The Professional Photographers Digital Wedding Album Design Guide

The rewards of being a professional wedding photographer are great---not only financially, but also in terms of community status. As such, increasing numbers of ever-more-talented photographers are entering the field, making for a very competitive marketplace. Today, being good is not good enough; it takes greatness to truly stand out and succeed. In this book, Rangefinder editor Bill Hurter shows you what it takes to achieve that objective, covering all of the skills that must come together to create world-class images

Master the demanding lighting needs for weddings of any variety with this comprehensive guide from an industry expert. All the basics are covered, including how to choose and use the right equipment, how to control light and shadow while outdoors, how to utilize ambient room light and natural light, and how to ensure the best color balance for each image. Technical tips from 40 top wedding photographers cover such specifics as producing window-light images and using such tools as scrims, umbrellas, and gobos. With the right lighting know-how, a photographer can capture with ease the candid looks and pure emotions of the wedding party.

A celebrated professional wedding photographer shares her insights into this exciting field, revealing the techniques necessary to master this business, from taking pictures to marketing. Original.

Photographers are always looking for perfect light. Unfortunately, the quality of available light, and the situations in which photos are created, are rarely perfect. This is especially true when photographing weddings or portraits on location. So while finding beautiful existing light is every photographer's ideal, it isn't always possible. This is the point at which photographers tend to reach for a portable, on-camera flash. Indeed, these intense light sources can prove invaluable, but only if you know how to use them effectively. In the hands of an inexperienced photographer, on-camera flash will produce images that look flat and lifeless—images with harsh shadows, washed-out skin tones, cavernous black backgrounds, and other unappealing visual characteristics. In this book, acclaimed wedding and portrait photographer Neil van Niekerk shows you how to avoid the pitfalls photographers new to speedlights often encounter so that you can produce professional images using on-camera flash. You'll learn to use simple accessories to manipulate the quality of light from your flash and how to improve a lighting scenario by enhancing rather than overwhelming the existing light. When the available light is too low and too uneven to be combined with flash, he shows you how to override it completely with flash and, with some thought and careful application of specialized techniques, still get results that look great. On-camera flash is one of the most challenging light sources to master, but with the techniques in this book you'll learn to use it with confidence. For wedding and environmental portrait photographers who must work in ever-changing lighting scenarios, this can mean better images and better sales.

Advanced Techniques for Digital Photographers

Photo Fusion

The Art Of Digital Wedding Photography

The Bride's Guide to Wedding Photography

Digital Wedding Photography Secrets

The Complete Guide to Professional Wedding Photography

Fully revised and updated! Full-color guide to capturing great wedding images and building a successful photography business This full-color book from acclaimed professional wedding photographer Glen Johnson not only teaches you how to take memorable photos, it also shows you how to start a wedding photography business. Packed with great tips and savvy advice, this new edition helps you set up efficient workflows, choose camera equipment, manipulate images, make impressive presentations, and launch smart, photo-based marketing strategies to build your business. Best of all, it's loaded with new, superb photos that illustrate photography techniques. Shows you how to set up and capture beautiful photos, posed or candid, in all kinds of settings, for weddings and other special events Offers practical marketing strategies for building your own photography business, including how to build a fantastic Web site that attracts clients Covers current camera equipment and accessories, post-shoot digital darkroom techniques, digital editing software, and how to print your images successfully Gives you invaluable insights and tips from the author, who is one of the country's top wedding and special events photographers Capture better pictures of some of life's most memorable events—and build a sucessful photography business—with this indispensable guide!

