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Practical HDRI
High Dynamic Range Imaging for Photographers

New release by **Rocky Nook**

Santa Barbara, CA, September 11, 2008 – In this book, well-known expert, Jack Howard leads you on an exploration into the exciting new frontier of High Dynamic Range Imaging. HDRI is a method to digitally capture, store, and edit the full luminosity range of a scene in ways that are just not possible with a single captured image.

Jack's illustrated text is easy to understand as he takes you from the initial image capture and into the digital darkroom. Here is where you will learn to use this cutting edge photographic technique to achieve spectacular results.

Covered are the most popular and effective HDR programs such as Adobe Photoshop CS3, FDRTools, Dynamic Photo HDR, Photomatix Pro, and more.

Topics include:

- Illustrated step-by-step tutorials
- Basic and advanced workflows
- Post-production optimization for both web and print
- File management
- Advice on cameras and software
- A wealth of HDR images, ranging from subtle to surreal
- Real-world shooting tips from Jack's personal experiences as both a creative photographer and photojournalist.

HDR imaging for the photographer can be challenging and frustrating for the uninitiated, as it involves both field and computer expertise. However, Jack Howard explains this complex subject matter in a practical way that will not intimidate the beginner nor bore

the experienced photographer. The emphasis is on the creative process and how to make it work for you—rather than the science behind it.

About the author:

Jack Howard first picked up an SLR camera as a teenager over twenty years ago and has been exploring the photographic process ever since. Starting in the wet darkroom and now exploring cutting-edge digital imaging techniques, he's thoroughly embraced the evolution of the photographic process.

Currently, Jack is Editor of PopPhoto.com/Popular Photography where he tests and reviews cameras, lenses, software, camera bags, photo-related gadgets, and more. He is also a contributing editor to American Photo. He's an established photojournalist whose work has appeared in "The New York Times", "The Asbury Park Press", and "The Star-Ledger" newspapers.

Jack holds a Bachelor of the Arts Degree in History, with Minors in English and American Studies from Rutgers University. His photographic skills are self-taught, although having a photographer for a father, and two brothers who are also mad for cameras has helped a lot along the way.

Jack lives in New Jersey with his wife Corey; their German Shepherd Dog, Bailey; a betta fish, Flash; and more camera gadgets than you can shake a stick at.

Practical HDRI: *High Dynamic Range Imaging for Photographers*

Jack Howard

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To place an order:

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1-800-998-9938

About Rocky Nook

Rocky Nook's books are distributed worldwide by 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.

Additional Resources:

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

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