

Online Library The  
Professional  
Photographers  
The  
Digital Wedding  
Professional  
Album Design  
Guides  
Photographers  
Digital  
Wedding Album  
Design Guide

Mastering wedding  
photography is one of  
the most important  
skills for any aspiring

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

photographer. For the professional and amateur alike, the special occasion

presents some unique challenges. Gone are the days of a few stiff, posed photographs of the bride, groom and principal guests.

These days a wedding photographer is expected to produce

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guides

not only the formal  
shots but to document  
the day, from  
personal moments  
preparing for the  
wedding to the frivolity  
of the reception.

That's where 'Step-by-  
Step Digital Wedding  
Photography' comes  
in. This  
comprehensive and  
inspirational volume is  
packed with hints and

# Online Library The Professional Photographers

tips from a professional. It offers advice that will not only help the amateur produce great shots for a family or friend, but will also guide the traditional professional who is moving into digital. In contrast to a traditional wedding photographer, a wedding

# Online Library The Professional

Photographers  
photojournalist works  
Digital Wedding  
Album Design  
unobtrusively to  
capture the “real life”  
flavor of the special  
event as it unfolds,  
and this guidebook  
addresses the unique  
challenges and  
specific preparations  
required to excel in  
this field. Calling upon  
the best and brightest  
photojournalists to  
share their images

# Online Library The Professional Photographers

and insights, this updated edition reveals the secrets for capturing all the breathtaking exchanges between the personalities, so that the photographs tell a story rich in detail. Many topics are also covered, such as how to meet and mingle with the main players at a

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Photographers

wedding, what to  
Digital Wedding  
expect in terms of a

Album Design  
timeline, what shots

cannot be missed,

and how to minimize

the distractions of

flashes, bulky

equipment, and verbal

requests. Before,

during, and after the

ceremony—indoors

and out—this volume is

brimming with advice

for every aspect of the

# Online Library The Professional Photographers

shoot, including  
selecting equipment  
and lighting, working  
with an assistant,  
properly archiving  
digital files, and  
selecting a beautiful  
heirloom-quality  
album design.

Provides information  
on digital wedding  
photography, covering  
such topics as  
selecting and



# Online Library The Professional Photographers

purchasing  
equipment,  
developing a business  
and marketing plan,  
shooting successful  
photographs,  
preparing images,  
and creating online or  
DVD presentations.  
As a photographic  
professional, you're  
almost certainly  
aware that digital  
photography will

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become an integral part of any photographic business. The difficult part is to work out which part, how much, and when.

Going Digital: Wedding and Portrait Photography is designed to help deal with those issues. The technology is explained, from the

Album Design Guide

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charge-coupled device at the heart of the camera to the wider business-based aspects of building a system to suit your needs. Production considerations including speed, quality, quantity and archival permanence are dealt with. The business areas that are covered include

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using the Internet as a way of increasing client numbers and sales.

The issue of costs is examined alongside the revenue benefits that digital photography can make possible.

Several ideas are discussed about using the new technology to develop new revenue-generating areas.

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Throughout the book,  
Digital Wedding  
Album Design  
Guides  
professional  
photographers  
describe their  
experiences with  
digital photography,  
from how they began  
to use it to how it has  
affected their work.

The book contains  
many photographs  
showing the different

# Online Library The Professional Photographers

approaches used by the photographers in the case studies.

Finally, at the end of the book, there is a reading list of recommended titles, websites that you are likely to find useful, a glossary and a comprehensive index.

Book jacket.

Behind the Shutter

A Complete and

Online Library The  
Professional  
Photographers  
Practical Guide to  
Digital Wedding  
Photography  
The Best of Wedding  
Photography  
Professional  
Techniques with Style  
Digital Wedding  
Photography For  
Dummies  
The Complete Guide  
to Professional  
Wedding Photography  
A

Online Library The  
Professional  
Photographers  
comprehensive  
Digital Wedding  
text that  
Album Design  
covers  
Guide

photography  
essentials,  
information  
specific to  
weddings and  
images and  
strategies of  
leading  
wedding



Online Library The  
Professional

Photographers  
worldwide.  
Digital Wedding  
Album Design  
Guide

Improve every  
aspect of your  
capture and  
workflow with  
this  
indispensable  
guide. This  
intensive  
volume is  
designed to

Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

give  
professional  
photographers  
of all skill  
levels a  
veritable "big  
picture" look  
at the working  
digital  
studio. Kubota  
takes you from  
start to

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Photographers

Digital Wedding

Album Design

Guide

finish, from  
setting up  
your camera to  
ensure the  
best possible  
capture, to  
taking the  
image, to  
managing color  
for  
predictable  
results and

Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

reduced  
headaches, to  
organizing  
your images,  
to enhancing  
them using the  
latest  
software  
tools, and  
finally to  
printing and  
presenting the

# Online Library The Professional

Photographers  
images to your  
clients. Step-  
by-step

instructions

and ample

screen shots

ensure that

each procedure

is easy to

follow. -

Publisher.