A full-color reference-and-DVD package covers shooting and editing a successful multimedia project With the introduction of dSLRs with high definition video functionality, a new world of multimedia capture has been opened to digital photographers. This book shows you how to embrace the exciting new option of photo fusion, by incorporating digital video content with your photography. The author duo guides you through creating seamless multimedia presentations that maximize both still-frame and video photography functions on your dSLR. From the setting up and shooting, to downloading, editing and presenting a multimedia project, this book clearly explains how to move beyond stills into the exciting world of multimedia creation. Encourages you to embrace the exciting possibilities of photo fusion in the field of wedding photography Explains how to incorporate digital video content with photography Walks you through all of the necessary steps for shooting and editing a memorable multimedia creation Details every aspect involved in setting up, shooting, downloading, editing, and presenting a multimedia project Features more than 200 color images and an indispensable DVD of inspiring examples Packed with more than 200 stunning images and featuring a 45-minute DVD, Photo Fusion presents you with inspiration and instruction so you can create your own multimedia projects. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Improve every aspect of your capture and workflow with this indispensable guide. This intensive volume is designed to give professional photographers of all skill levels a veritable "big picture" look at the working digital studio. Kubota takes you from start to finish, from setting up your camera to ensure the best possible capture, to taking the image, to managing color for predictable results and reduced headaches, to organizing your images, to enhancing them using the latest software tools, and finally to printing and presenting the images to your clients. Step-by-step instructions and ample screen shots ensure that each procedure is easy to follow. - Publisher.

This professional resource shows photographers how to take full advantage of the technical potential of digital photography by covering such topics as taking the right shots, selling the albums, marketing techniques and making a profit. Original.

500 Poses for Photographing Brides

The Best of Wedding Photography

A Visual Sourcebook for Professional Digital Wedding Photographers

A Complete and Practical Guide to Digital Wedding Photography

Captured by the Light

Wedding Photojournalism: The Business of Aesthetics

Containing numerous contemporary images by leading photographers, this indispensable manual concerning wedding portraits explains posing fundamentals as well as how to create a flattering, feature-specific photograph--one that focuses on the head, shoulders, arms, legs, or torso--in different levels of close-ups, from head-shots to full-lengths.

In this information-packed guide, Steve Sing gives photographers the best of his...experience in shooting weddings and events.

From assignment to finished project--how did they get that shot? Location Lighting Solutions presents the real-world projects of more than 25 top photographers, then shows how they were created. Readers see the original assignment, then follow the steps along the road to arriving at the perfect resolution: the successful final photograph. Both commercial and editorial approaches to corporate, architectural, advertising, conceptual and sci-fi photos, cars, people, and more, all on location, are covered in this practical guide. Step-by-step illustrations and lighting diagrams, plus the words of the photographers themselves, reveal the client's objectives, the logistics and challenges of the location, lighting and other techniques used to get the picture, digital manipulation, styling, equipment, postproduction, and everything else needed to produce the final stunning results. Jack Neubart, a top professional photographer, is the author of Studio Lighting Solutions, the first in the new series PDN Pros. A regular contributor to Shutterbug, eDigital Photo, Photographic Processing, and other magazines, he also writes the popular column "Technically Speaking" for Photo District News. He lives in Brooklyn, New York.

A comprehensive text that covers photography essentials, information specific to weddings and images and strategies of leading wedding photographers worldwide.

Creating a More Profitable and Fulfilling Business

The Essential Guide to Creating Extraordinary Wedding Photography

Digital Photography Boot Camp

Wedding Photographer's Resource

The Art of Wedding Photography

Capturing Beautiful Memories

Two successful digital wedding photography guides in one e-book set These two e-books offer wedding photographers a full-color reference that walks them through all the major and minor steps in planning and organizing a successful wedding day shoot. Digital Wedding Photographer?s Planner and Digital Wedding Photography Photo Workshop include a complete guide to wedding photography, covering the key concepts and skills necessary to create memorable wedding photos. From the first meeting with the bride to the final presentation of the completed book, these two e-books are packed with important checklists, schedules, etiquette tips, and much more. Offers a step-by-step guide for all the major and minor steps in planning and organizing a successful wedding day shoot Gives tips for everything to the first meeting with the bride to the final presentation of the happy couple's commemorative book Contains checklists, schedules, etiquette tips, and much more Includes a complete resource for wedding photographers of any skill level Offers information on everything from brightly lit outdoor weddings to poorly lit evening ceremonies The Wedding Photographer?s Full Resource Guide offers one-stop shopping for all the information a wedding photographer needs.

