here. Instead, Barr explores the more difficult subjects; the ones that will help you to grow as a photographer. This book takes a practical approach with specific suggestions and enough ideas and exercises to keep you busy and creative for years to come.

With a foreword by Michael Reichmann.

Topics include:

- Creativity and developing an eye
- Dealing with disappointment
- Making stronger images
- What photographs well and where to go looking for the best photographic subjects
- How to approach subject material

**-more-**

- Dealing with failure, mind games, and being stuck in a rut
- Framing, cropping, and manipulating prints to create mood and transmit your message
- Knowing your level in order to improve
- How to work the scene
- Sketching to create strong compositions
- Learn by looking at great images
- Assessing image quality
- Identifying your areas that need improvement, and becoming a self-aware photographer

### **About the author:**

Living in Calgary, Canada, George Barr has been serious about photography since age 12, working initially with a WWII Zeiss Ikonta and a basement darkroom. He has progressed through medium format, 4x5, and now digital SLRs. He is a family doctor with a special interest in psychiatry, but his primary passion has always been the fine art photograph.

By the time George closed his darkroom, he was making very high quality prints and carried on this level of excellence with digital cameras and inkjet printing, producing some of the finest inkjet prints made.

George's milestones include learning to make quality prints from Fred Picker, learning to "see" photographs from Hubert Hohn of the Edmonton Art Gallery, looking at original, bare Edward Weston prints, attending workshops, working with galleries, and being published. His images have been published in *Black and White Photography*, *Black and White*, *Focus*, *Lenswork*, and *Outdoor Photography* (British version).

George has been a long time teacher of medical students and residents, patients, and fellow photographers. As a writer of patient newsletters and handouts, it was a short step for him to begin writing on photography. He has bravely tackled the challenging subjects of aesthetics, seeing, and composing in a style that is clear, practical, and applicable to many.

### **Additional Resources:**

For more information about the book and about Rocky Nook, see:  
[www.rockynook.com](http://www.rockynook.com)

-more-

**Take Your Photography to the Next Level: *From Inspiration to Image***

**978-1-933952-21-5**, 224 pages, \$39.95 US, \$43.95 CAN

To place an order:

[order@oreilly.com](mailto:order@oreilly.com)

1-800-998-9938

**About Rocky Nook**

Rocky Nook was founded in early 2006 in Santa Barbara, California, and is 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.

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

**###**