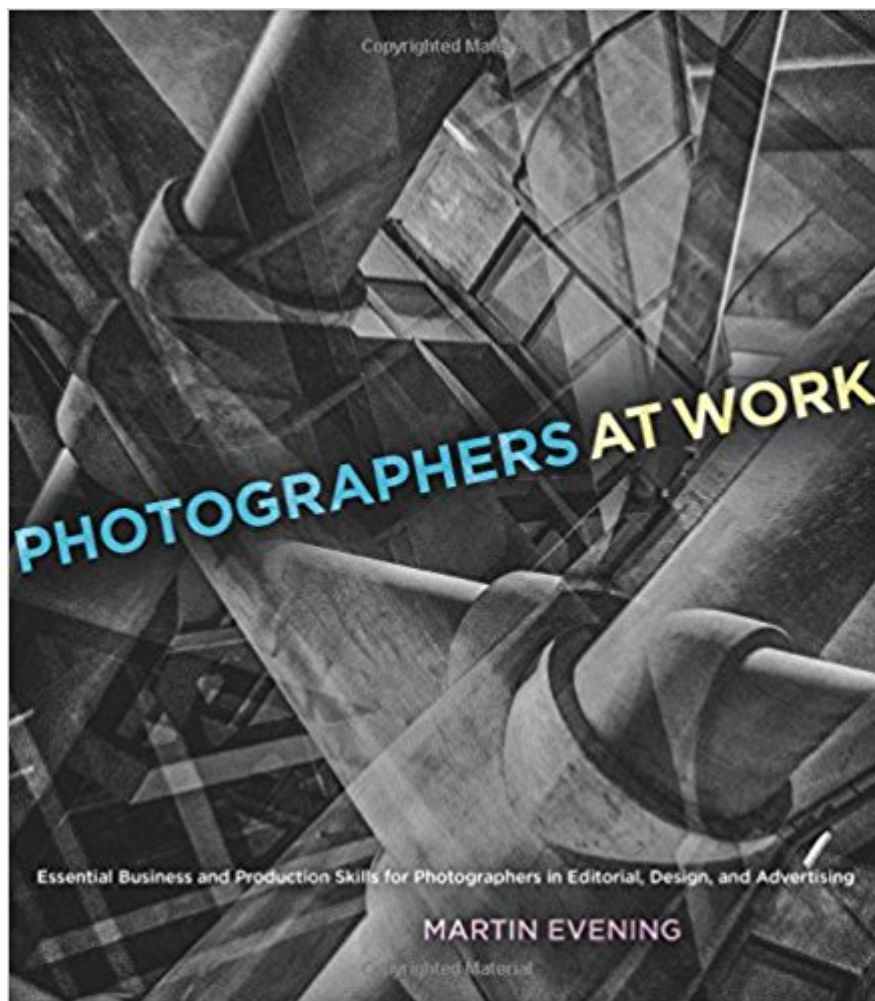




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Photographers At Work: Essential Business And Production Skills For Photographers In Editorial, Design, And Advertising (Voices That Matter)



Synopsis

Today, being a professional photographer is about much more than the ability to make a technically perfect image, and photographers need to use many other skills that go beyond the production of a photograph. What are the relationships between photographer and clients really like? How should you prepare for a special effects shoot? What steps should you take to protect your equipment while shooting on location? In *Photographers at Work*, photographer and best-selling author Martin Evening examines these issues and much more, offering advice to help you succeed in an ever-changing and challenging field. Answers to these questions will give you the practical information and guidance you need to make it as a photographer in the creative fields of editorial, design, or advertising. This book takes an in-depth look at the industry, covering key topics that every working photographer needs to know—from working with models, to the legal and safety issues of working on location, to owning and running a studio, securing clients and work, and handling the complex finances of a business. While sharing his personal experience, Evening also introduces you to 18 working photographers and industry pros through video and written interviews in which they share their perspectives on this rapidly changing industry and offer advice to help you succeed as well. Includes links to 12 video interviews (more than 3 hours total runtime) by many of the featured photographers in the book, offering more image examples, anecdotes, and insights into the lives of working photographers. Provides access (available to all readers!) to downloadable Reader's Supplement, a 55-page guide that includes key concepts, terms and definitions, learning objectives, discussion questions, assignments, additional resources, and links to featured photographers. Focuses on all the skills a photographer needs to succeed—from handling the hidden costs of running a studio to finding and working with models to insuring a business. Offers essential tips on how to get started as a photographer, such as where to find clients and how to keep them.

