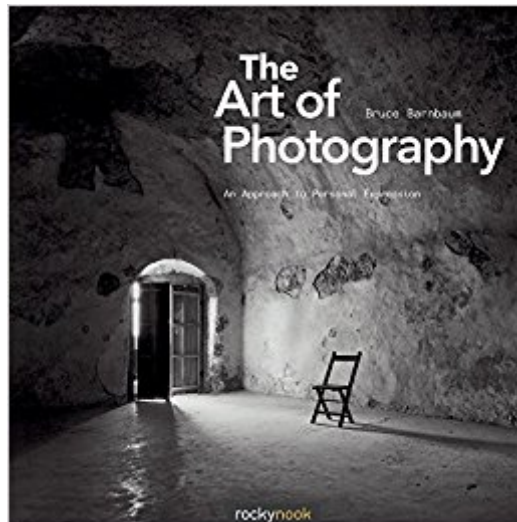




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# **The Art Of Photography: An Approach To Personal Expression**



## Synopsis

This is an updated and newly revised edition of the classic book *The Art of Photography* (originally published in 1994), which has often been described as the most readable, understandable, and complete textbook on photography. With well over 100 beautiful photographic illustrations in both black-and-white and color, as well as numerous charts, graphs, and tables, this book presents the world of photography to beginner, intermediate, and advanced photographers seeking to make a personal statement through the medium of photography. Without talking down to anyone, or talking over anyone's head, Barnbaum presents "how to" techniques for both traditional and digital approaches. Yet he goes well beyond the technical, as he delves deeply into the philosophical, expressive, and creative aspects of photography so often avoided in other books. Bruce Barnbaum is recognized as one of the world's finest landscape and architectural photographers, and for decades has been considered one of the best instructors in the field of photography. This latest incarnation of his textbook, which has evolved, grown, and been refined over the past 35 years, will prove to be an ongoing, invaluable photographic reference for years to come. It is truly the resource of choice for the thinking photographer.

## Book Information

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## Customer Reviews

Bruce Barnbaum, of Granite Falls, WA, entered photography as a hobbyist in the 1960s, and after four decades, it is still his hobby. It has also been his life's work for the past 30 years. Bruce's

educational background includes Bachelor's and Master's degrees in mathematics from UCLA. After working for several years as a mathematical analyst and computer programmer for missile guidance systems, he abruptly left the field and turned to photography. Bruce has authored several books, some of which have become classics. *The Art of Photography* was first published in 1994 and remained in print until 2007. Bruce has been self-publishing the book ever since, but with limited distribution (until now). Bruce is a frequent contributor to several photography magazines. His series "The Master Printing Class" is featured in each issue of *Photo Techniques*, and his articles are published regularly in *LensWork*. Through his workshops, articles, lectures, books, and innovative photography, Bruce has become a well-known and highly-respected photographer, educator, and pioneer. Bruce is recognized as one of the finest darkroom printers on this planet, both for his exceptional black and white work, as well as for his color imagery. He understands light to an extent rarely found, and combines this understanding with a mastery of composition, applying his knowledge to an extraordinarily wide range of subject matter. His work is represented by more than ten galleries throughout the United States and Canada, and is in the collections of museums and private collectors worldwide. Bruce has been an active environmental advocate for more than three decades, both independently and through his involvement and leadership with organizations such as the Sierra Club, the National Audubon Society, the Stillaguamish Citizens' Alliance, 1000 Friends of Washington, and the North Cascades Conservation Council.

For someone who had no previous formal education in art of any sort including photography, this is the best book I came across. I was looking for a book that is not too advanced to understand about artistic compositions, but not too shallow that it simply tell you to apply "higher contrast is better", "the rule of the third", "the golden ratio" etc. without enough explanation. I actually came across some books like that which left me even more confused about compositions. Most of the time, I just blindly apply whatever I learned of composition. But this book is totally different. It starts talking about the philosophy of how photography is connected personally to the photographer. Then it gives a detail analysis of all the elements of composition with great examples and with a language that even an amateur can understand. Best of all, the author did a great job at interconnecting all the elements to help the reader understand the importance of applying a combination of elements instead of focusing on just one or two of the elements. It is like putting all the puzzles together to solve a great mystery. If you want to find a book that will teach you composition and connect yourself to your photography, this is the book.

