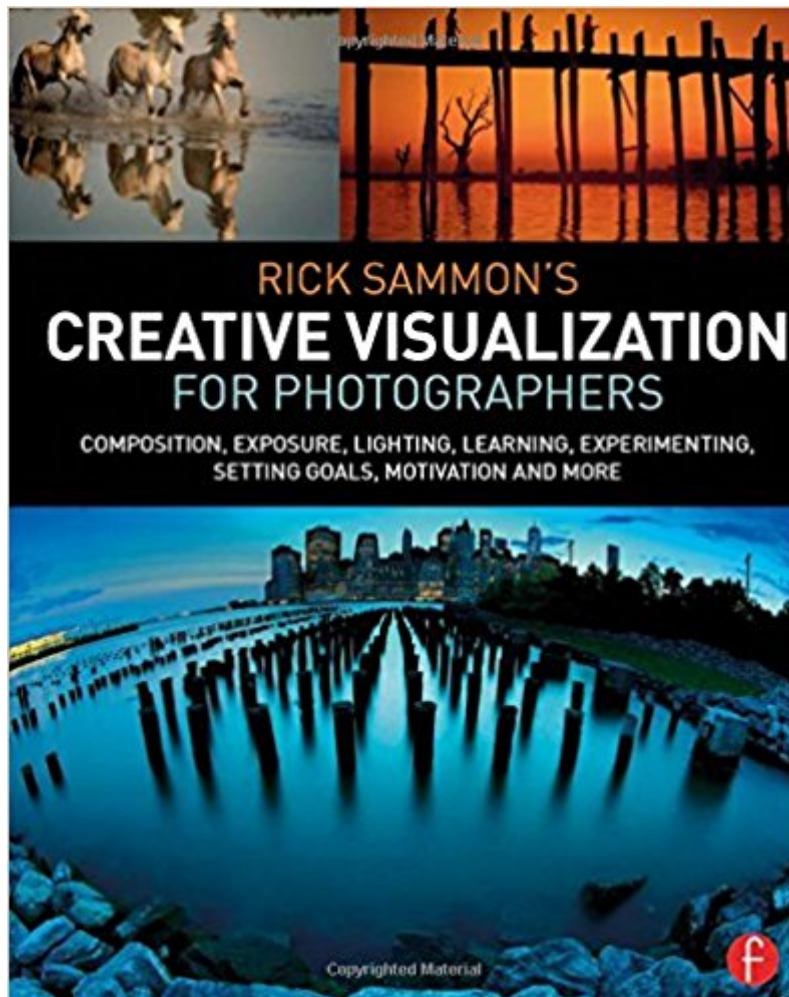




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Rick Sammon's Creative Visualization For Photographers: Composition, Exposure, Lighting, Learning, Experimenting, Setting Goals, Motivation And More





Synopsis

The difference between seeing and looking is essential—much like the difference, in music, between hearing and listening. In *Creative Visualization*, master photographer, photo educator and photo instructor Rick Sammon presents his proven methodology for creative digital photography. His signature inspiring and motivating approach opens creative avenues for photographers in a variety of genres. With easy-to-follow examples, Sammon shows you how simple changes—with visualization, composition, post-processing, and more—can mean the difference between a snapshot and a great shot. This book, illustrated with more than 300 of Rick's photographs, includes invaluable information about exposure, composition, subject choice, lighting, mood, and depth. In the Food for Thought section, Rick offers guidelines for setting goals, getting motivated, connecting with a subject, learning, painting with light, thinking like a painter and more. In *Develop Your Creative Vision*, Rick takes you on an exploration of composition, exposure, making images with impact, creating a mood, altering reality, and pursuing your passion. Corrective and creative image processing techniques, as well as HDR, EDR, panoramas and black-and-white imaging, are covered in the Image Processing Specialties section. Rick also shares a chapter on self-assignments—“photo challenges”—that you can use to expand your photographic horizons. Canon Explorer of Light and master photographer Rick Sammon shares the secrets behind learning to see photographically, to make the necessary changes that will have a noticeable impact on your photographs. Includes easy-to-follow instruction for post-processing techniques in Lightroom and Photoshop. Tips for making the best HDR and EDR images are also included, as well as illustrations of how plug-ins can help photographers awaken the artist within. Uses clear, visual examples of “photo failures” photographs side-by-side with successful ones, outlining the small, but important changes—to composition, framing, exposure, etc.—that can immediately make a significant difference.

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Customer Reviews

Award-winning photographer Rick Sammon is a man on a mission â “ a mission to make learning digital image-making fun, creative, exciting and rewarding. He has published 36 books (including seven childrenâ™s books), offers 11 iPad and iPhone apps, and has more than a dozen online classes. He is a regular columnist for Digital Photo and Adventure Collection.com. Rick hosts inspirational, photography and Photoshop shows on kelbytraining.com, and runs more than a dozen photography workshops and presentations around the world each year. Rick was named one of the best photographers by Squarespace.com and one of the best travel photographers by Chillisauce.com. He reaches his wide audience of photo enthusiasts through his blog, books, how-to videos, iPhone and iPad apps, the Digital Photo Experience podcast and an expanding following (almost a million total at the time of this publication) on social media. He also presents at Photoshop World. He is also a Canon Explorer of Light, a Westcott Top Pro Elite, Lexar Pro, and a x-rite Coloratti. Rick also plays guitar, bass guitar and keyboards, one of his great joys in life. See www.ricksammon.com for more information.