Photographers

Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

are always  
looking for  
perfect light.  
Unfortunately,  
the quality of  
available  
light, and the  
situations in  
which photos  
are created,  
are rarely  
perfect. This

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is especially true when photographing weddings or portraits on location. So while finding beautiful existing light is every photographer's ideal, it

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Photographers  
Digital Wedding  
Album Design  
Guide

isn't always possible. This is the point at which photographers tend to reach for a portable, on-camera flash. Indeed, these intense light sources can



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Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

prove  
invaluable,  
but only if  
you know how  
to use them  
effectively.  
In the hands  
of an  
inexperienced  
photographer,  
on-camera  
flash will

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Photographers  
produce images  
that look flat  
and lifeless—i  
Album Design  
Guide  
mage  
s with  
harsh shadows,  
washed-out  
skin tones,  
cavernous  
black  
backgrounds,  
and other  
unappealing

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Professional

Photographers  
visual character  
Digital Wedding  
eristics. In  
Album Design  
this book,  
Guide  
acclaimed  
wedding and  
portrait  
photographer  
Neil van  
Niekerk shows  
you how to  
avoid the  
pitfalls

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Photographers  
new to  
speedlights  
often

encounter so  
that you can  
produce  
professional  
images using  
on-camera  
flash. You'll  
learn to use

Online Library The  
Professional  
Photographers

simple  
accessories to  
manipulate the  
quality of  
light from  
your flash and  
how to improve  
a lighting  
scenario by  
enhancing  
rather than  
overwhelming

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Photographers  
Digital Wedding  
Album Design  
Guide

the existing  
light. When  
the available  
light is too  
low and too  
uneven to be  
combined with  
flash, he  
shows you how  
to override it  
completely  
with flash

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## Photographers Digital Wedding Album Design Guide

and, with some  
thought and  
careful  
application of  
specialized  
techniques,  
still get  
results that  
look great. On-  
camera flash  
is one of the  
most

Online Library The  
Professional

Photographers  
challenging  
Digital Wedding  
Album Design  
Guide  
light sources  
to master, but  
with the  
techniques in  
this book  
you'll learn  
to use it with  
confidence.  
For wedding  
and  
environmental



Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

portrait  
photographers  
who must work  
in ever-  
changing  
lighting  
scenarios,  
this can mean  
better images  
and better  
sales.

This useful

Online Library The  
Professional

Photographers  
guide helps  
Digital Wedding  
couples make  
Album Design  
smart  
Guide

decisions  
every step of  
the way, from  
selecting a  
photographer  
to choosing  
dress styles  
and colors,  
bouquets, and

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Professional

Photographers  
shades of  
makeup that  
positively  
impact

portraits. 50  
color photos.  
The Essential  
Guide to  
Creating  
Extraordinary  
Wedding  
Photography

Online Library The  
Professional  
Photographers

Digital Wedding  
Album Design  
Guide

The Art of  
Wedding  
Photography  
A Visual  
Sourcebook for  
Professional  
Digital  
Wedding  
Photographers  
100 Techniques  
for

Online Library The  
Professional

Photographers  
Professional  
Wedding

Digital Wedding  
Album Design  
Photographers  
Guide  
Advanced

Techniques for  
Digital

Photographers

*Expert advice on*

*becoming a successful  
wedding photographer*

*Wedding photography  
can be a great hobby*

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Professional  
Photographers  
*or home-based  
business. But while it's  
an exciting and  
lucrative field, it also  
has its challenges.*

*Now, you can turn to  
Digital Wedding  
Photography For  
Dummies for friendly,  
hands-on guidance on  
selecting the right  
equipment, building a  
client list, and*

# Online Library The Professional

*Photographers  
developing the skills  
Digital Wedding  
and techniques needed  
Album Design  
to create stunning and  
Guide  
memorable images.*

*Covers tools and  
techniques practiced  
by some of the most  
successful  
photographers in the  
business Advice on  
camera settings,  
lighting, and angles  
How to create a*

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Professional  
Photographers

*professional  
experience that will  
put clients at ease*

*Build a portfolio and  
connect with clients*

*Start a wedding  
photography business*

*Whether you're an  
aspiring wedding  
photographer who  
wants to learn about  
the techniques that  
make the best wedding*



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Professional  
Photographers

*successful, or are in  
the business and want  
tips and advice to  
improve your skills,  
this practical guide  
has you covered.*

*A celebrated  
professional wedding  
photographer shares  
her insights into this  
exciting field,  
revealing the*

Online Library The  
Professional  
Photographers  
*techniques necessary  
to master this  
business, from taking  
pictures to marketing.  
Original.*

*This professional  
resource shows  
photographers how to  
take full advantage of  
the technical potential  
of digital photography  
by covering such  
topics as taking the*

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*right shots, selling the  
albums, marketing  
techniques and  
making a profit.*

*Original.*

*This valuable  
resource focuses on  
what professional  
wedding  
photographers need to  
do to stay competitive  
and continue winning  
new assignments,*

