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New release by **Rocky Nook**

The Art of Photography

Santa Barbara, CA— November 18, 2010 – This is an updated and newly revised edition of the classic book *The Art of Photography: An Approach to Personal Expression* (originally published in 1994), which has often been described as the most readable, understandable, and complete textbook on photography. With well over 100 beautiful photographic illustrations in both black-and-white and color, as well as numerous charts, graphs, and tables, this book presents the world of photography to beginner, intermediate, and advanced photographers seeking to make a personal statement through the medium of photography. Without talking down to anyone, or talking over anyone's head, Barnbaum presents "how to" techniques for both traditional and digital approaches. Yet he goes well beyond the technical, as he delves deeply into the philosophical, expressive, and creative aspects of photography so often avoided in other books.

Bruce Barnbaum is recognized as one of the world's finest landscape and architectural photographers, and for decades has been considered one of the best instructors in the field of photography. This latest incarnation of his textbook, which has evolved, grown, and been refined over the past 35 years, will prove to be an ongoing, invaluable photographic reference for years to come. It is truly the resource of choice for the thinking photographer.

About the author:

Bruce Barnbaum, of Granite Falls, WA, entered photography as a hobbyist in the 1960s, and after four decades, it is still his hobby. It has also been his life's work for the past 30 years.

Bruce's educational background includes Bachelor's and Master's degrees in mathematics from UCLA. After working for several years as a mathematical analyst and computer programmer for missile guidance systems, he abruptly left the field and turned to photography.

Bruce has authored several books, some of which have become classics. *The Art of Photography* was first published in 1994 and remained in print until 2007. Bruce has been self-publishing the book ever since, but with limited distribution (until now).

Bruce is a frequent contributor to several photography magazines. His series "The Master Printing Class" is featured in each issue of *Photo Techniques*, and his articles are published regularly in *LensWork*. Through his workshops, articles, lectures, books, and innovative photography, Bruce has become a well-known and highly respected photographer, educator, and pioneer.

Bruce is recognized as one of the finest darkroom printers on this planet, both for his exceptional black-and-white work, as well as for his color imagery. He understands light to an extent rarely found, and combines this understanding with a mastery of composition, applying his knowledge to an extraordinarily wide range of subject matter. His work is represented by more than ten galleries throughout the United States and Canada, and is in the collections of museums and private collectors worldwide.

Bruce has been an active environmental advocate for more than three decades, both independently and through his involvement and leadership with organizations such as the Sierra Club, the National Audubon Society, the Stillaguamish Citizens' Alliance, 1000 Friends of Washington, and the North Cascades Conservation Council.

The Art of Photography

Bruce Barnbaum

Published by Rocky Nook

978-1-933952-68-0, 364 pages, \$44.95 US, \$55.95 CA

Softcover

To place an order:

order@oreilly.com

1-800-889-8969

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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