Mastering Digital Wedding Photography: a complete and practical guide to digital wedding photography Mastering Digital Wedding Photography serves as a practical guide to the unique art, craft, and business of wedding photography in the digital realm. Succeeding as a wedding photographer requires more than the ability to take excellent pictures under pressure. You must also develop a solid business and marketing plan that makes you stand out from the crowd in this highly competitive industry. This book addresses each of these fundamental skills. You will conquer hands-on techniques for the shooting of documentary events, making great portraits quickly, and maximizing the quality of your images after they have been captured. You'll also cover the essential topics of workflow and file management and important marketing techniques that will expand your services and grow your business. Whether you are a novice photographer, a seasoned professional adding weddings to your assignment list, or a film photographer transitioning to the digital realm, Mastering Digital Wedding Photography will help you develop the skills you need to capture the magic of each wedding you photograph.

This guide to digital wedding photography offers everything a wedding photographer needs to take full advantage of digital technologies. Essential aspects of digital photography are examined, from image capturing to creating wedding albums—a photographer's greatest source of revenue. Featuring 200 examples of professional digital photography, this book takes a detailed look at many common digital problems and provides techniques for fixing them with Adobe Photoshop.

This valuable resource focuses on what professional wedding photographers need to do to stay competitive and continue winning new assignments, despite an array of challenges. Though wedding budgets are often subject to cuts, photographers will learn how to finesse their operations, improve their marketing, and convert client contacts into reliable job streams. By running a lean business with few excess costs, this step-by-step guide lays out how wedding photographers can draw attention to their studio, generate demand, and create a brand that complements and promotes their unique vision. Included are tips for improving search-engine optimization, marketing, pricing, packaging, and contracts to enable aspiring and experienced professionals alike to follow their passions to success.

Master Lighting Guide for Wedding Photographers

Professional Techniques with Style

Digital Wedding Photographer's Planner

On-Camera Flash

Shooting and Selling Techniques for Photographers

Professional Digital Imaging for Wedding and Portrait Photographers

A full-color reference to planning for and executing a successful wedding day shoot Wedding photography has become a major industry, and the number of photographers getting into this field is rapidly increasing—making it even more competitive. Written by top wedding photographer, Kenny Kim, this full-color reference walks you through all the major (and minor) steps involved in planning and organizing a successful wedding day shoot. You'll get unique advice on everything from your initial meeting with the engaged couple to the final presentation of the commemorative book. Packed with checklists, schedules, etiquette tips, and much more, this book is an essential wedding photography resource for every wedding photographer. Provides detailed coverage of all the major and minor steps in preparing for a successful wedding day shoot Explores preparation for every detail of taking unique and memorable wedding day photos Spans the initial meeting with the couple all the way to presenting them with their photo album Reassures you of your preparation, using checklists, schedules, etiquette tips, answers to questions, and more From rings and vows to dancing and "wows", this resource will help you prepare to capture every moment of a couple's special day.

Mastering wedding photography is one of the most important skills for any aspiring photographer. For the professional and amateur alike, the special occasion presents some unique challenges. Gone are the days of a few stiff, posed photographs of the bride, groom and principal guests. These days a wedding photographer is expected to produce not only the formal shots but to document the day, from personal moments preparing for the wedding to the frivolity of the reception. That's where 'Step-by-Step Digital Wedding Photography' comes in. This comprehensive and inspirational volume is packed with hints and tips from a professional. It offers advice that will not only help the amateur produce great shots for a family or friend, but will also guide the traditional professional who is moving into digital.

This useful guide helps couples make smart decisions every step of the way, from selecting a photographer to choosing dress styles and colors, bouquets, and shades of makeup that positively impact portraits. 50 color photos.

From shooting formal family portraits in a dimly lit church to capturing lively candids at a bustling reception, this valuable reference presents 100 tips for handling the process from start to finish—choosing the best equipment, capturing the best moments on film, and enhancing and presenting them afterwards. Numerous professionals offer valuable advice for digital wedding photography, giving technical guidance on lighting, exposure and metering, and color management, as well as ideas for scouting locations, dealing with nervous brides, and photographing large groups. Ample time is spent on the many aspects of posing and lighting—for both formal and informal situations—with an eye toward enhancing the efficiency of the shoot and the natural beauty of the resulting images.