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Photographers

*despite an array of  
challenges. Though  
wedding budgets are*

*often subject to cuts,*

*photographers will  
learn how to finesse*

*their operations,*

*improve their*

*marketing, and*

*convert client contacts*

*into reliable job*

*streams. By running a*

*lean business with few*

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*Photographers  
Digital Wedding  
Album Design  
Guide*  
*excess costs, this step-  
by-step guide lays out  
how wedding*

*photographers can  
draw attention to their  
studio, generate  
demand, and create a  
brand that  
complements and  
promotes their unique  
vision. Included are  
tips for improving  
search-engine*

Online Library The  
Professional

Photographers

*optimization,  
marketing, pricing,  
packaging, and*

*contracts to enable  
aspiring and*

*experienced*

*professionals alike to  
follow their passions  
to success.*

*Master Guide for*

*Professional*

*Photographers*

*The Best of Wedding*

Online Library The  
Professional

Photographers

*Photojournalism*

*Mastering Digital a*

*Complete and*

*Practical Guide to*

*Digital Wedding*

*Wedding Photography*

*How to Get the*

*Wedding Photography*

*of Your Dreams*

*Wedding*

*Photographer's*

*Resource*

*The Bride's Guide to*

Online Library The  
Professional  
Photographers

*Wedding Photography*

Updated to include the latest digital camera models, imaging software, and current image proofing and sales techniques, this business guide teaches wedding photographers how to build a profitable business. From formulating a business plan to presenting final images to clients, the



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strategies presented help photographers avoid the pitfalls that ruin many wedding photography studios. Photographers learn how to define a target

demographic—whether that be low-volume big-budget or high-volume low-budget clients—and market to those demographics in print, on the Internet, through

# Online Library The Professional Photographers

networking, and at bridal shows. Customer service tips include how to interview clients to ensure a stress-free and enjoyable portrait experience, conduct pre-session consultations, and write a contract, as well as presentation techniques for wall-size images, coffee-table – style books, and guestbooks. The

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featured images and drawings include a gallery of the author's wedding photographs and samples of advertising, marketing, and promotional literature.

From shooting basics to image editing, this textbook is an all encompassing reference that can be used by students in any level of

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

photography class as well as those studying to complete the Certified Professional

Photographer program. Beginning with an overview of camera choices and basic camera functions, this guide outlines the fundamentals of lighting equipment, light theory, composition, and digital imaging while providing

Online Library The Professional Photographers Digital Wedding Album Design Guide

a comprehensive roadmap for efficiently taking images from conception to client presentation. Tips for overcoming obstacles are offered from the hard-won advice of photographers who have successfully passed the Professional Photographer Certification Program tests.

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Photographers  
Digital Wedding  
Album Design

Armed with a digital camera, wedding attendees can create snapshots of the their friend's big day with the camera, lighting, posing, and composition skills taught in this step-by-step manual. Beginning with a discussion of digital capture basics and how to ensure the best possible exposure by selecting the

# Online Library The Professional Photographers

appropriate ISO settings, photographers learn how to create the setting that produces the best results under any lighting conditions.

Posing is also covered so that, armed with some general principles and strategies, amateur photographers can greatly improve their sense of portraiture.

Sections on unusual

# Online Library The Professional Photographers

situations teach readers how to make the best of mixed lighting

conditions, flatter subjects, avoid exposure problems, and use the flash indoors; while tips on using Adobe Photoshop Elements help photographers give their photographs that professional edge.

Mastering Digital Wedding Photography:



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a complete and practical guide to digital wedding photography Mastering Digital Wedding

Photography serves as a practical guide to the unique art, craft, and business of wedding photography in the digital realm.

Succeeding as a wedding photographer requires more than the ability to take excellent

# Online Library The Professional Photographers

pictures under pressure.

You must also develop a

solid business and

marketing plan that

makes you stand out

from the crowd in this

highly competitive

industry. This book

addresses each of these

fundamental skills. You

will conquer hands-on

techniques for the

shooting of

documentary events,

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Photographers making great portraits quickly, and maximizing the quality of your

Album Design  
Guide  
images after they have been captured. You'll also cover the essential topics of workflow and file management and important marketing techniques that will expand your services and grow your business. Whether you are a novice photographer, a

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Photographers,  
seasoned professional  
adding weddings to your  
assignment list, or a film  
assignment list, or a film  
photographer

transitioning to the  
digital realm, Mastering  
Digital Wedding  
Photography will help  
you develop the skills  
you need to capture the  
magic of each wedding  
you photograph.

Shooting and Selling  
Techniques for

Online Library The  
Professional  
Photographers  
The Digital Wedding  
Photographer's Guide to  
Financial Success  
Professional Digital  
Imaging for Wedding  
and Portrait  
Photographers  
Digital Portrait  
Photography of Teens  
and Seniors  
Captured by the Light  
A Wedding  
Photographers Guide to

Online Library The  
Professional  
Photographers

Mixing Digital  
Photography and Video

"Addressing the  
reservations many  
wedding  
photographers have  
about digital  
photography, this  
guide explains the  
many valuable  
benefits of this  
technology,  
including saved  
labor costs and

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quick turnaround time. Topics covered include equipment selection and usage; scheduling digital prewedding, wedding day, and postwedding sessions; managing the workload; and using digital proofs. Photographers learn how to market their

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images—from  
dealing with client  
questions to pricing  
images—and how to  
use digital imaging  
software to make  
easy and effective  
corrections to  
flawed images.

