



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

FOR IMMEDIATE RELEASE  
October 19, 2010

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

## **The Digital Photography Workflow Handbook** *From Import to Output*

### **New Release by Rocky Nook**

*Santa Barbara, CA, October 19, 2010* — Photography is a wonderful and rewarding hobby for millions of people. However, for a photographer's work to really stand out, two skills are necessary: creativity and technical knowhow. Creativity can be difficult to learn and is largely based on talent and experience, but technical knowledge is less an art than a craft and can be learned to perfection.

The work that follows the capture of a photographic image—the workflow in the digital darkroom—has a significant effect on the quality of the final image. This workflow is often underestimated or neglected, leading to weak images and poorly managed image collections. *The Digital Photography Workflow Handbook* is the all-inclusive, definitive resource that will help you avoid crucial mistakes as you master the craft of photographic post-processing.

This book provides a step-by-step guide through the photographic workflow, from image capture, editing, and asset management, all the way to the perfect photographic print. The workflow presented in this book focuses on RAW images, which will give you maximum quality and flexibility, and is based on two of the most popular and powerful software tools: Adobe Photoshop and Lightroom.

*The Digital Photography Workflow Handbook* can be used as a reference or textbook by both aspiring amateur and professional photographers, as well as by students.

#### **About the authors:**

**Juergen Gulbins** has extensive experience in writing, technology, desktop publishing, designing high-end document archival systems, and digital photography. He is a prolific author who has written and translated books on topics such as CAD, Unix, DTP, typography, the Internet, document management, Linux, and various aspects of digital photography. He has been a passionate photographer most of his life.

**Uwe Steinmueller**, a native of Germany, has been a photographer since 1973. His first exhibitions were in 1978 in Bremen, Germany with photos from Venice, South Tirol, Germany, and France. He shares a joint copyright with his wife Bettina. Uwe moved to California in 1997 and began working seriously in

digital photography in 1999. He currently lives and works in San Jose. He has written a number of books, two of which won the prestigious German "Fotobuchpreis" award two years in a row, in 2004 and 2005. Uwe is the man behind outbackphoto.com, a popular website covering quality outdoor photography using digital cameras.

**Additional Resources:**

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

**The Digital Photography Workflow Handbook**

Juergen Gulbins and Uwe Steinmueller

ISBN: 978-1-933952-71-0; 544 pages; \$49.95 US, \$62.95 CA

To place an order:

[order@oreilly.com](mailto: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.

###