There are a limited number of photography books that I keep near my desk. Brian Peterson's "Understanding Exposure" Scott Kelby's "Whatever is hot this week from Adobe" and now Rick Sammon's Creative Visualization. I grade myself as a solid B photographer - I can make the buttons and dials work like I want, but have trouble making photos with emotion. So you're aware - I'm a big fan of Rick's work - and have been on a workshop with him so my bias is positive. That said, it's still money and time and it would be easier to avoid writing a review than to post anything at all - disclaimer complete. This is a book that covers a lot of ground. It's not a "Field Guide" nor is it a camera owner's manual - but I don't know that it's supposed to be either so that's ok by me. I won't comment about the ebook as I have the printed version which is well organized, clear and beautifully presented - both ideas and images. I first read this book cover-to-cover and there is a lot of material - and it may seem overwhelming at first read. The second time I went back and broke it

down into chapters - each chapter conveys specific thoughts, ideas and tutorials. You may not need everything in the book - but it's sure nice to have in case you do - or even as a reminder. My summary of the book follows: Part I is about thinking - the what, how and why of photography - basically figuring out a photo before you take it; Part II is about making the photo better - composition, separation of elements, managing the light, etc. Part III is about adjusting your images. Here's a discussion I hear a lot "A good photo does not need any post processing." OK - if that's your thing then cool. For me, color correction, cropping and sharpening are important to my photos. Rick does not seem to advocate anything, but just guides us through options that allow us to be more creative - use if you want. Part IV is about advanced concepts (EDR, HDR, B&W) that are neither so advanced as to be complex nor so unusual. In short - the book, to me, could be called "Making Your Photo Look Like You Want It" and I'd be good with that. Unlikely to be a best-seller due to title alone though. As important, Creative Visualization allows me to look at my photos in a new way - and to figure out why I like something or why I do not - which will hopefully make me a better photographer. Now the bad news - it's going to be very expensive. OK, the book is like \$25 but when I saw photos of Wales, Route 66, Iceland, Zion NP, etc. the travel costs are going to be excessive - even by photography standards where everything is expensive. Here's my advice - buy "Understanding Exposure" to learn about shutter speed and aperture. Buy Creative Visualization to help you become better with the camera in your hands, and in the digital darkroom. Then, go take pictures.

Firstly, I want to say I am a fan of Rick Sammon's work. I recently bought this book and it sat on my shelf for several weeks. I just hadn't gotten around to reading any of it yet. I picked it up about a week ago and started in on page one and I was hooked. He has a clear, concise way of writing that makes it easy to read. I feel like he is in the room talking to me and helping nudge me along in my photography skills. Secondly, he uses quotes throughout the book that help encapsulate what he is trying to get across. Thirdly, the photos. He has tons of photos (well, not that many) but he uses a LOT to help illustrate his points (there are over 300). Other books seem to parcel out their photos sparsely but Rick generously loads his book up with fabulous photos of before and after. His coverage of topics is thorough for any photographer, whether you are amateur or professional. Even the professionals need a jump start or 'kick in the pants' to get motivated. Rick does this beautifully. He leaves no stone unturned in this book. Check out the table of contents and you will see what I mean. I think this is a necessary book for your shelves. I highly recommend this book. Get it today. You won't be sorry.

Great book by a wonderful photographer and teacher. One day I may be able to afford a seminar with Rick, but with kids in college, this is not that time. However, I can still access his teaching through this book and his KelbyOne classes. Highly recommended once you realize more gear is not going to help your photography and want to improve the photographer.

This book is awesome. I have always liked to take pictures and recently started on a journey to move my picture taking to a higher level. Rick Sammon's book is full of pictures, concepts and processes, which has helped me rethink how I approach my photography. Rick has a teaching style that is easy to follow, concepts that are fun to try, and his before and after photos demonstrate a few simple steps to turn a good shot into a great photo. I believe that there is something of value for all levels of photographers, and I have returned to this book a few times to reinforce some of the concepts and also try new ones. I highly recommend this book and will be purchasing hard copies when they become available to be given as gifts to some of my photography friends

I was on the waiting list for this book and boy was it worth it. It was just like being at a Rick Sammon Workshop (several years ago he was my first photography workshop) with him looking over your shoulder advising me how to take the shot and why to take that particular shot. Love Rick's stories and how he "got the shot". Rick had me after the second section of the book, even before the first chapter. Highly recommend this book to everyone.

Although I have always liked "taking pictures", I am just now starting to try to learn the craft. Landscapes and nature are what I am focusing on. I am in the stage where I know I am not good, so at least I am progressing. This book has really opened my eyes to the possibilities of getting creative and expressing myself through the editing process. Sure, I want to get the best in-camera image possible, but after reading this I feel it's ok to experiment with post picture processing. I think this is a great book for the amateur like myself and it's an enjoyable read.

Rick is a master at sharing his fine tuned experience and knowledge with others in a way that is easy to digest. I especially liked the first chapter on "The Four Levels of Learning." Starting the book with this topic helps the reader assess where they are at and gives us things to think about in terms of where we would place ourselves currently, and where we would like to be. This book is so well laid out and organized. Rick carefully explains the topic and then refers back to it at the end of the

book to illustrate the assignments that he suggests. I think that this book should be in every photographers personal library.

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