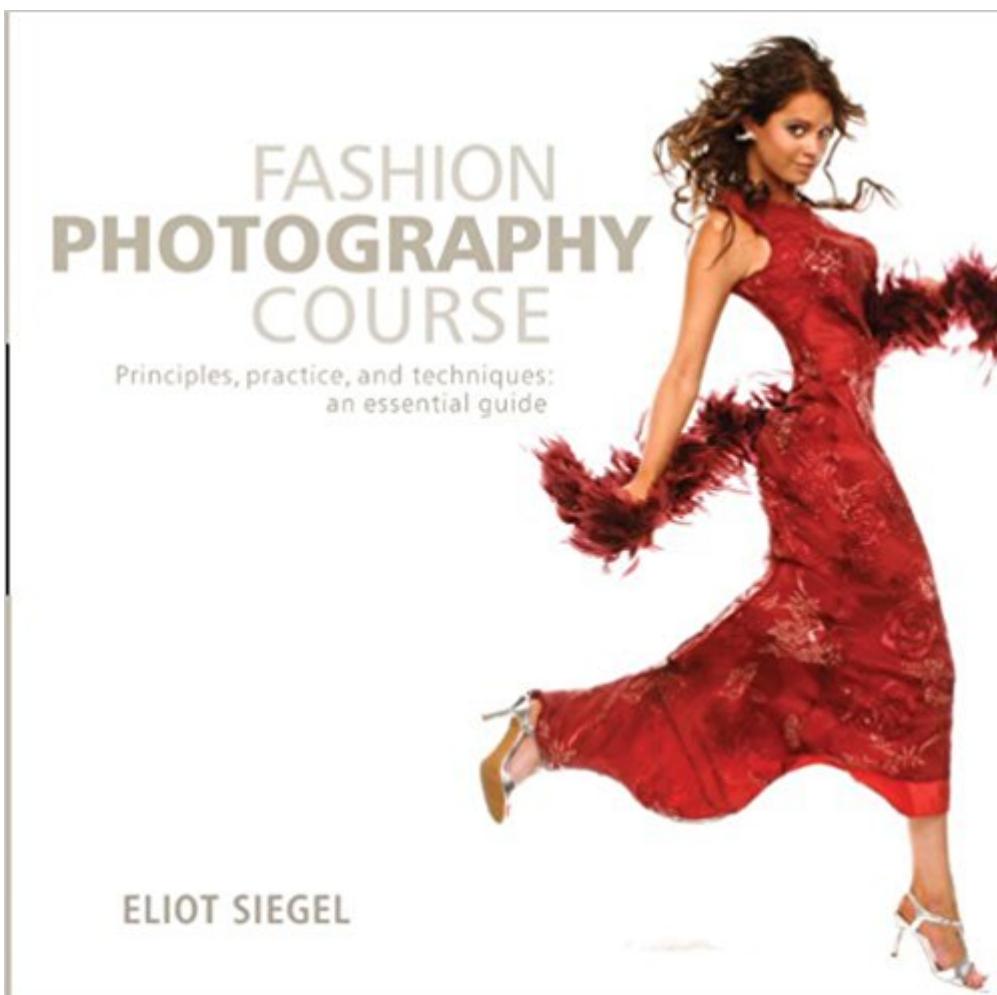


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# **Fashion Photography Course: Principles, Practice, And Techniques: An Essential Guide**



## Synopsis

Presented and written by a leading fashion photographer, and serving as a practical self-teaching course, this book offers a series of tutorials designed to build a beginning fashion photographer's experience and get him or her started on a rewarding career. It begins by acquainting readers with the work of trend-setting photographers in the fashion industry, and points out how trends are controlled by magazines and editors. It also presents tutorials that deal with cameras and their controls, and offers advice on buying film cameras, digital cameras, and camera equipment and accessories. The following chapters and their tutorials instruct on lighting, setting up a studio, creating professional quality pictures both in studio and on location settings, approaching and working with fashion model agencies, developing a portfolio, selling one's skills to the fashion industry, working effectively with magazines and advertising agencies, and becoming a photographer's assistant as a valuable entrée to the fashion industry. The enlightening text is supplemented with more than 250 color photos.

## Book Information

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## Customer Reviews

"Packed with self-led tutorials, this book is a great guide for any photographer getting started in the fashion industry." American Photo, October 2008

Eliot Siegel's career as both a fashion and fine art photographer extends over 25 years. He has worked for Macy's and Bloomingdale's in New York, Selfridges in London,

and for magazines including Harper's and Queen, Brides, British Vogue, and Vogue Pelle (Milan). He has lived in New York, Milan, Madrid, Paris, Nice, and London.

This book is definitely for people who like the IDEA of fashion photography but who have never done it and probably never will. It glosses over each basic subject in a neat, two-page spread, with lots of basic information, but no practical "meat." Do you just wanna learn some buzzwords and find out how photo shoots work in general? Just interested in what the behind the scenes really looks like and the difference between over exposed and under exposed? Do you not expect any technical information at all, just basic concepts? Okay, then you'll like this book. But if you actually want to be a fashion photographer, you won't get much out of this at all, except maybe some vocabulary. If it truly is a "course" then it's the 101 course that most people skip anyway because it's so basic (in college I always opted for the 201 whenever available for that reason) There just isn't enough information to be useful at all. I'm only giving it 2 stars to be generous to the fact that there are some people who probably will enjoy this book, but people looking for detailed photography help/inspiration/guidance/technique are not included, and that's what I thought this book was for.

DO NOT BUY! This is not a book on lighting or posing techniques for fashion photography nor does any of it really have to do with shooting fashion. In a nutshell it is an absolute beginners guide to photography covering rudimentary topics on back lighting and white balance and is more suited to someone who has almost zero knowledge of photography, post production, or studio equipment.

I was more influenced to buy this book based on all the reviews rather than the publisher's description. I suppose if you are just starting out and don't own a camera or lens, or want to start all over with recommended camera and lens for the job, then this is your book. It does take you from purchasing equipment, to shooting, to creating a portfolio-- so maybe it's exactly as advertised. However, from all the reviews, I got the impression there would be lots of tutorials on lighting and shooting (TECHNIQUES!), but there are not... then again, maybe I was expecting this to be more of a "how to shoot fashion photography" book rather than "how to become a fashion photographer"? For any experienced photographer most of the book will be nothing new. I returned my copy... But, kudos for the author, because it is a very good how to become a fashion photographer book. Having said that, you'd still need a lot of supplementing with other books or training, of course.

There's nothing more disappointing than a book that talks about lighting, shows great pictures, but

leaves you with no clue of how the shots were created.. This is not one of those.. It provides a manual guide to achieving desired looks and effects. Positioning of lights, flags, reflectors, and everything you need to recreate the picture shown. I like the authors intro and views on fashion and photography, and the soul searching is definitely something I've found myself doing as I invest in gear, invest my time, and push myself with no immediate return.. Highly recommended..

Eliot Segal is the only author whose books I recommend when it comes to fashion photography. This is an excellent source to give any photographer new to the industry the essential knowledge needed for guidance and direction. I highly recommend this book.

Great book! You can rally a thing or too. I say this as a person with no photography experience.

Great book and lots of cool tips for a photographer spending time a) with people or b) in fashion. There is no end to the benefits in looking at the work of others - and this is a nice specific book for fashion photography.

I read the book from cover to cover - an excellent resource and gives great tips though some are of basic level which every photographer should be familiar with but still has some pro level tips as well. A good book to add to your collection but this is just the beginning if you are serious about Fashion Photographer and I have been taking photos for over 30 years. - Heman - [...]

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