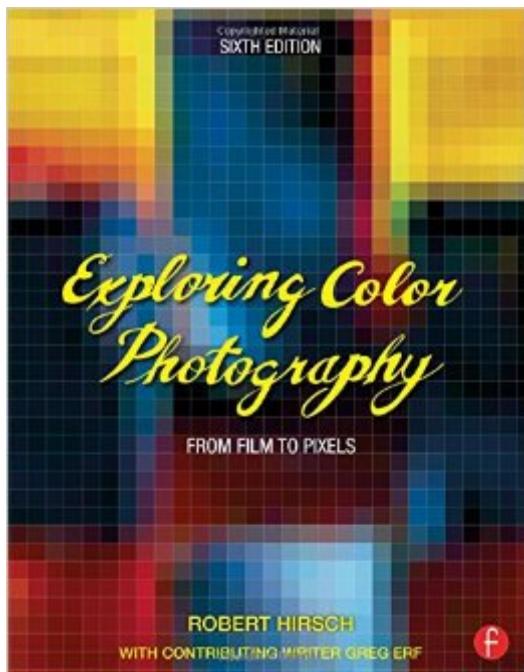


The book was found

Exploring Color Photography: From Film To Pixels



Synopsis

Robert Hirschâ™s *Exploring Color Photography* is the thinking photographerâ™s guide to color imagemaking. Now in its sixth edition, this pioneering text clearly and concisely instructs students and intermediate photographers in the fundamental aesthetic and technical building blocks needed to create thought-provoking digital and analog color photographs. Taking both a conceptual and pragmatic approach, the book avoids getting bogged down in complex, ever-changing technological matters, allowing it to stay fresh and engaging. Known as the Bible of Color Photography, its stimulating assignments encourage students to be adventurous and to take responsibility for learning and working independently. The emphasis on design and postmodern theoretical concepts stresses the thought process behind the creation of intriguing images. Itâ™s extensive and inspiring collection of images and accompanying captions allow makers to provide insight into how photographic methodology was utilized to visualize and communicate their objectives. The text continues to deliver inspiring leadership in the field of color photography with the latest accurate information, ideas, commentary, history, a diverse collection of contemporary images, and expanded cellphone photography coverage. A "Problem Solving and Writing" chapter offers methods and exercises that help one learn to be a visual problem solver and to discuss and write succinctly about the concepts at the foundation of oneâ™s work. Exploringcolorphotography.com, the companion website, has been revamped and updated to feature more student and teacher resources, including a new web-based timeline: *As It Happened: A Chronological History of Color Photography*.

Book Information

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Customer Reviews

Every time I pick up this book, it surprises me. The depth and range of information contained within this volume is breathtaking. It is hard to imagine a more complete work on how color functions in photography; anything more and the book would weigh over 300 pounds! Whether you work digitally or chemically, you will find valuable information within its pages – and a huge source of inspiration. Robert Hirsch has made a significant contribution to the world of photography with his books, including his classic "Seizing the Light: A Social History of Photography." His book "Transformational Imagemaking" rewrites the history of photography by bringing to light decades of work and artists not covered in traditional narratives. This book follows in that tradition by going beyond what other books provide. "Exploring Color Photography" is for those who believe that true art and creativity comes from more than know what button to button to push (there are already plenty of books on that). Art comes from your head and your heart – and this book is designed to help you to see and think like an artist. Color is an immensely complicated subject. This book breaks down the topics into easily grasped chapters - but always with an eye to how an artist can use this information. Even the technical sections become invitations to explore creative possibilities. Throughout the book are many sidebars on "problem solving" that cover key concepts in understanding color as well as technical challenges you might encounter. Many of these can be used as self-directed photography assignments to help you learn the subject in greater detail.

Are you a professional photographer? If you are, then this book is for you! Author Robert Hirsch, has done an outstanding job of writing the 6th edition of a book that keeps striving to provide a stimulating introduction and commentary to the approaches, images, techniques and history of color photography. Author Hirsch, begins by exploring the world of human vision, where colors are busily interacting with each other and altering our perceptions. Then, the author discusses how digital imaging tools make it possible to easily improvise the content of reality, by spawning artists who are accustomed to inventing worlds, rather than presenting them, and viewers who are willing to accept such inventions. He continues by looking at the proper exposure technique, which produces acceptable shadow and highlight detail, and is the prerequisite to the process of transforming ideas into photographs. Next, the author discusses how a color crossover occurs when the highlight and shadow areas of a scene are of different color balances. He then discusses why there is no such thing as bad weather for making photographs. The author continues by showing how shapes have a

symbolic meaning. Next, he discusses the removal of some of the self-imposed limits on visualization; and, how to break away from the accepted, standardized conventions, formulas, and procedures of representation. The author then describes how being able to understand and make innovative representations of photographic time, involves penetrating the habitual mirror of reality. He continues by discussing how the rapid public embrace of digital photography, has facilitated a similar approach to photo-based imagery.

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