

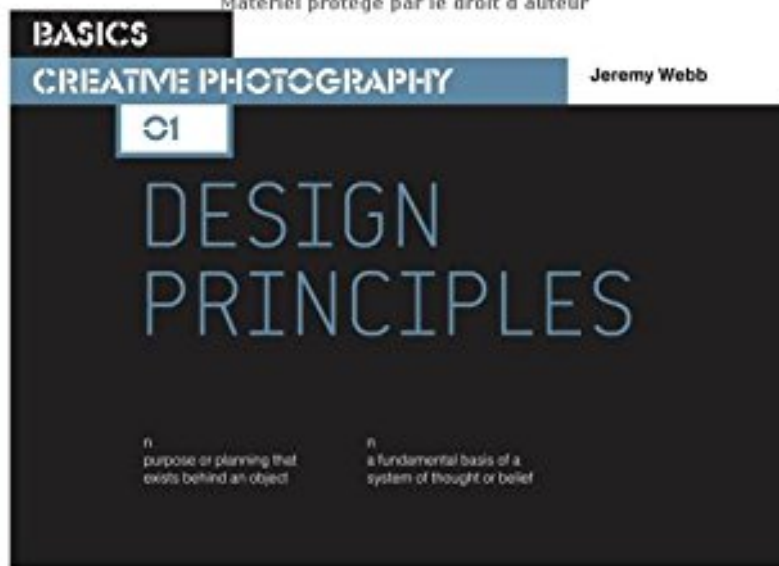
BASICS CREATIVE PHOTOGRAPHY 01: DESIGN PRINCIPLES BY JEREMY WEBB



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Review

"Photographer Webb offers a beautifully designed and very useful introduction to the creative composition of a photograph. Although this volume explores the particulars of design theory via photographic illustrations, these principles are universally applicable. Thus, this book will interest anyone involved in the creation of visual images. Beginning with fundamental building blocks and moving to case studies and creative strategies, this volume, with its combination of text and images, provides readers with authoritative principles and superb photographic examples ... Images by Ernst Haas, Martine Franck, Henri Cartier-Bresson, Angus Fraser, Alexander Rodchenko, and dozens of other featured contributors are among the best photographs ever made. They brilliantly illustrate the ideas discussed in the text. Summing Up: Highly recommended. All levels, all libraries." R. M. Labuz, Mohawk Valley Community College (Reprinted with permission of Choice, copyright 2011, American Library Association). "Very good ... Very clear and well presented. The standard I have come to expect from AVA. Basics Creative Photography 01: Design Principles fills a gap that we have had up till now." Peter Savage, Reading College, UK. 'Enjoyable and informative in equal measure...' Ashley Beolens, fatphotographer.net, January 2011. 'As a one-off book it is a great learning aid.' Jeremy Goffin, Grimsby Institute of Further & Higher Education, UK.

About the Author

Jeremy Webb is a photographer and tutor with over 25 years' experience. He has travelled extensively throughout Europe, shooting stock for agencies; joined a team of cruise ship photographers based in Florida; and was an expedition photographer with an environmental charity based in Tanzania. More recently, his work with 'light painting' has received much attention, and has been featured in the British Journal of Photography, as well as numerous published portfolios and websites.

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BASICS CREATIVE PHOTOGRAPHY 01: DESIGN PRINCIPLES BY JEREMY WEBB PDF

Basics Creative Photography 01: Design Principles introduces photographers to a more considered approach that can add dynamism and impact to imagery, whatever the style or genre - something that today's editors, curators and publishers are all crying out for.

In an age over-saturated with photographic imagery, this book demonstrates how design awareness can add a new level of depth to your images.

Featured topics: Basic design theory; the use of space; positional decisions; the elements of design; line; shape or form; space; texture; light; colour; pattern; rhythm; contrast; scale and proportion; abstraction; movement and flow; containment; emphasis and emotion; juxtaposition; incongruity; mood and emotion

Featured artists: Aleksandr Rodchenko; Angus Fraser; Angus McBean; Ansen Seale; Constantine Manos; Ernst Haas; Henri Cartier-Bresson; Libby Double-King; Martine Franck; Naoya Hatakeyama; Olivia Parker; Pascal Renoux; Steve Hart

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Most helpful customer reviews

4 of 4 people found the following review helpful.

Design Principles

By Rob Parker

I have just finished reading BASICS CREATIVE PHOTOGRAPHY 01: DESIGN PRICIPLES. This book is a must for anyone interested in photography as a hobby but wanting to expand their photography. DESIGN PRINCIPLES approaches the creative aspect of photography in such a way that the principals and techniques are easy to read through and digest.

DESIGN PRINCIPALS is split down into seven sections covering all aspects of creative photography. Each section deals with a different principal and breaks them down into the elements that make up that principal. Caser studies are included throughout each section that shows the reader how the principals can be applied to photographs and how they can alter the effect of the same subject. There are also exercises that allow the reader to put into practise what they are reading.

DESIGN PRINCIPALS has allowed me to approach my photography in a new light and to look my subject from different viewpoints. DESIGN PRINCIPALS has also made me realise that there is more to photography than just adjusting the settings on my camera and how everyday items can take on a different view by applying some of the principals outlined in the book.

The author (Jeremy Webb) shares all of his experience as a professional photographer in a way that it can be easily understood by everyone (from novice to pro).

I would recommend this to anyone as a most for the collection as it will be useful as a reference point when approaching any new subject material.

10 out of 10 Jeremy for this book, now it's time for me to read Creative Vision.

4 of 4 people found the following review helpful.

Excellent

By L Churchill

If you are looking to take your photography up a level this is the book for you.

This book teaches you how to design an image rather than just take a photograph. After reading this book I

now find myself looking around in the viewfinder, looking for shapes, textures, lines all of these things will help to give depth to an image.

Jeremy Webb's style of writing is easy to follow and I found it hard to put the book down once I started reading it. A must have book photographers of all levels.

1 of 2 people found the following review helpful.

Love it.

By Kayla N. Harris

I love this book. It really helps me understand how I can improve my photos with design elements and principles, as well hone my intuition in creating great and better photography.

The pictures and great and balance well with the topics covered throughout the book. I had to buy this for a photography class, and I'll definitely be keeping it.

I highly recommend it for any beginning photographer, or photography teacher.

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