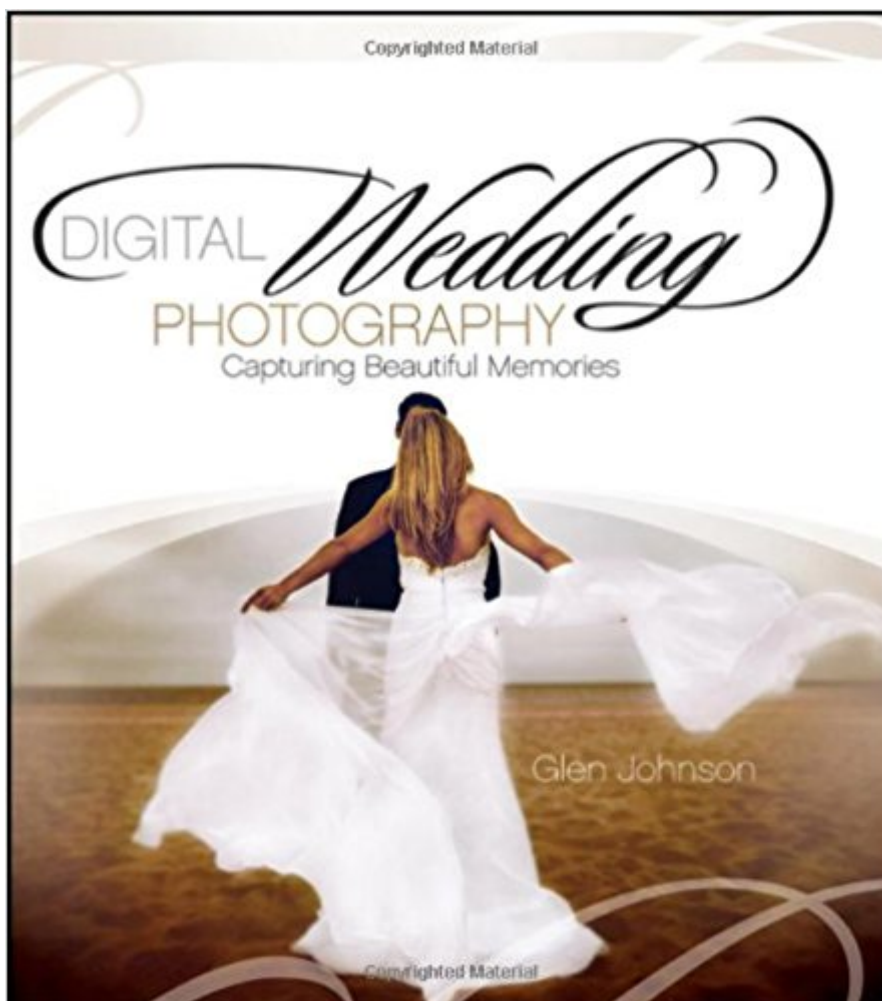




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Digital Wedding Photography: Capturing Beautiful Memories



Synopsis

Capture unforgettable moments of that special 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 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. 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 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 photographic talent Beautifully illustrated with full-color photographs, each showing the camera settings and other details used to create the image

Book Information

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Customer Reviews

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Glen Johnson began taking pictures in sixth grade. While struggling to combine his love of travel and photography into a career as a landscape photographer, he was asked to photograph his sister's wedding. Today, he travels the world shooting wedding photos. His work has won awards, but those he treasures most are the glowing testimonials of his clients. You can view Glen's work at www.AperturePhotographics.com.

...because it is so well written. Let me start out by offering kudos to reviewers. I ordered this book because of its 5 star rating. If I just saw it on the shelf at a bookstore, I don't know if I would have picked it up...and it would have been my loss. Because I keep getting more and more requests to do weddings, I sat down a few days ago and got three books from , each 5-star rated. I wanted to explore whether weddings are something I dare get into. The other two books I thumbed through, looked at the pics, skimmed a paragraph or chapter when something caught my attention, and kept going. This one I started on this afternoon and read cover to cover...without meaning to! Before you yawn and move on, know that this book is twice as thick as the average Amherst book (and only a tad smaller). First of all, this book is targeted to people like me...folks that have a good working knowledge of SLRs and are either curious or serious about starting to shoot weddings. The book is written in a conversational style without the narrative stuffiness that caused me to put the other two down after thumbing through. I felt like the author was talking to someone on my level, without all the eliteism I run into when mixing in semi- or pro circles. For example, I know that shooting RAW gives

