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# Achieving Your Potential As A Photographer: A Creative Companion And Workbook



## Synopsis

Coming from the perspective that true inspiration and great image making are at the core of any high-level photographic endeavour, *Achieving Your Potential As a Digital Photographer* presents an organized and cohesive plan for kickstarting creativity, and then taking the resulting work into the real world. The ideas presented have been formulated by Harold Davis over many years working as a creative artist and award-winning photographer, and in the celebrated workshops he has developed and led all around the world. These concepts are presented with accompanying exercises so that readers can put them into everyday practice as well as workbook pages bound into the book for note taking and journaling. This book will enrich your photographic practice whether the goal is simply to enrich your photography or to make money from your work.

## Book Information

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## Customer Reviews

I review a lot of photography instruction manuals and many of them promise to make the reader a more creative photographer. Most end up explaining some principles of photography (I don't want to consider whether photography has rules; if so, they are easily broken!) and indicating one can be more creative by applying these rules. Harold Davis is one of the few authors I've encountered who aims at changing the photographer rather than just improving technique. Davis uses ideas that have been generated and proven by modern management and psychology teaching. The book is a two-parter; part one is a discussion of the steps that a photographer can take to increase his or her creativity, and part two is a workbook, with exercises that provide practical work applying what was

learned in part one. Unfortunately making the program work requires a lot of effort on the part of the reader-photographer. For example, the author tells you to form specific goals for improvement of your photography, based on a self-evaluation of where you are now. But the author can't specify the goals for the particular photographer. That has to come from within the individual photographer, and it can be an arduous task, but the payoff will be high. Since this isn't a simple process, like learning how depth of field works (which the author does mention) I would expect that the reader may read the book in a couple of sittings, but will have to work at the exercises for a long time, and probably over and over. Most of the work will have to come from the reader. The book is profusely illustrated with the author's excellent photographs.

"Achieving Your Potential As a Photographer: A Photographer's Creative Companion and Workbook" by Harold Davis is not your typical photography "how to" book. Rather than stressing technique and delineating specific recipes to make great images, Davis teaches readers to look inside themselves to identify and overcome "resistances" that keep them from achieving their potential as a photographer. In this book, Davis helps readers move from just capturing images to making personal works of art. Davis writes in a somewhat breezy fashion, as if he's having a conversation with, rather than lecturing, the reader. To keep the contents light, there are personal asides and attempts at humor throughout. The less formal approach will work well for most readers, but others may be put off by the more casual style. The book takes the reader on a journey. Not a physical journey from point A to point B, but rather a mental journey to explore who you are, what you want to be as a photographer and how to get there "wherever there is" for you. The book asks the reader for self-reflection, and if the reader does indeed do so, he will emerge better off for it. Davis starts out with what he calls "A Roadmap to Success." He encourages readers to "Establish a baseline," "Go for it," "Improve," and "Do it again." This, of course, is a simplification of "Plan, Do, Study, Act" that was introduced by Walter Shewhart of Bell Laboratories and made famous by Dr. W. Edwards Deming, the quality control guru who inspired the rise of Japanese industry after World War II and guided the resurgence of American automobile manufacturing in the late 1980s.

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