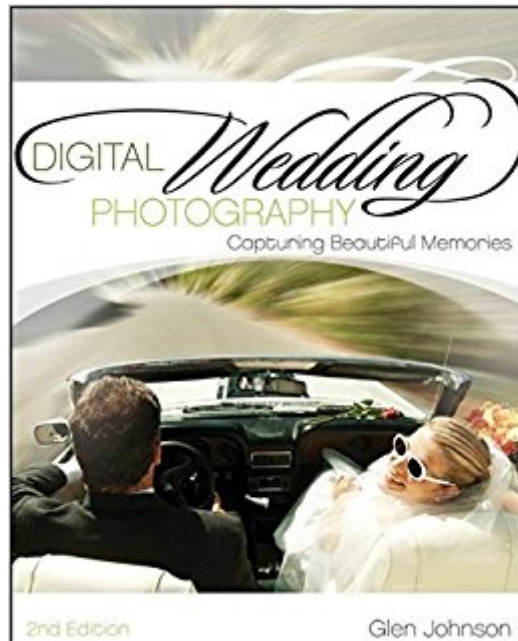




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Digital Wedding Photography: Capturing Beautiful Memories



Synopsis

Fully revised and updated! Full-color guide to capturing great wedding images and building a successful photography business. This full-color book 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, 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 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 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!

From the Author: 5 Tips for Wedding Photography

- 1) Get to know how your camera reacts to different types of scenes so you can respond quickly during a wedding. This is especially important for extreme light situations, like when the scene is filled with something white or black, or when there is a small shaft of light where you want the proper exposure. Knowing how to react to these situations in advance will allow you to catch moments that pass by quickly.
- 2) Spend the extra time and energy it takes to really learn how to use Lightroom well. Far too many new photographers expend time learning Photoshop first when Lightroom is a much more valuable tool for the wedding photographer.
- 3) Spend time and money on networking with other wedding vendors and especially with other photographers. Every friend you make in the business will funnel clients your way.
- 4) Invest time in learning how to make your own website and how to incorporate basic Search Engine Optimization. The returns you get from this work will reap huge benefits over the years because it opens the door to worldwide advertising which is far cheaper and easier than any other form of advertising you will ever find.
- 5) When you first start out, try to find an established photographer that will let you work with them for free. If you can't do that, offer to shoot at least 10-15 weddings for free before you start charging money. That experience, along with reading books, will give you the basic building blocks to get started shooting small weddings for clients with the lowest budget. From there, you can start climbing slowly up the ladder towards better and higher paying jobs.

From the Author: Example Photos Details: f9, 1.3

seconds, ISO 1250, 16mm(Click on image to zoom) Details: f4.5, 1/180 second, ISO 1600,
21mm (Click on image for larger version) Details: f2.8, 1/30 second, ISO 4000, 16mm (Click on
image to zoom)

Book Information

Paperback: 400 pages

Publisher: Wiley; 2 edition (July 5, 2011)

Language: English

ISBN-10: 047065175X

ISBN-13: 978-0470651759

Product Dimensions: 7.4 x 1 x 9.2 inches

Shipping Weight: 2.1 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (17 customer reviews)

Best Sellers Rank: #148,621 in Books (See Top 100 in Books) #12 inÂ Books > Arts &
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Customer Reviews

I searched diligently over a period of time before choosing this book to purchase. I am a photographer and passionate about what I do but my photography is not my "day job" or primary source of income, so I'm conscientious in my purchases such that they do not tip the scale between professional-on-the-side and...very expensive hobby. ;)What ultimately persuaded me to purchase this book before all others was the very detailed review by Paul Lehmann (...) in conjunction with the editorial reviews of the book. Thanks in large part to Mr. Lehmann's review, I was reassured that this would be a useful primary resource as opposed to a basic checklist, a look down the nose ala jpeg vs RAW and personal stylistic choices with little relevant information, or a very expensive advertisement for equipment that may be superfluous depending on so many factors an author/editor might choose to ignore. This book really is just wonderful. It goes beyond its advertised "wedding" focus and gives clear, useful, and very relevant information. Within minutes of flipping through random pages of this book, I found myself saying, "Oh, wow!" - not to a picture (though the author does a stand-up job of using his images to illustrate his point & not just show off what he does) but to information that miraculously resolved a small but long-lasting irritation I've had with a bit of processing equipment, I knew I found a gem of a book. I am very pleased that my money was

very well spent on something that will ensure my continued growth and success as a photographer. I am equally pleased with how the author presents, supports, and approaches the information he provides in this book.

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