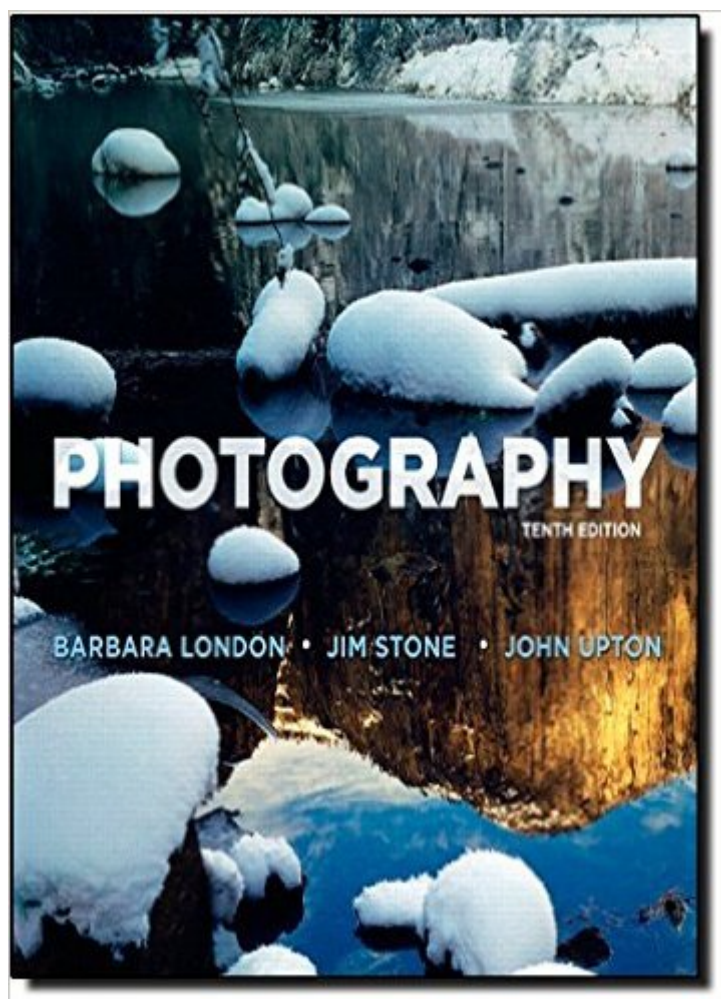# Photography (10th Edition)

Synopsis

For introductory and advanced courses in Photography. Â The London, Upton, Stone series has helped over 1,000,000 photography students capture their potential. And Photography, 10e is the most comprehensive, up-to-date resource for today's photography students. No otherÂ text teaches students the skills they need to use the medium confidently and effectively, while emphasizing both technique, visual awareness, and the latest technologies. This isÂ the text that students will want to keep for years to come. Â

Book Information

Paperback: 416 pages

Publisher: Pearson; 10 edition (February 27, 2010)

Language: English

ISBN-10: 0205711499

ISBN-13: 978-0205711499

Product Dimensions: 10.2 x 0.9 x 10.6 inches

Shipping Weight: 3.4 pounds

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (186 customer reviews)

Best Sellers Rank: #218,275 in Books (See Top 100 in Books)   #254 inÂ Books > Arts & Photography > Photography & Video > Collections, Catalogues & Exhibitions   #304 inÂ Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference #317 inÂ Books > Textbooks > Humanities > Visual Arts > Photography

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.

PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Photography Lighting Hacks: 7 Must Know

Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Photography: The Complete Beginners Guide to Taking BRILLIANT Photographs that Capture Your Amazingly Beautiful World (Photography for Beginners - Digital Photography, Photography Books) Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Photography for Beginners & Photoshop Lightroom Box Set: Master Photography & Photoshop Lightroom Tips in 24 Hours or Less! (Photography Tips - Wedding ... - Adobe Photoshop - Digital Photography) Photography: Complete Guide to Taking Stunning,Beautiful Digital Pictures (photography, stunning digital, great pictures, digital photography, portrait ... landscape photography, good pictures) Photography & Photoshop Box Set: Includes Photography for Beginners, Stupid. Simple. Photoshop, Photoshop, Portrait Photography & Photography Business Photography: Portrait Photography: 9 Tips Your Camera Manual Never Told You About Portrait Photography Photography: Photography Lighting: Top 10 Must-Know Photography Lighting Facts to Shoot Like a Pro in Your Home Studio Quadcopters and Drones: How to Bring Your Photography or Videography to the Next Level (Drone Photography - Aerial Drone Photography - Quadcopter book - Aerial Drone Videography) Photography: The Photoshop Guide to Photography - How to Master Your Photoshop Skills And Create Stunning Images Easy (Photography Photoshop Handbook Series) Photography: Landscape Photography: 10 Essential Tips to Take Your Landscape Photography to The Next Level DSLR PHOTOGRAPHY:(Box Set 2 in 1): The Beginners Guide to Master DSLR CAMERA & Improve Your DSLR PHOTOGRAPHY Skills in 24 Hours or Less! (Step by Step ... Beginners, Digital SLR Photography Skills)