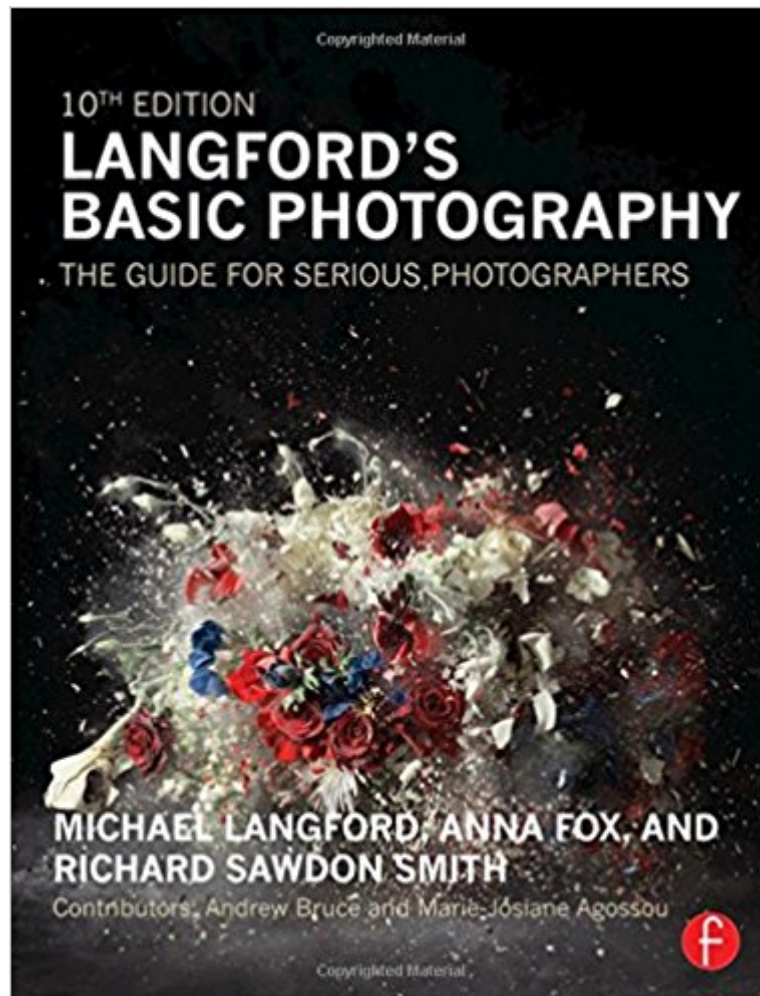




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# Langford's Basic Photography: The Guide For Serious Photographers



## Synopsis

This seminal photography text, now in its 10th edition and celebrating its 50th anniversary, has been revamped, reorganized, and modernized to include the most up-to-date, need to know information for photographers. Ideal for students, beginners, and advanced users wanting to brush up on the fundamentals of photography, this book is a must have for any photographer's bookcase. The heart of this text, however, retains the same comprehensive mix of scholarly and practical information. The new edition has been fully updated to reflect dynamic changes in the industry. These changes include: an expansion and overhaul of the information on digital cameras and digital printing; an emphasis on updating photographs to include a wider range of international work; replacement of many diagrams with photos; overhaul of the analogue sections to give a more modern tone (ie exposure measurement and film and filters with some more dynamic photo illustrations).

## Book Information

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## Customer Reviews

Michael Langford was a renowned author, teacher, and a practitioner. He inspired thousands because of his skill that balanced art and technique and taught many more as Photography Course Director at the Royal College of Art, London, UK. Anna Fox is an internationally renowned photographer and is Professor of Photography at University for the Arts, Farnham, UK. Richard Sawdon Smith is Professor of Photography and Dean of Media at Norwich University of the Arts, UK. He is an award-winning photographer, published and exhibiting worldwide for over 25 years.

Great product!

Excellent up to date information in an easily accessible format. Projects at the end of each section reinforce the content. Love it

Are you a beginning photography student? If you are, then this book is for you! Editors Anna Fox and Richard Sawdon Smith, have done an outstanding job of editing a 10th edition of a book that explains equipment and techniques, provides information on both digital and analog photography: shooting and image manipulation, materials and processes. Fox and Smith, begin by exploring the answers to the following questions: Why take photographs; what is actually involved; how can you improve and become more professional in your own practice; what roles do photographs play in our life and relative to other forms of expression or communication; does a photographer have responsibilities; can we still call ourselves photographers if we all have sound recoding and moving image functions on our digital cameras and smartphones; and, what makes a result successful anyway? Then, the editors cover light as it is the very essence, the basic substance, of photography. They continue by showing you how photographic lenses are assembled from multi-elements to help correct optical aberrations produced by single elements. Next, the editors explain the main camera components and shows you how they make up today's mainstream camera designs. They then discuss equipment for measuring and setting exposure, their different modes of use, and how to avoid mistakes with problem subjects. Next, the editors deal with recognizing and exploiting visual features of scenes and framing them in the strongest possible way. Then, the editors look at the key features of lighting: diffusion, color, intensity, direction, and size of the light source. They continue by focusing on exactly what is happening in the camera or computer at the moment; and, from what file format to choose before even taking your first photograph, to downloading your images and then safely archiving your work. Next, the editors show you what kind of adjustments you might make to the resulting PSD, TIFF, or JPEG files you have processed out. They then describe the various types of film and outline how they work, their practical performance, and their suitability for various types of work. Then, the editors look at the choice of printing materials and discuss basic print-processing chemicals and procedures in making prints from black and white films. They continue by showing you why producing a moving image, necessitates a different way of thinking about and looking at your subject. Finally, the editors discuss the completion of your work and presenting it to other people in the most effective way. The

importance of visual content and meaning in photographs is also discussed in this excellent book. In addition, the tenth edition of this great book represents over 50 years in print, which is brought right up to date with extended information on recent developments in digital photography.

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