more control over images. I know that primes are generally sharper than zooms. I've met purists who proudly snub their noses at JPEG, zooms, or both, speaking of them with the same disgust one might have talking about a cockroach that crosses the floor... or the junior photog in front of them that sheepishly mentions he uses both. I own a couple of primes and will probably buy Photoshop CS2 in the next 12 months. Although it's a necessary evil, I don't really enjoy sitting in front of a computer with the image software I have, much less something as complicated as CS2. Rather, I've tried to spend the last couple of years immersing myself in PHOTOGRAPHY- trying to get the best, most creative images through the lens and into the camera...before all the processing. I never felt second-class while reading this book. This author tells you the "what" to do, but he excels in also telling the "why." A suggestion for certain shots has the requisite photo as an example, but often has other photos demonstrating how differences from that suggestion that affect the final image...usually negatively. This author has little problem "showing" as well as "telling." He gives examples of why RAW is better most of the time, but he freely admits that shooting RAW involves a cost/benefit tradeoff, particularly a solo photog without a studio staff devoted to post-processing. He has no problems with the idea that sometimes JPEG wins that tradeoff for whatever reason. He writes about situations he feels JPEGs work just fine and times where even a JPEG photog needs to shoot RAW if at all possible (for example, shots of a bride in bright sunlight). He shows examples of why he says that. After all that, he then goes into tips to use if you still choose JPEG. Other authors adopt the tone, "If you don't do what I say, you're wasting both our time by reading any further." He talks about how digital has changed the landscape of wedding photography (such as folks like me considering it) and the trends of some photogs to provide digital copies on DVD's instead of keeping negatives and extracting money on prints. Rather than judge or cry about either, he simply deals with it and presents business models that take advantage of each issue either way. The other books have gorgeous pics of gorgeous people getting married in castles, attended by butlers or maids as they get ready, and amazing images of fantasy weddings I doubt I'll ever attend. In fact, my new favorite wedding pic (maybe favorite any pic!) was in one of those books. But I kept coming back to this book to read. Even though I can't count how many photog books I've read over the past two years, I still learned from this one. I don't know if I will seriously commit to weddings or not. I do know I am a better photog now than I was 8 hours ago...without even picking up a camera. UPDATE 11/07 I can agree with one reviewer that the book is probably most helpful to shooters with 0-5 weddings under their belts. I'll add that it's also probably most helpful to photogs that have read 0-5 wedding books. As I pointed out, the other books I bought were stuffed with "Photographs!" that dazzle and inspire. Heck, I brought out the other two to thumb through and ogle pics last night. But last week, I

broke this one out to read though again. New to wedding photography? Picture books are great for visual inspiration. is flooded with thin wedding books with purdyful, full-page pics. Heck, if you're reading this you can see what you probably aspire to right now by searching though the top rated wedding photographs in various online galleries such as photo*net or photosig*com. Some of the work there, as with many other books and websites, is distilled, unadulterated Mastery. This book, however, is written as a tutorial for your brain (and wallet) more than an art class for your eye sockets. If this describes your needs, then, a year after purchase, I still offer my recommendation to you.

This pretty thick book (300+ pages) addresses all aspects of wedding photography business, assuming readers who are already familiar with photography itself. The only "entry level" chapter is about composition, at the end of the first section. What you will find in the book: everything from what it means to be a wedding photographer, how it can be approached (traditional, journalistic, or a mix thereof he calls portrait journalism) and how to get the foot in the door of the business, to equipment for the various styles from batteries and memory cards to printers. The book addresses the big day, of course, but also the daily workflow, travels, risks and responsibilities. All in all a very good, very complete book that thoroughly covers the matter. While I do not agree with everything (anyone who knows me could tell you that :), I still highly recommend this book to anyone willing to start a career as a pro wedding photographer, as it has about it all. Only serious caveat: the book dates back to 2006, i.e seven years as of this review. The technique of digital photography has changed dramatically in those years, and although most of the book is still perfectly relevant, the equipment and related techniques have evolved. There is a newer revision (2011) that I wish I had found before buying this one. No problem, most of the subject matter is not the equipment. Otherwise, the best and most informative of the books about wedding photography business I have come across. If you were looking more for pictures (not necessarily text) you can have a look at *The Best of Wedding Photography*. If you were in search for purely artistic guidelines, check out Roberto Valenzuela's *Picture Perfect Practice*. If, on the other hand, you were looking for a book presenting all you need to know to start shooting wedding as a pro, then look no further. This book or its later revision is what you were looking for. So why only 4 stars? To me three stars mean I am satisfied minus, four is when the quality, content etc. is more than what I was expecting, and five stars is exceptional. I hope this helps. Don't hesitate to ask me questions in comments.

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