Mastering Digital Wedding Photography

Step-by-Step Digital Wedding Photography

How to Take Great Digital Photos of Your Friend's Wedding

The Professional Photographer's Digital Wedding Album Design Guide

Wedding Photography

Master Guide for Professional Photographers

Have you ever wondered why some wedding photographers succeed, when many others fail? Why some prosper, while others struggle to make a profit? Or how some can retire young, while others can never afford to stop? In this book, Damien Lovegrove shares with you the secrets of fusing art with commerce and gives you the vital tools needed for great achievement. This stunning guide by two exceptional wedding photographers at the top of their game is packed with over four hundred pictures all with their own tales to inspire and inform. It provides a simple yet profoundly powerful recipe for success, both for photographers just starting out and seasoned wedding pros alike. * Discover how to master every aspect of photographing a wedding * Develop your style, and learn new shooting techniques * Understand how to read and use light quickly and effectively * Get to grips with selling, marketing, postproduction and product design * Improve your customer experience and increase your product value * Manage your time and become a more effective photographer * Learn financial mastery and how to avoid financial misery * Fast track your career and unleash your potential "This isn't just another professional guide, it's a blueprint for success. Becoming a wedding photographer is the easy part. What's difficult is joining the elite, the top wedding photographers who earn big money. Even then it's not enough to be a good photographer. You've got to be good at everything else, too. That's where this book comes in." Christopher Wordsworth, professional photographer, author and journalist. "Damien Lovegrove is among a very few photographers who have a deep grasp of business concepts. He generously shares his proven business and photographic system with us - invaluable to both the aspiring and experienced professional photographer in the digital era. A must read." Michael J. Marmur, MBA. President - Special Event Photography, Canada Damien Lovegrove has created a highly respected, world class photography business. He learned his trade as a cameraman and lighting director at the BBC. In 1998 Damien teamed up with his wife Julie to launch Lovegrove Weddings. They took the industry by storm winning a string of major awards and have since photographed over 300 top weddings for clients around the world. Their extensive knowledge gained from these lucrative commissions is condensed from this valuable resource. From shooting basics to image editing, this textbook is an all encompassing reference that can be used by students in any level of photography class as well as those studying to complete the Certified Professional Photographer program. Beginning with an overview of camera choices and basic camera functions, this guide outlines the fundamentals of lighting equipment, light theory, composition, and digital imaging while providing a comprehensive roadmap for efficiently taking images from conception to client presentation. Tips for overcoming obstacles are offered from the hard-won advice of photographers who have successfully passed the Professional Photographer Certification Program tests.

"Addressing the reservations many wedding photographers have about digital photography, this guide explains the many valuable benefits of this technology, including saved labor costs and quick turnaround time. Topics covered include equipment selection and usage; scheduling digital prewedding, wedding day, and postwedding sessions; managing the workload; and using digital proofs. Photographers learn how to market their images—from dealing with client questions to pricing images—and how to use digital imaging software to make easy and effective corrections to flawed images. Providing practical information on running a profitable photography business, this book also gives important technical instruction that will help photographers embrace technology and realize the true potential and profit of their art. "

This guide covers every step needed to produce beautiful digital wedding albums. Photographers learn what images to shoot for creative designs, how to work with couples to select album images, and all the Photoshop shortcuts and design strategies needed to quickly create professional-looking albums. Tutorials show readers how to recreate the award-winning album pages shown in the illustrations.

Digital Wedding Photography

Professional Techniques With Style

A Guide for Professional Digital Photographers

Mastering Digital a Complete and Practical Guide to Digital Wedding Wedding Photography

