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When you look at an image, what do you see and feel? What do you want your audience to see and feel when they view your work? In today's digital age, it has become all too easy to randomly click away, without really focusing on what exactly it is that you are trying to capture in your shot. For over fifteen years, Professor Richard Zakia has been helping thousands of photographers hone in on their creative vision through the inspirational, informative text and images included in his classic book, Perception and Imaging. In this updated fourth edition, Professor Zakia continues to share his wisdom in what is so much more than a step-by-step, technical photography instruction manual. Instead, it explores the fundamental act of photography - in other words, seeing - through a combination of technique, history, visual perception, philosophy, and psychology. Photographers of all levels will benefit from the information in this book, because it will help you to think more clearly about what it is that you want to convey in your images, no matter what level you are at in terms of technical skill.