Providing practical  
information on  
running a profitable  
photography  
business, this book



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also gives important  
technical instruction  
that will help

photographers  
embrace technology  
and realize the true  
potential and profit  
of their art. "

This practical guide  
addresses the skills  
photographers need  
to take wedding  
photographs that  
successfully

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

capture the unique beauty of a couple's special day. Closely examined are techniques for posing the wedding party and guests to achieve a natural effect-from putting adults at ease to capturing and holding the attention of small children. Planning a

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Photographers  
Digital Wedding  
Album Design  
shot list, organizing  
for efficiency, and  
mixing traditional

## Guide

and  
photojournalistic  
styles are covered  
in detail. Tips are  
provided for  
working  
unobtrusively  
during the  
ceremony, posing  
the couple together  
and separately, and

# Online Library The Professional Photographers

selecting locations for outdoor shots.

Lighting diagrams and technical notes are included for every image.

Business advice on marketing, proof presentation, and creating personalized wedding albums rounds out this useful volume.

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Have you ever wondered why some wedding photographers succeed, when many others fail? Why some prosper, while others struggle to make a profit? Or how some can retire young, while others can never afford to stop? In this book,

# Online Library The Professional Photographers

Damien Lovegrove shares with you the secrets of fusing art with commerce and gives you the vital tools needed for great achievement. This stunning guide by two exceptional wedding photographers at the top of their game is packed with over four hundred

# Online Library The Professional Photographers

pictures all with their own tales to inspire and inform.

It provides a simple yet profoundly powerful recipe for success, both for photographers just starting out and seasoned wedding pros alike. \*

Discover how to master every aspect of

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide  
photographing a  
wedding \* Develop  
your style, and  
learn new shooting  
techniques \*

Understand how to  
read and use light  
quickly and  
effectively \* Get to  
grips with selling,  
marketing,  
postproduction and  
product design \*

Improve your



Online Library The  
Professional  
Photographers  
customer  
experience and  
increase your  
product value \*

Manage your time  
and become a more  
effective

photographer \*

Learn financial  
mastery and how to  
avoid financial  
misery \* Fast track  
your career and  
unleash your

# Online Library The Professional

potential "This isn't just another professional guide, it's a blueprint for success. Becoming a wedding photographer is the easy part. What's difficult is joining the elite, the top wedding photographers who earn big money. Even then it's not

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Photographers  
Digital Wedding  
Album Design  
enough to be a good  
photographer.

You've got to be  
good at everything  
else, too. That's  
where this book  
comes in."

Christopher  
Wordsworth,  
professional  
photographer,  
author and  
journalist. "Damien  
Lovegrove is among

# Online Library The Professional Photographers

a very few  
photographers who  
have a deep grasp  
of business  
concepts. He  
generously shares  
his proven business  
and photographic  
system with us -  
invaluable to both  
the aspiring and  
experienced  
professional  
photographer in the

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Photographers  
Digital Wedding  
Album Design  
digital era. A must  
read." Michael J.  
Marmur, MBA.

President - Special  
Event Photography,  
Canada Damien  
Lovegrove has  
created a highly  
respected, world  
class photography  
business. He  
learned his trade as  
a cameraman and  
lighting director at

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Photographers  
Digital Wedding  
Album Design  
Guide

the BBC. In 1998  
Damien teamed up  
with his wife Julie  
to launch

Lovegrove  
Weddings. They  
took the industry by  
storm winning a  
string of major  
awards and have  
since photographed  
over 300 top  
weddings for clients  
around the world.

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Photographers  
Digital Wedding  
Album Design  
Curtis

Their extensive knowledge gained from these lucrative commissions is condensed into this valuable resource.

From shooting formal family portraits in a dimly lit church to capturing lively candids at a bustling reception, this valuable

# Online Library The Professional

reference presents

100 tips for

handling the

process from start

to finish—choosing  
the best equipment,

capturing the best  
moments on film,

and enhancing and  
presenting them

afterwards.

Numerous

professionals offer

valuable advice for



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digital wedding  
photography, giving  
technical guidance

on lighting,  
exposure and  
metering, and color  
management, as  
well as ideas for  
scouting locations,  
dealing with  
nervous brides, and  
photographing large  
groups. Ample time  
is spent on the

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

many aspects of  
posing and

lighting—for both  
formal and informal  
situations—with an  
eye toward  
enhancing the  
efficiency of the  
shoot and the  
natural beauty of  
the resulting  
images.