The Digital Wedding Photographer's Guide to Financial Success

Professional Techniques for Digital Photographers

IMAGINE THE ADVANTAGE YOU'D HAVE IF ONE OF THE WORLD'S TOP WEDDING SHOOTERS SHARED HIS SECRETS WITH YOU World-renowned wedding photographer, and one of the most widely acclaimed instructors in the industry today, David Ziser brings his no-nonsense, straight-to-the-point teaching style to a book that totally rewrites the rules for how wedding p taught. This groundbreaking new book is the first of its kind to focus on the exact areas that wedding photographers have been begging a top pro like David to cover, including how to create professional quality light and beautiful images in every situation, how to compose wedding images that sell, and how to create amazing images in the limited time and at the there. He covers every aspect of what today's brides and wedding couples want from a wedding photographer, including poses that work every time and can't-miss lighting setups you can use again and again, and everything is laid out in a brilliant step-by-step method that makes learning these techniques so easy, you'll be able to pull off these same looks yourse equipment). Plus, the book is packed with David's tricks of the trade that he's picked up in a career shooting all over the world. LEARN HOW THE PROS REALLY DO IT Each year David trains thousands of photographers on how to shoot weddings like a pro. He knows the problems and challenges today's wedding photographers face, and that's exactly what he covers on the list here and much more: Professional posing and composition tips Simple on-location lighting setups that are specially designed for the wedding photographer How to get gorgeous images using a minimal amount of time and equipment Creative lighting techniques that anyone can use to create dramatic wedding portraits that will set you apart David's own to use when, and why), and how to get the best results with your existing gear How pros use on- and off-camera f lash, and a host of tricks of the trade that will make you more profitable and have you delivering the type of wedding shots you've always dreamed of! Plus, the book includes the complete cover-to-cover layout from one of David's wedding album d you ideas to take your own layouts to the next level. The wedding photography industry has been waiting for a landmark book that would become "the book" that finally changes everything, and that's exactly what you'll be getting with the purchase of this book.

Aiming to produce more vibrant, emotional, and compelling images, this guide instructs how to instinctively capture the most important moments at a wedding. By emphasizing a deeper understanding of the client and the importance of practicing technical skills, this in-depth reference explores the roles of preparation and patience in capturing memorable photogra time is imperative, instruction is also provided on how to evaluate body language and subtle clues during the event. In addition, this manual, designed specifically for the professional wedding photographer, demonstrates how postproduction, album design, and photographer–client communication can maximize sales and customer satisfaction.

As a photographic professional, you're almost certainly aware that digital photography will become an integral part of any photographic business. The difficult part is to work out which part, how much, and when. Going Digital: Wedding and Portrait Photography is designed to help deal with those issues. The technology is explained, from the charge-coupled device business-based aspects of building a system to suit your needs. Production considerations including speed, quality, quantity and archival permanence are dealt with. The business areas that are covered include using the Internet as a way of increasing client numbers and sales. The issue of costs is examined alongside the revenue benefits that digital photography c using the new technology to develop new revenue-generating areas. Throughout the book, case studies are presented in which professional photographers describe their experiences with digital photography, from how they began to use it to how it has affected their work. The book contains many photographs showing the different approaches used by the photo book, there is a reading list of recommended titles, websites that you are likely to find useful, a glossary and a comprehensive index. Book jacket.

Provides information on digital wedding photography, covering such topics as selecting and purchasing equipment, developing a business and marketing plan, shooting successful photographs, preparing images, and creating online or DVD presentations.

The Best of Digital Wedding Photography

Techniques and Images for Professional Digital Photographers

Advanced Wedding Photojournalism

A Wedding Photographers Guide to Mixing Digital Photography and Video

The Best of Wedding Photojournalism

Professional Marketing & Selling Techniques for Digital Wedding Photographers

Expert advice on becoming a successful wedding photographer Wedding photography can be a great hobby or home-based business. But while it's an exciting and lucrative field, it also has its challenges. Now, you can turn to Digital Wedding Photography For Dummies for friendly, hands-on guidance on selecting the right equipment, building a client list, and developing the skills and techniques needed to create stunning and memorable images. Covers tools and techniques practiced by some of the most successful photographers in the business Advice on camera settings, lighting, and angles How to create a professional experience that will put clients at ease Build a portfolio and Connect with clients Start a wedding photography business Whether you're an aspiring wedding photographer who wants to learn about the techniques that make the best wedding photographers successful, or are in the business and want tips and advice to improve your skills, this practical guide has you covered.

This practical guide addresses the skills photographers need to take wedding photographs that successfully capture the unique beauty of a couple's special day. Closely examined are techniques for posing the wedding party and guests to achieve a natural effect—from putting adults at ease to capturing and holding the attention of small children. Planning a shot list, organizing for efficiency, and mixing traditional and photojournalistic styles are covered in detail. Tips are provided for working unobtrusively during the ceremony, posing the couple together and separately, and selecting locations for outdoor shots. Lighting diagrams and technical notes are included for every image. Business advice on marketing, proof presentation, and creating personalized wedding albums rounds out this useful volume.

