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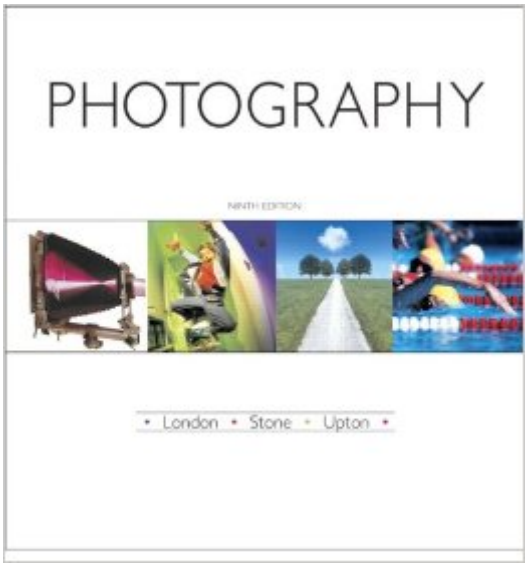
Photography (9th Edition)



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Synopsis

This best-selling introductory photography text teaches students how to use the medium confidently and effectively by emphasizing both technique and visual awareness. Comprehensive in scope, this book features superb instructional illustrations and examples in its clear presentation of both black and white and color photography. London offers extensive coverage of digital imaging and the latest technological developments, such as Web page design and formatting photos on CD-ROMs.

Book Information

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Customer Reviews

Some of the material in this new 11th Edition is only available through an eText - in other words, it is NOT in the printed book.The publisher has EXCLUDED sections in this new print edition that were included in previous editions. Sections on Developing a Negative; Printing in a Darkroom; Color: Film and Darkroom; View Camera; and The Zone System are NOT in the printed book. A Troubleshooting section for film and darkroom problems is also NOT in the printed book.According to the printed book’s Preface, this information has been moved out of the printed edition and is in only available in the eText version of the book. The Preface also states "purchase of the paper book gives you full access to the eText" (that contains everything in the printed book plus those sections just described). THIS IS NOT THE CASE. AN ACCESS CODE IS REQUIRED.Prior to the preface the publisher has included a page describing how to access the eText. Very simple description, very simple process, but once you actually go to their web site it NOT as described. Once arriving there, you learn an ACCESS CODE is required to view / use the eText. In addition, you learn a COURSE

ID is also required.After my contacting publisher via telephone, it is learned when they sell the printed book, they include the ACCESS CODE on a printed card that is set loosely inside the front or back cover and then the book is shrink-wrapped as a unit. They explain when the book goes out to third party sellers () they have no control over what happens to the card.Apparently other reviewers have learned the ACCESS CODE is also unique to one person, i.e. t is not transferable to someone else should you decide to give / sell the book.

I’m giving this book 5 stars because I couldn’t put it down.As an amateur in photography, this book really helped explain the technical background behind all the numbers and jargon strewn throughout magazines, photography websites, manuals and so forth.While other books tried to explain concepts such as depth of field in relation to aperture, this was the book that made everything click for me. It wasn’t filled with facts to memorize, it had explanations that I could understand.After reading this book I really felt like I had a firm grasp of the technical groundwork for learning photography. I have a much greater understanding and appreciation for the technical debates now and instead of my eyes hazing over when I see numbers, they are meaningful for me and I look for them. Because I understand instead of memorized, I am able to ask the right questions and notice when things don’t make sense or are missing.Perhaps the greatest thing this book did for me though, is to make me realize that understanding the technicalities of photography is not what makes a good photographer. I started to see that it takes a lot of experience and a good eye to imagine, compose and create a picture. I started to see that perhaps those things are actually more important than perfect exposure.So while I learned a lot it was also a little humbling for me. It gave me a better respect for photography and photographers. It really opened up a whole world for me.A lot of viewers noted that the digital section of the book was a little light. And while I think it was, the point of the book is not to be a cookbook.

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