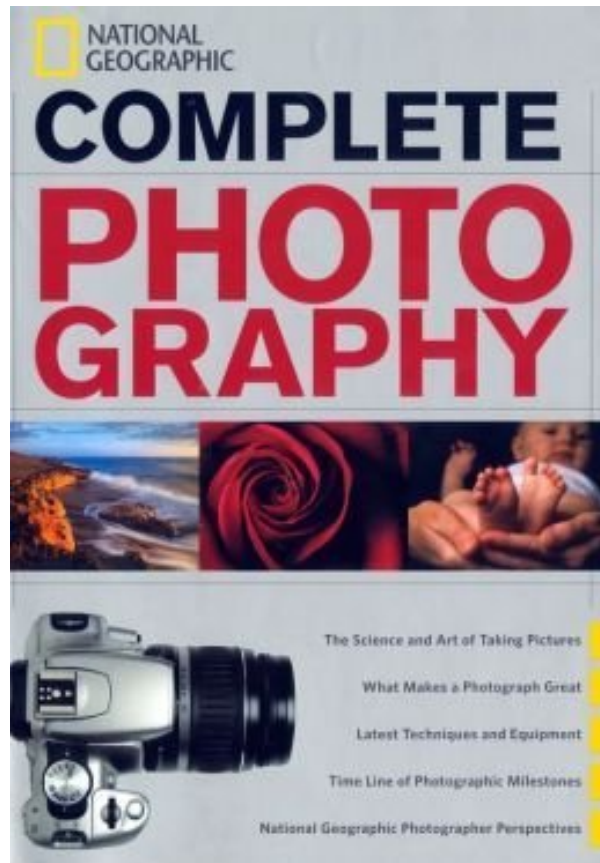
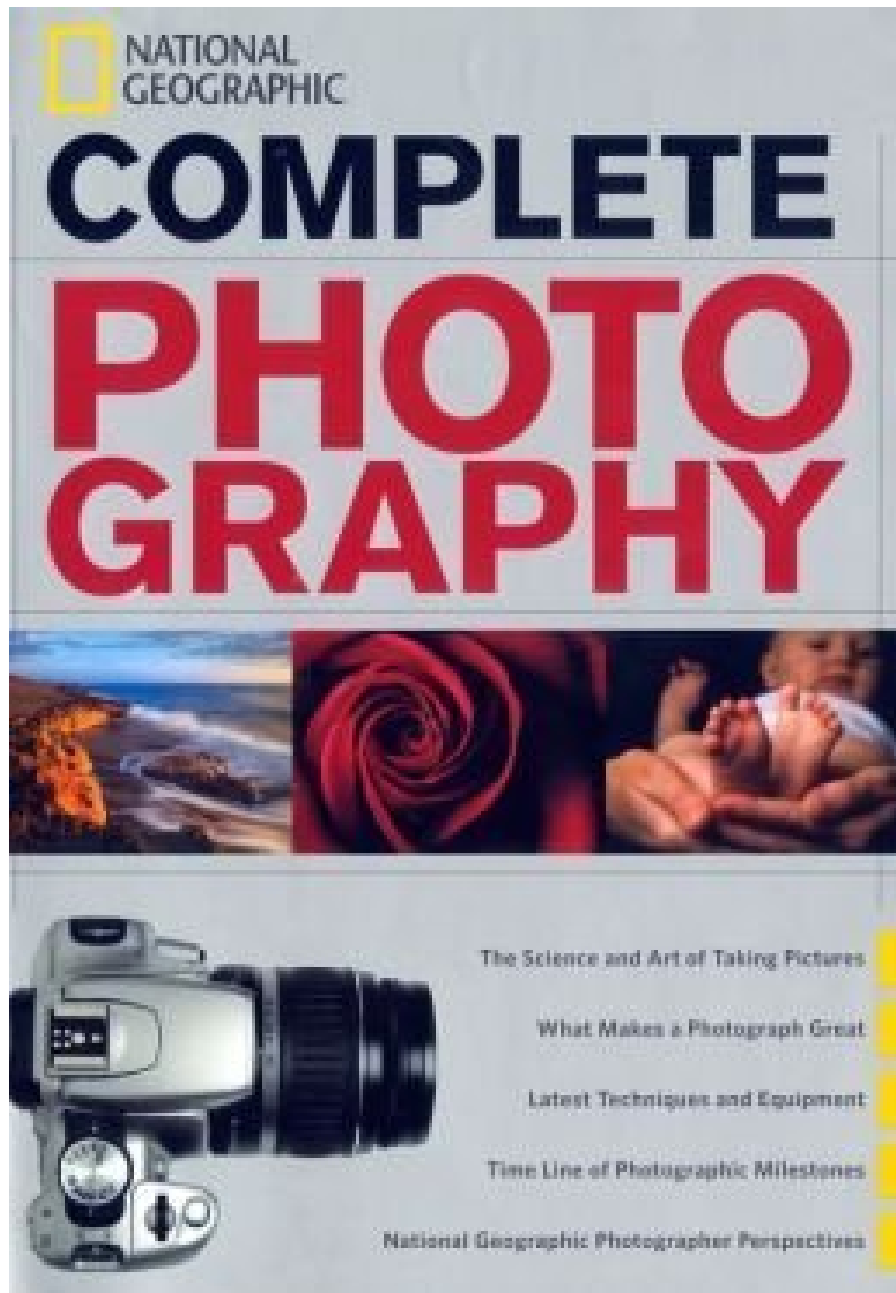