Professional  
Techniques for

Online Library The  
Professional  
Photographers  
Digital  
Photographers  
The Art Of Digital  
Wedding  
Photography  
Digital Wedding  
Photographer's  
Planner  
Digital Wedding  
Photography  
Secrets  
Professional  
Marketing & Selling  
Techniques for

# Online Library The Professional

Photographers  
Digital Wedding  
Photographers  
Advanced Wedding  
Photojournalism

Aiming to produce more vibrant, emotional, and compelling images, this guide instructs how to instinctively capture the most important moments at a wedding. By

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Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

emphasizing a deeper understanding of the client and the importance of practicing technical skills, this in-depth reference explores the roles of preparation and patience in capturing memorable photographs. Since

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Album Design  
Guide

being in the right place at the right time is imperative, instruction is also provided on how to evaluate body language and subtle clues during the event. In addition, this manual, designed specifically for the professional wedding

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Photographers  
Digital Wedding  
Album Design  
Guide

photographer,  
demonstrates how  
postproduction,  
album design, and  
photographer–client  
communication can  
maximize sales and  
customer  
satisfaction.

IMAGINE THE  
ADVANTAGE  
YOU'D HAVE IF  
ONE OF THE

Online Library The  
Professional

Photographers  
WORLD'S TOP  
WEDDING  
SHOOTERS

SHARED HIS  
SECRETS WITH  
YOU World-  
renowned wedding  
photographer, and  
one of the most  
widely acclaimed  
instructors in the  
industry today, David  
Ziser brings his no-



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Photographers  
Digital Wedding  
Album Design  
Guide

nonsense, straight-to-the-point teaching style to a book that totally rewrites the rules for how wedding photography is taught. This groundbreaking new book is the first of its kind to focus on the exact areas that wedding

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Photographers  
Digital Wedding  
Album Design  
Guide

photographers have  
been begging a top  
pro like David to  
cover, including how  
to create

professional quality  
light and beautiful  
images in every  
situation, how to  
compose wedding  
images that sell, and  
how to create  
amazing images in

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Photographers  
Digital Wedding  
Album Design  
Guide

the limited time and at the fast pace of a wedding. But David doesn't just stop there. He covers every aspect of what today's brides and wedding couples want from a wedding photographer, including poses that work every time and can't-miss lighting

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Photographers  
Digital Wedding  
Album Design  
Guide

setups you can use again and again, and everything is laid out in a brilliant step-by-step method that makes learning these techniques so easy, you'll be able to pull off these same looks yourself (without spending thousands on expensive

# Online Library The Professional Photographers

equipment). Plus, the book is packed with David's tricks of the trade that he's picked up in a career shooting all over the world. LEARN HOW THE PROS REALLY DO IT Each year David trains thousands of photographers on how to shoot

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Photographers  
weddings like a pro.  
Digital Wedding  
He knows the  
Album Design  
problems and  
Guide  
challenges today's  
wedding

photographers face,  
and that's exactly  
what he covers in  
this book. You'll  
learn everything on  
the list here and  
much more:

Professional posing

# Online Library The Professional Photographers

and composition tips

Simple on-location

lighting setups that

are specially

designed for the

wedding

photographer How to

get gorgeous images

using a minimal

amount of time and

equipment Creative

lighting techniques

that anyone can use

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to create dramatic wedding portraits that will set you apart David's own camera settings and lens selections (which lenses to use when, and why), and how to get the best results with your existing gear How pros use on- and off-camera flash, and a



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Photographers  
Digital Wedding  
Album Design  
Guide

host of tricks of the trade that will make you more profitable and have you delivering the type of wedding shots you've always dreamed of! Plus, the book includes the complete cover-to-cover layout from one of David's wedding album

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designs to help spark your creative juices and give you ideas to take your own layouts to the next level. The wedding photography industry has been waiting for a landmark book that would become “the book” that finally changes everything,

# Online Library The Professional Photographers

and that's exactly what you'll be getting with the purchase of this book.

From assignment to finished project--how did they get that shot? Location Lighting Solutions presents the real-world projects of more than 25 top photographers, then

# Online Library The Professional Photographers

shows how they were created.

Readers see the original assignment, then follow the steps along the road to arriving at the perfect resolution: the successful final photograph. Both commercial and editorial approaches to corporate,

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Photographers  
architectural,  
advertising,  
conceptual and sci-fi

photos, cars, people,  
and more, all on  
location, are covered  
in this practical  
guide. Step-by-step  
illustrations and  
lighting diagrams,  
plus the words of the  
photographers  
themselves, reveal

# Online Library The Professional Photographers Digital Wedding Album Design Guide

the client's objectives, the logistics and challenges of the location, lighting and other techniques used to get the picture, digital manipulation, styling, equipment, postproduction, and everything else needed to produce

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

the final stunning results. Jack Neubart, a top professional photographer, is the author of Studio Lighting Solutions, the first in the new series PDN Pros. A regular contributor to Shutterbug, eDigital Photo, Photographic Processing, and

# Online Library The Professional Photographers

other magazines, he also writes the popular column

"Technically Speaking" for Photo District News. He lives in Brooklyn, New York.

