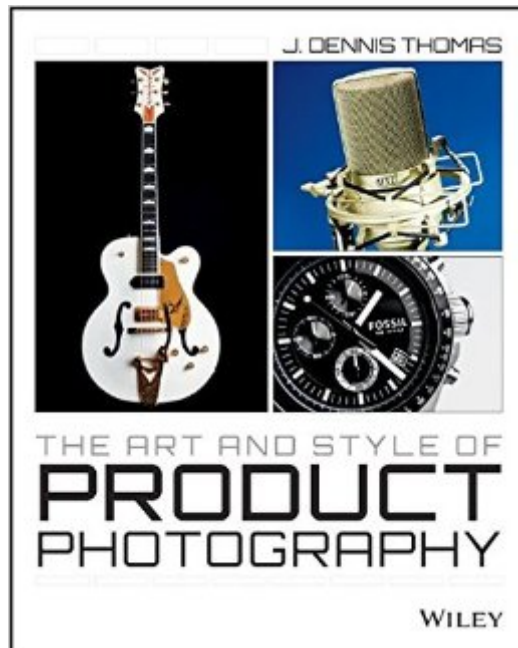


The book was found

The Art And Style Of Product Photography



Synopsis

High quality images sell products. Here's how you do it. From cereal boxes to billboards to photos on , product photos have a strong impact on viewers. Now you can master the secrets of effective product photography with this essential guide. Author J. Dennis Thomas guides you through the basics, from selecting the right equipment and practicing different lighting techniques to controlling exposure, using backgrounds and props, and much more. Whether it's jewelry, food, fashion, or other products, learn how to photograph for effective selling, while building the skills and tools you need for a career. Explains how to produce quality photos for product or commercial photography, including fashion, food, jewelry, technology, and more The author is a professional photographer whose work has been published in major U.S. magazines including Rolling Stone, Elle, W Magazine, and US Weekly Covers choosing the right equipment, practicing different lighting techniques, controlling exposure, using backgrounds and props, and more Gives new and even experienced photographers the tools they need to build careers in product photography Take photographs that impress, intrigue, dazzle, and sell with The Art and Style of Product Photography.

Book Information

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Customer Reviews

I'm a graduate of a two-year commercial photography program so I am pretty knowledgeable about product photography. I'd say this is a decent book for beginners - you should know the absolute basics of shooting such as ISO/shutter speed/aperture, but you don't need to know a lot to follow this book. The information presented is all good and a lot of topics are covered, but it never goes into

much depth. I think the biggest weakness of this book is that the example photos themselves are not particularly inspiring. The author is clearly an accomplished photographer with a lot of experience. I think most of the examples were shot specifically for this book, so they're nothing special - it would have been nice to see the setup for better shots done for real high-end clients. I do think this is a worthwhile read for beginners. More experienced readers would do better to read Dennis Savini's "Masterclass" book, which is the best product photography I've ever seen.

I have experimented a bit with product photography - just enough to realize that there was a lot I didn't know - particularly in the area of controlling lighting. The book met my needs in that regard, in that there were several chapters that dealt specifically with lighting equipment and setup. 10 chapters are included:

1. Choosing Essential Equipment
2. Selecting Lighting Equipment
3. Controlling and Evaluating Exposure
4. Controlling and Directing Light
5. Using Backgrounds, Sets and Props
6. Assembling the Necessary Supplies
7. Composing an Image to Suit the Product
8. Applying Special Techniques to Reflective Products
9. Applying Special Techniques for General Products
10. Capturing, Editing and Processing Images

The page layout is clean and crisp with many illustrations and quite a few nice product photos, both color and B&W; however I would have liked to see many more detailed set-up images. I really wanted to see specifically where to place the lights and how to flag them; where to place reflectors, where to place flash units, etc. There was generally a sufficient amount of well written and clear explanation for various types of shots, but a picture would have made it easier to grasp and remember the theory. This is a very useful intro for those wanting to get involved or experiment with tabletop product photography, including many examples of typical small products that you might want to photograph - bottles, glasses, cosmetics, musical instruments, jewelry, perfume, etc.

No one book will be able to fully teach you how shoot commercial shots in a studio setting. However, you will be far wiser after reading this book. As a primer this book is excellent: camera and lighting gear are clarified and discussed; principles of lighting, composition, exposure, reflection, and digital processing are clearly mapped out and discussed. Most importantly, lighting diagrams are provided with some of the shots, providing the set up recipe and specs as to how a particular shot or effect was achieved. That is incredibly useful and crucial. Also check out this to go deeper

Light Science and Magic: An Introduction to Photographic Lighting

This book has some very basic information and pretty pictures but it fails to explain exactly how

those pictures were taken. For instance, I could not figure out the set up for glass photography based on what was written. I finally understood it when I watched a U-tube video by another photographer. I single diagram of the set up for each picture, showing where the probes, backdrops, camera, and lights are positioned, together with an account of the camera and light settings, would have made this a much more informative book. I understand that trial and error using the basic info on this book might be a good learning experience and I am taking that approach since I have already bought the book, but for those who want to learn fast and take good pictures off the bat, there might be better resources out there.

Who is the target audience for this book? Beginner photographers who have never picked up a camera? Roughly half of the pages are devoted to the fundamentals of photography from choosing a camera to lighting angles and the Inverse Square law and the craft of setting a scene. While these chapters are well written and informative, it seems unlikely that a person wanting to commercially photograph a Rolex watch is going to demand these lessons. Once the author turns his attention to the photography of objects there are a number of different scenarios that he covers. Challenging subjects such as glass and reflective metals are discussed as is food photography and capturing images of computer components. Most of the images have their metadata recorded and Thomas does reveal his studio setups for some of the images. The issue that you will have in opening these pages is that there is so much lacking that the book amounts to a collection of nice images but not enough telling you how to produce similar results. Had the author and his editor made the decision to dispense with the introductory material and devote all of the pages to product photography so much more could have been done. Lighting charts for all of the images could have accompanied the image metadata. Food photography for example (which warrants a book all of its own), could have expanded beyond the mere 6 pages devoted to the topic. Everything, in fact, would benefit from additional coverage.

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