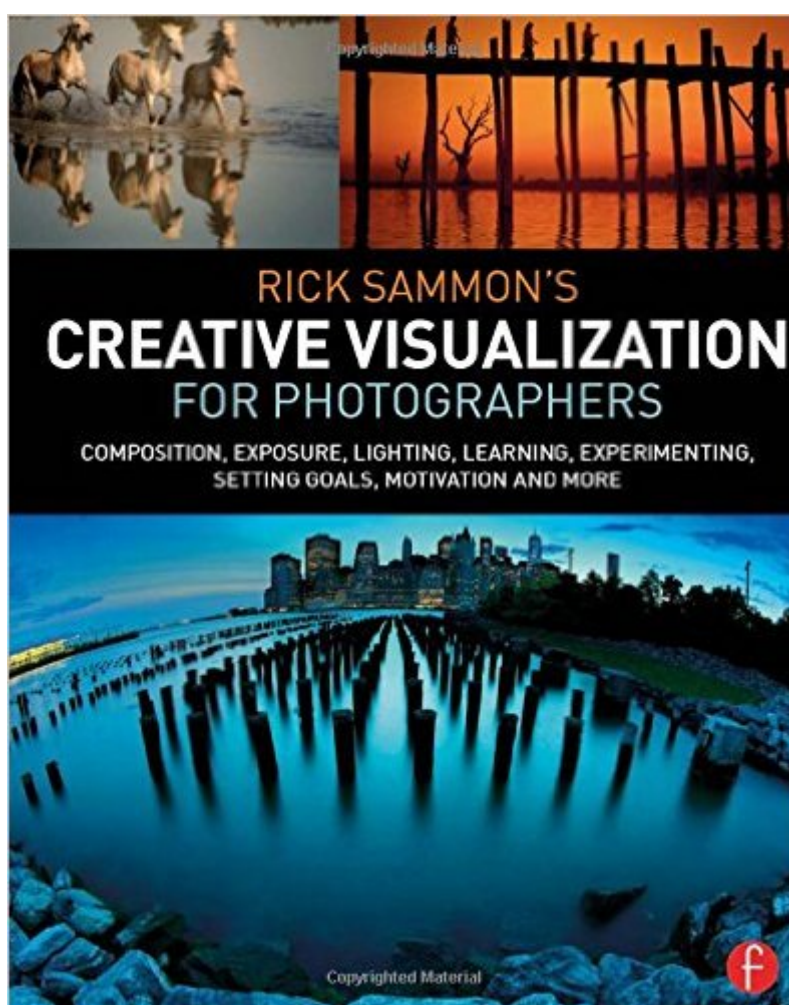


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# Rick Sammon's Creative Visualization For Photographers: Composition, Exposure, Lighting, Learning, Experimenting, Setting Goals, Motivation And More



## 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.

## Book Information

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## Customer Reviews

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.

My profile on a photography web site I regularly visit has a space for "What are you wishing to have?" Most of the other photographers list pieces of equipment they want. My entry is "Vision". A book entitled "Creative Visualization" sounded like it was aimed at me. By vision I mean the process by which one looks at a photographic subject and mentally projects the finished image one wants, recognizing the camera settings, composition and post processing one might apply to get that finished image. I explain that definition because while Rick Sammon apparently had something similar in mind when he set out to write this book, he never explained this process. Reading this

book was like drinking from a fire hose: information and ideas came too fast and furious to grab onto. That was made even more difficult because the ideas seemed to be sprinkled about in no kind of order. Thus for example in a chapter on seeing the light we are told "props rock", "frame the face" and "direct the subject". These are all important photographic concepts, and it might even be that the ideas can be tied to seeing the light and visualization, but mostly they appear as separate random ideas. The book is profusely illustrated with the author's photographs, but be warned that if you are turned off by images that are heavily manipulated in post-processing, you may not like these images. I've always liked Sammon's infectious enthusiasm and optimism and it's here too. On the other hand, the fourth time an aphorism is repeated can become a bit tiring.

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