Updated to include the latest digital camera models, imaging software, and current image proofing and sales techniques, this business guide teaches wedding photographers how to build a profitable business. From formulating a business plan to presenting final images to clients, the strategies presented help photographers avoid the pitfalls that ruin many wedding photography studios. Photographers learn how to define a target demographic—whether that be low-volume big-budget or high-volume low-budget clients—and market to those demographics in print, on the Internet, through networking, and at bridal shows. Customer service tips include how to interview clients to ensure a stress-free and enjoyable portrait experience, conduct presession consultations, and write a contract, as well as presentation techniques for wall-size images, coffee-table-style books, and guestbooks. The featured images and drawings include a gallery of the author's wedding photographs and samples of advertising, marketing, and promotional literature.

Divided into two parts, this guide shows studio owners and photographers how to increase visibility, creativity, and financial rewards in the teen and senior portrait market. The first section is focused on technical mastery, gives tips on how to refine one's technique and remain competitive and providing advice on selecting the appropriate digital equipment and added artistic elements like indoor and outdoor sets, storytelling props, and fashionable backgrounds. The second section is devoted to successful marketing techniques that are low-cost and have a big impact, such as maintaining an Internet presence, offering special promotions, and producing direct-mail marketing pieces. Numerous marketing pieces from top studios are included as reference points.

A Step-by-Step Guide for Professional Wedding and Portrait Photographers

How to Get the Wedding Photography of Your Dreams

Professional Techniques for Digital Wedding Photography

100 Techniques for Professional Wedding Photographers

Digital Portrait Photography of Teens and Seniors

Techniques and Planning Guide

Capture unforgettable moments of that special day Professional wedding photographer Glen Johnson knows there's a huge difference between being able to take good pictures and being a good wedding photographer. In this exquisite, full-color book, Glen dispenses sage advice and solutions for taking impressive digital wedding images -- will also learn the secrets of creating a successful digital wedding photography business, and much more. Whether you're an aspiring professional or an amateur who wants to improve your skills at digital wedding photography, this book will help you succeed. Discover what makes wedding photography a unique specialty * Find out how t Explore ways to capture the emotion as well as the moment * Understand different photographic styles and adapt to your client's wishes * Prepare for all types of lighting situations * Learn appropriate etiquette for shooting in dressing rooms and during the ceremony * Know what to take when traveling abroad * Set up the perfect digi realistically * See why your business skills may be more important than your photographic talent Beautifully illustrated with full-color photographs, each showing the camera settings and other details used to create the image

Written primarily for wedding photographers, this manual starts with the basics of creating a solid business plan, finding customers and marketing to them through online social media outlets and old-fashioned face-to-face meetings, and goes on to coach readers how to build their brand, differentiate their studio from others, and offer e visionaries by nature, and this book shows them how to look to the future and use what they see to keep their studio on track and in touch with current and future customers. Advances in technology--

In contrast to a traditional wedding photographer, a wedding photojournalist works unobtrusively to capture the "real life" flavor of the special event as it unfolds, and this guidebook addresses the unique challenges and specific preparations required to excel in this field. Calling upon the best and brightest photojournalists to share their i capturing all the breathtaking exchanges between the personalities, so that the photographs tell a story rich in detail. Many topics are also covered, such as how to meet and mingle with the main players at a wedding, what to expect in terms of a timeline, what shots cannot be missed, and how to minimize the distractions of flashes, b ceremony—indoors and out—this volume is brimming with advice for every aspect of the shoot, including selecting equipment and lighting, working with an assistant, properly archiving digital files, and selecting a beautiful heirloom-quality album design.

Armed with a digital camera, wedding attendees can create snapshots of the their friend's big day with the camera, lighting, posing, and composition skills taught in this step-by-step manual. Beginning with a discussion of digital capture basics and how to ensure the best possible exposure by selecting the appropriate ISO settings, photo under any lighting conditions. Posing is also covered so that, armed with some general principles and strategies, amateur photographers can greatly improve their sense of portraiture. Sections on unusual situations teach readers how to make the best of mixed lighting conditions, flatter subjects, avoid exposure problems, and use the flas photographers give their photographs that professional edge.

Techniques for Digital Wedding and Portrait Photography

Behind the Shutter

Art, Business & Style

Digital Wedding Photography For Dummies

Professional Secrets of Wedding Photography

Going Digital Wedding and Portrait Photography