Written primarily for wedding photographers, this manual starts with the basics of



# Online Library The Professional Photographers

creating a solid business plan, finding customers and marketing to them through online social media outlets and old-fashioned face-to-face meetings, and goes on to coach readers how to build their brand, differentiate their studio from

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Digital Wedding  
Album Design  
Guide

others, and offer enhanced and value-added products and services.

Photographers are visionaries by nature, and this book shows them how to look to the future and use what they see to keep their studio on track and in touch with current and

Online Library The  
Professional

future customers.

Advances in  
technology--

The Professional

Photographer's

Digital Wedding

Album Design Guide

Techniques and

Images for

Professional Digital

Photographers

Step-by-Step Digital

Wedding

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Professional

Photographers  
Digital Wedding  
Album Design  
Wedding

Photojournalism:  
The Business of  
Aesthetics  
500 Poses for  
Photographing  
Brides

*Containing  
numerous  
contemporary  
images by*

Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

*leading  
photographers,  
this  
indispensable  
manual  
concerning  
wedding  
portraits  
explains posing  
fundamentals as  
well as how to  
create a  
flattering,  
feature-specific*

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
Guide

*photograph--one  
that focuses on  
the head,*

*shoulders, arms,  
legs, or  
torso--in  
different levels  
of close-ups,  
from head-shots  
to full-lengths.  
This guide  
covers every  
step needed to  
produce*

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Professional  
Photographers  
beautiful  
digital wedding  
albums.

Album Design  
Photographers  
learn what  
images to shoot  
for creative  
designs, how to  
work with  
couples to  
select album  
images, and all  
the Photoshop  
shortcuts and

# Online Library The Professional Photographers Digital Wedding Album Design

*design*

*strategies*

*needed to*

*quickly create p*

*rofessional-*

*looking albums.*

*Tutorials show*

*readers how to*

*recreate the*

*award-winning*

*album pages*

*shown in the*

*illustrations.*

*Divided into two*



# Online Library The Professional Photographers Digital Wedding Album Design Guide

*parts, this  
guide shows  
studio owners  
and  
photographers  
how to increase  
visibility,  
creativity, and  
financial  
rewards in the  
teen and senior  
portrait market.  
The first  
section is*

# Online Library The Professional Photographers

*focused on  
technical  
mastery, gives*

## Guide

*tips on how to  
refine one's  
technique and  
remain*

*competitive and  
providing advice  
on selecting the  
appropriate  
digital*

*equipment and  
added artistic*

# Online Library The Professional

*elements like  
indoor and  
outdoor sets,  
storytelling*

*props, and  
fashionable  
backgrounds. The  
second section  
is devoted to  
successful  
marketing  
techniques that  
are low-cost and  
have a big*

# Online Library The Professional Photographers Digital Wedding Album Design Guide

*impact, such as maintaining an Internet presence, offering special promotions, and producing direct-mail marketing pieces. Numerous marketing pieces from top studios are included as reference points.*

# Online Library The Professional Photographers

*Master the  
demanding*

# *lighting needs*

# *Guide*

*for weddings of  
any variety with  
this*

*comprehensive  
guide from an  
industry expert.*

*All the basics  
are covered,  
including how to  
choose and use  
the right*

# Online Library The Professional Photographers

*equipment, how  
to control light  
and shadow while  
outdoors, how to  
utilize ambient  
room light and  
natural light,  
and how to  
ensure the best  
color balance  
for each image.  
Technical tips  
from 40 top  
wedding*

# Online Library The Professional

Photographers

Digital Wedding

Album Design

cover such  
specifics as  
producing window-  
light images and  
using such tools  
as scrims,  
umbrellas, and  
gobos. With the  
right lighting  
know-how, a  
photographer can  
capture with  
ease the candid

# Online Library The Professional

*looks and pure  
emotions of the  
wedding party.*

*Wedding*

*Photography*

*Professional*

*Techniques With  
Style*

*Master Lighting*

*Guide for*

*Wedding*

*Photographers*

*Techniques and*

*Planning Guide*



Online Library The  
Professional

Photographers  
*Digital Wedding*

*Photography*

*Creating a More*

*Profitable and*

*Fulfilling*

*Business*

**This guide to  
digital wedding  
photography  
offers  
everything a  
wedding  
photographer**

Online Library The  
Professional

Photographers  
**needs to take  
full advantage  
of digital  
technologies.**

**Essential  
aspects of  
digital  
photography  
are examined,  
from image  
capturing to  
creating  
wedding**

Online Library The  
Professional  
Photographers  
albums—a  
Digital Wedding  
photographer's  
Album Design  
greatest source  
Guide  
of revenue.