Book Information

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Customer Reviews

Martin Evening is a UK-based advertising and fashion photographer and noted expert in both photography and digital imaging. In addition to being a bestselling author, Martin is sought after for speaking and lecturing and was inducted into the NAPP Photoshop Hall of Fame. He also works with the Photoshop and Lightroom engineering teams, consulting on new feature development and alpha and beta testing. He is one of the founding members of PixelGenius, a software design company producing automated production and creative plug-ins for Photoshop.

Essential for those who want to raise the bar on their own business and execution to work with higher caliber clientele. If you have never assisted other professional photographers...you will need this so that you do not go into this business clueless. This business has a 90% failure rate. Read up on it...

No problem

Still reading but lots of useful info.

GREAT BOOK!

I've sought out some exceptional mentors and assisted some heavyweight photographers, always soaking up and gleaning as much practical photography biz info that I could. I've also made sure to thank them and pay them back as I can. This book is the perfect compliment to those experiences while it has taught me even more, and in such a short time (and without having to load any gear into a truck!) that I have to sincerely thank Martin Evening and his stellar cohorts for sharing their knowledge and will write as raving a review as I can conjure up! This book just increased the competition for every career photographer by revealing much of what it takes to be successful, but

so many photogs are thirsting for this info and leveling the playing field is a good thing! Info wants to be free but maybe if I work fast enough I'll use all the secrets before too many competitors do! But seriously: I wish this book was around when I started my photography biz but I'm still thrilled to have found it now. I've taken it into restaurants with me, set aside my fiction, even broke it out during a red light and I just don't do that normally. This is the meat and potatoes that I've been starving for. I make a practice of reading photography magazines and books on photography business, and business in general, and I never felt I was getting the real low down until now. Martin gives you the strait dope and it is addicting! Some of it is discouraging to read at first because he doesn't pull any punches and professional photography is only getting more competitive, but I've always preferred the red pill and the strong medicine that dispels naïveté. It is gracefully done because he connects with us and delivers the rough news with empathy. You can really tell that he's right there in the trenches with you, while, thankfully, his optimism supplies us with plenty of options to thrive. Meanwhile, and it must have been ingeniously intentional, the harsh realities and "drudge work" info on running a photography business are made surprisingly edible while they're interspersed with interviews with industry giants that remind you of why you got into this business in the first place. I've been keeping the book in my car because it is a handbook type of book too, a reference work (with a functioning index) that I can easily see myself referring back to. The bit of advice on finding photo competitions that are legit and aren't just rights grabs is worth the price of admission alone. I did a big search in the past just trying to find such a thing online and came up with zilch. I've also always kept an eye out for general file submission and printing standards but hadn't seen anything that gave me confidence like what I've read here. All the fulfilling amount of info handed off in this well bound and gorgeously illustrated book is raucously pertinent because the author and those he interviews are living legends and have the "access". No nonsense advice is continuously followed up with real world anecdotes that will pertain to some challenge that, with any luck, I'll face in future. It is a gathering of wisdom from the photo sages who you just might give your camera up to talk shop with. And did I mention you get access to their video interviews as well?! This is simply invaluable and, in my experience, unprecedented. Great job y'all- thank you!

Excellent book by an excellent photographer and writer noting the real world experiences of working as a professional photographer through the author's own experience as well as that of a multiple of other working professional photographers.

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