The best book on photography as an approach to personal expression that I have seen. In our age of high tech equipment and mega pixels, the author says: "Alone or together, good composition and technical prowess don't imply fine art. A great number of photographers can produce exquisite photographs that say nothing and inspire nobody." He shows us, through his own works, how photos can be a powerful medium of personal expression, discussing in depth a number of topics: composition, pre-visualization of photographic results, realism, abstraction and art. That's enough, but there is more: developing or expressing a personal philosophy, exploding many myths in photography, and thoughts on creativity. There are pot shots one can take: in the middle of the book he shows many of these principles from his years in the realm of film and chemical development. I found that even these parts as well as the "digital" sections give all of us food for thought. Bruce is not just pontificating; he tells us his logic and often argues the opposite of his final viewpoint, as any critical thinker should. Very unique, very worthwhile!

Too many photography guides are written with a dry, technical style that is good for picking up a few new tricks, but does little to kindle a passion for the art. Barnbaum's book is the antidote to these kind of guides. The book is a pleasure to read, imparting ideas and technical tips as a byproduct of the reflections of a master of the craft with a lifetime of experience. Some parts of the book are more applicable to film, but I still improved my digital techniques by studying the concepts. In summary, I have purchased probably 20 photo guides over the past five years, but if I could only keep one, this would be it!

I have mixed feelings. On the one hand this is a great book, comprehensive, deep, and with great photographs. In fact, the photographs are so powerful that you can learn from them alone without even reading the text. The author is very skeptical about any rules of photography but his own photographs are examples of perfect composition and lighting, sometimes so perfect you want to cry. On the other hand, the book is mostly on film photography. Some of that information can be used in improving digital photography, but mostly it is simply irrelevant in the digital world. The book is written with love towards the art of photography, it is personal, it has many discussions that make you think and look for your own answers. Sometimes the writing is slow, with unnecessary repetitions and excursions into the author's life which are meant to be illustrations but make the book sound a bit like an autobiography. Bottom line: if you are after quick and clear instructions about how to improve your digital photography, do not buy this book. If you are willing to hear and

think over an exceptional photographer's ideas on photography as a legitimate art of its own, go ahead and read the book.

I liked very much this book. This is a whole book on the central aspects of photography, from why-taking-pictures to how-to make-good-prints, covering both color and B&W, but more of the latter. It is not a beginner's book, but rather a guide for those who may want to go in depth into the technique and art of photography. I liked the sections about art more than those about technique, which I find too narrowly boxed in the Zone System. I know that this is a long tradition but I feel it is overstated - the zones are just a quick reference to areas in the density-exposure curve, and that's it. I find the continuous references to Zone XXX quite tiresome. That said, the printing technique explanations are awesome. The book covers very well both film and digital technique; the film section (on which I feel entitled to give an opinion) is superb, especially the printing examples. I would have loved to see more on film scanning, which is not covered in nearly enough depth. I do hope that the author can make a follow-up edition once technology gets more stabilized. The picture examples are oriented towards landscape and portrait subjects; this is fine if you keep in mind that there are other subjects and styles. In any case, it is wonderful that the author is ready to comment on stellar examples of his own work. Style is personal, but techniques and concepts may be widely applied. I would also have liked to see more about composition elements, and stronger examples of how composition works (or not), since composition is a defining element of photography. But there are already good works on photographic composition. I love the author's stand on composition rules, too. On the whole I find this a very useful work. I wish I had this book available when I started on photography as a hobby, so many years ago!

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