

## Digital Wedding Photography

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!

Wedding photography takes more than talent. A great wedding photographer is a storyteller and an artist, capable of capturing the events and emotions without seeming to intrude on the beauty of this special day. But taking great pictures is only a small part of the puzzle that creates success in this business. More than anything else, to become successful, a wedding photographer must excel at the art of running a business. If you've wondered whether wedding photography is for you, or if you've made the decision but aren't sure how to get started, this book will give you the answers and the motivation you need to start down the path of becoming a successful wedding photographer. Discover what makes wedding photography a unique specialty \* Identify your personal photographic style \* Choose the right equipment and learn how to transport it safely, even to exotic locations \* Learn to read situations and spot great opportunities for candid shots \* Know appropriate etiquette for shooting in dressing rooms and during the ceremony \* Discover the importance of a website and how to make it findable \* Perfect the skills necessary to market and manage your business. With full-color illustrations showing what to do and what to avoid.



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*Nicht mehr lieferbar*

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