**Featuring 200  
examples of  
professional  
digital  
photography,  
this book takes  
a detailed look  
at many  
common digital**

Online Library The  
Professional

Photographers

**problems and  
provides**

**techniques for**

**fixing them**

**with Adobe**

**Photoshop.**

**Digital Wedding**

**Photography**

**For**

**Dummies** John

**Wiley & Sons**

**Two successful**

**digital wedding**

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Professional

Photographers  
Digital Wedding  
Album Design  
Guide

**photography  
guides in one e-  
book set These  
two e-books  
offer wedding  
photographers  
a full-color  
reference that  
walks them  
through all the  
major and  
minor steps in  
planning and**

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Professional  
Photographers  
organizing a  
successful  
wedding day  
shoot. Digital  
Wedding  
Photographer?s  
Planner and  
Digital Wedding  
Photography  
Photo  
Workshop  
include a  
complete guide

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Professional  
Photographers  
to wedding  
Digital Wedding  
photography,  
Album Design  
covering the  
Guide  
key concepts  
and skills  
necessary to  
create  
memorable  
wedding  
photos. From  
the first  
meeting with  
the bride to the

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Professional  
Photographers

**final**

**Digital Wedding  
Album Design  
Guide**  
**presentation of  
the completed**

**book, these two**

**e-books are**

**packed with**

**important**

**checklists,**

**schedules,**

**etiquette tips,**

**and much more.**

**Offers a step-by-**

**step guide for**



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Professional

Photographers  
all the major  
Digital Wedding  
and minor steps  
Album Design  
in planning and  
Guide  
organizing a  
successful  
wedding day  
shoot Gives tips  
for everything  
to the first  
meeting with  
the bride to the  
final  
presentation of

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Professional  
Photographers

**the happy  
couple's  
commemorative  
book Contains  
checklists,  
schedules,  
etiquette tips,  
and much more  
Includes a  
complete  
resource for  
wedding  
photographers**

Online Library The  
Professional  
Photographers  
of any skill  
level Offers  
information on  
everything from  
brightly lit  
outdoor  
weddings to  
poorly lit  
evening  
ceremonies The  
Wedding  
Photographer?s  
Full Resource

Online Library The  
Professional

Photographers  
Digital Wedding  
Album Design  
Guide  
**Guide offers  
one-stop  
shopping for all  
the information  
a wedding  
photographer  
needs.**

**A full-color refe  
rence-and-DVD  
package covers  
shooting and  
editing a  
successful**

Online Library The  
Professional  
Photographers  
multimedia  
project With  
the  
introduction of

dSLRs with high  
definition video  
functionality, a  
new world of  
multimedia  
capture has  
been opened to  
digital  
photographers.

Online Library The  
Professional  
Photographers

**This book  
shows you how  
to embrace the  
exciting new  
option of photo  
fusion, by  
incorporating  
digital video  
content with  
your  
photography.  
The author duo  
guides you**

Online Library The  
Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

**through  
creating  
seamless  
multimedia  
presentations  
that maximize  
both still-frame  
and video  
photography  
functions on  
your dSLR.  
From the  
setting up and**

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Professional  
Photographers  
Digital Wedding  
Album Design  
Guide

**shooting, to  
downloading,  
editing and  
presenting a  
multimedia  
project, this  
book clearly  
explains how to  
move beyond  
stills into the  
exciting world  
of multimedia  
creation.**



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Professional

Photographers  
Encourages you  
to embrace the  
exciting

possibilities of  
photo fusion in  
the field of  
wedding

photography  
Explains how to  
incorporate  
digital video  
content with  
photography

Online Library The  
Professional  
Photographers

**Walks you  
through all of  
the necessary  
steps for  
shooting and  
editing a  
memorable  
multimedia  
creation Details  
every aspect  
involved in  
setting up,  
shooting,**

Online Library The  
Professional

Photographers  
**downloading,  
editing, and  
presenting a  
multimedia  
project**

**Features more  
than 200 color  
images and an  
indispensible  
DVD of  
inspiring  
examples  
Packed with**

Online Library The  
Professional

Photographers  
**more than 200**

Digital Wedding  
**stunning**

Album Design  
**images and**

Guides  
**featuring a**

**45-minute DVD,**

**Photo Fusion**

**presents you**

**with inspiration**

**and instruction**

**so you can**

**create your own**

**multimedia**

**projects. Note:**

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Digital Wedding  
Album Design  
Guide

**CD-ROM/DVD  
and other  
supplementary  
materials are  
not included as  
part of eBook  
file.**

**Going Digital  
Wedding and  
Portrait  
Photography  
A Guide for  
Professional**

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Professional  
Photographers

**Digital  
Photographers  
Techniques for  
Digital Wedding  
and Portrait  
Photography  
Professional  
Secrets of  
Wedding  
Photography  
The Best of  
Digital Wedding  
Photography**

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Professional  
Photographers  
**On-Camera  
Flash**  
Digital Wedding  
Album Design  
Guide

*The rewards of being a professional wedding photographer are great---not only financially, but also in terms of community status. As such, increasing numbers of ever-more-talented photographers are entering the field, making for a very competitive*

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
marketplace. Today,  
being good is not good  
enough; it takes greatness

to truly stand out and  
succeed. In this book,  
Rangefinder editor Bill  
Hurter shows you what it  
takes to achieve that  
objective, covering all of  
the skills that must come  
together to create world-  
class images