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A comprehensive illustrated reference about photography and the camera, this book combines how-to advice, knowledgeable commentary, and useful tips on how to take and look at photographs. Not just a how-to book, it is a how-does-it-work book, focusing on cameras, photographs, and photographers. Throughout, voices and photographs from the greatest of National Geographic photographers add authority to these pages. Chapters build from camera basics-like how a digital camera works, what different lenses do, and the definition of exposure-to advanced and specific techniques-such as taking the best family candids, underwater photography, or techniques for capturing fireworks on film. Every chapter includes a feature called "My Perspective," highlighting a National Geographic photographer and his or her work with a personal note on photography. Every chapter ends with a feature called "What Makes This Photograph Great?"-twelve different iconic National Geographic photographs are analyzed thoroughly for their subject matter, composition, lighting and exposure-by James P. Blair, longtime National Geographic photographer. A fascinating illustrated timeline of photography places milestone moments in the developing technology and art of photography into historic context. With something for everyone, novice and experienced amateur alike, designed in such a way that a reader can dip in and out of page after page, this complete reference will become a family favorite, to which young and old will refer over and over for years to come.

- Sales Rank: #597471 in Books
- Published on: 2012
- Number of items: 1
- Binding: Paperback
- 408 pages

Most helpful customer reviews

61 of 64 people found the following review helpful.

Covers the topic, but not in depth

By B. G. Phillips

For the money(approx \$25) that Amazon is selling it for, the book is worth it for someone just getting into photography who wants a broad overview of the subject. I actually bought it directly from Nat Geo and paid in excess of \$35, and feel that my money wasn't well spent. On the positive side, it covers a lot of ground, including how a camera works, some history of photography, the basic discussion of f-stops, shutter speeds and depth of field. There are sections on lighting, file storage, lenses, flash photography, composition and just about every topic there is related to photography. It doesn't cover any one topic in very much detail, however. Most sections are two pages, with very little text to offer any in-depth advice. For example, the section on weddings is 2 paragraphs in which they tell you to try to get to know the bride and groom so that your photos match their style, "catch the bride as she is getting her hair done" and "try different angles". Along the side of this text are 3 tips; one about using flash, one about using a longer lens to avoid being obtrusive, and another that tells you to bring a stepladder for a different perspective. There are 3 examples of wedding photos. Other topics (gardens, still life, water sports, etc.) are given similar treatment. There are plenty of great photos as well as short profiles of professional photographers in which they give a brief

summary of their line of work. There are other examples of "what makes this a great shot". I was just disappointed with the lack of real substance here. I didn't feel it helped me learn much and it's not a book I'll refer back to for anything that I can think of. They are simply trying to cover so much that nothing is discussed in depth. It's probably a good book for someone who wants to transition from taking snapshots to becoming a hobbyist, but it's not going to provide real photographers with much useful technical information. It is printed on very nice paper stock. It's one that you won't mind leaving on your coffee table for people to browse through. If you do buy this book you will end up wanting others when you become hungry for more information. When you get to that point, look for books by Scott Kelby, Bryan Peterson and others who can provide you with more specific information on technique and equipment.

17 of 19 people found the following review helpful.

Expected much more from National Geographic... disappointed

By Ashok Soni

I was disappointed with the book as the previous reviewer has stated there is no substance. I was expecting much more detail in photography techniques etc specially as it was from National Geographic. The book lists all the topics which are more or less covered in less than half a page of text and rest with a picture example: photographing people, Portraits,, Family pictures, Babies etc. I finally returned the book.

10 of 10 people found the following review helpful.

So-So

By ColBuckshot

For the price of this book it should have been a lot better. It is not a How-to book but What-could-be-done book. The text doesn't describe the photos, only in general terms. Very disappointed coming from Nat Geo. It is not a coffee table book as the photos are not big either. Just an average book, not many nuggets to mine here.

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