Capture unforgettable  
moments of that special



Online Library The  
Professional  
Photographers

*day Professional  
wedding photographer  
Glen Johnson knows  
there's a huge difference  
between being able to  
take good pictures and  
being a good wedding  
photographer. In this  
exquisite, full-color book,  
Glen dispenses sage  
advice and solutions for  
taking impressive digital  
wedding images -- posed  
or candid, in any*

# Online Library The Professional Photographers

*weather, in any setting,  
at any locale. You will  
also learn the secrets of  
creating a successful  
digital wedding  
photography business,  
and much more. Whether  
you're an aspiring  
professional or an  
amateur who wants to  
improve your skills at  
digital wedding  
photography, this book  
will help you succeed.*

# Online Library The Professional Photographers

*Discover what makes  
wedding photography a  
unique specialty \* Find  
out how to make people  
feel relaxed and  
comfortable while you're  
shooting \* Explore ways  
to capture the emotion as  
well as the moment \*  
Understand different  
photographic styles and  
adapt to your client's  
wishes \* Prepare for all  
types of lighting*

# Online Library The Professional Photographers

*situations \* Learn appropriate etiquette for shooting in dressing rooms and during the ceremony \* Know what to take when traveling abroad \* Set up the perfect digital studio to process your images \* Find out how to price your work realistically \* See why your business skills may be more important than your*

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Photographers

*photographic talent*

*Beautifully illustrated*

*with full-color*

*photographs, each*

*showing the camera*

*settings and other details*

*used to create the image*

*Fully revised and*

*updated! Full-color guide*

*to capturing great*

*wedding images and*

*building a successful*

*photography business*

*This full-color book*

Online Library The  
Professional  
Photographers  
*from acclaimed*  
*professional wedding*  
*photographer Glen*

*Johnson not only teaches*  
*you how to take*  
*memorable photos, it also*  
*shows you how to start a*  
*wedding photography*  
*business. Packed with*  
*great tips and savvy*  
*advice, this new edition*  
*helps you set up efficient*  
*workflows, choose*  
*camera equipment,*

# Online Library The Professional Photographers

*manipulate images, make  
impressive presentations,  
and launch smart, photo-  
based marketing*

*strategies to build your  
business. Best of all, it's  
loaded with new, superb  
photos that illustrate  
photography techniques.*

*Shows you how to set up  
and capture beautiful  
photos, posed or candid,  
in all kinds of settings,  
for weddings and other*

# Online Library The Professional

*special events Offers  
practical marketing  
strategies for building  
your own photography  
business, including how  
to build a fantastic Web  
site that attracts clients  
Covers current camera  
equipment and  
accessories, post-shoot  
digital darkroom  
techniques, digital editing  
software, and how to  
print your images*



# Online Library The Professional

*Photographers  
Digital Wedding  
Album Design*  
*successfully Gives you  
invaluable insights and  
tips from the author, who  
is one of the country's top  
wedding and special  
events photographers  
Capture better pictures of  
some of life's most  
memorable events—and  
build a successful  
photography  
business—with this  
indispensable guide!*

*A full-color reference to*

# Online Library The Professional Photographers

*planning for and  
executing a successful  
wedding day shoot*

*Wedding photography  
has become a major  
industry, and the number  
of photographers getting  
into this field is rapidly  
increasing—making it  
even more competitive.*

*Written by top wedding  
photographer, Kenny  
Kim, this full-color  
reference walks you*

# Online Library The Professional

*through all the major  
(and minor) steps  
involved in planning and  
organizing a successful  
wedding day shoot.*

*You'll get unique advice  
on everything from your  
initial meeting with the  
engaged couple to the  
final presentation of the  
commemorative book.*

*Packed with checklists,  
schedules, etiquette tips,  
and much more, this*

# Online Library The Professional

Photographers  
Digital Wedding  
Album Design  
book is an essential  
wedding photography  
resource for every

wedding photographer.

Provides detailed  
coverage of all the major  
and minor steps in  
preparing for a  
successful wedding day  
shoot Explores  
preparation for every  
detail of taking unique  
and memorable wedding  
day photos Spans the

# Online Library The Professional

*Photographers  
Digital Wedding  
Album Design  
Guide*  
*initial meeting with the  
couple all the way to  
presenting them with  
their photo album*

*Reassures you of your  
preparation, using  
checklists, schedules,  
etiquette tips, answers to  
questions, and more*

*From rings and vows to  
dancing and "wows", this  
resource will help you  
prepare to capture every  
moment of a couple's*

Online Library The  
Professional  
Photographers  
*special day.*

*How to Take Great  
Digital Photos of Your  
Friend's Wedding*

*Professional Techniques  
for Digital Wedding  
Photography*

*Digital Photography Boot  
Camp*

*Capturing Beautiful  
Memories*

*Mastering Digital  
Wedding Photography*

*Art, Business & Style*

Online Library The  
Professional

Photographers  
Digital Wedding  
Album Design

*In this information-  
packed guide, Steve  
Sing gives*

*photographers the best  
of his...experience in  
shooting weddings and  
events.*

*A Step-by-Step Guide  
for Professional  
Wedding and Portrait  
Photographers*