

## Lightroom Cc Per La Fotografia Digitale

Adobe Photoshop Lightroom Classic CC is one of the most powerful tools a digital photographer has in their toolset, offering powerful editing features in streamlined interface that lets photographers import, sort, and organize images. In this completely updated bestseller, author Martin Evening describes Lightroom Classic CC features in detail, covering library organization, develop image processing, output modules, and an introduction to the features in the new Adobe Photoshop Lightroom CC across desktop, web, and mobile. As an established commercial and landscape photographer, Martin knows first-hand what photographers need for an efficient work flow. He has been working with Lightroom from the beginning, and as a result, knows the software inside and out. In this book, he'll teach you how to: Work efficiently with images shot in raw or non-raw formats Import photographs with ease and sort them according to your workflow Create and manage a personal image and video library Integrate Lightroom with Adobe Photoshop Prepare images for print, slideshows, or to create a book Make the most of new features, such as the ability to migrate and sync photos via the cloud Photographers will find Lightroom Classic CC—and The Adobe Photoshop Lightroom Classic CC Book—indispensable tools in their digital darkrooms.

?Lightroom Classic es el software de Adobe que aglutina en un único programa todo el flujo de trabajo de un fotógrafo. Permite organizar de manera eficiente las fotos, por ejemplo, ayudando a encontrarlas de manera rápida y efectiva. Además de gestionar el archivo fotográfico, permite aplicar cualquier ajuste de revelado que desees; corregir la exposición, el color o el enfoque. Una vez procesada la imagen, con Lightroom Classic también puedes

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crear fotolibros, presentaciones en formato vídeo, impresiones o incluso tu página web. El libro no solo explica Lightroom Classic en profundidad, sino que también incluye conceptos fotográficos que te ayudarán a mejorar como fotógrafo: explica los criterios a seguir para hacer una buena gestión de las fotos, qué es la exposición y el color, qué es una curva tonal, cómo funcionan internamente algunas herramientas del programa, etc. Con ello se busca que el libro te sirva no solo para aprender el programa más usado por los fotógrafos, sino para entender el porqué de muchas herramientas y sobre todo el qué hacer con cada foto.

Describes how to achieve the same effects that are seen in magazines, television, newspapers, and the Web using Adobe Photoshop.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. AN AMAZING NEW VERSION OF THE PHOTOSHOP BOOK THAT BREAKS ALL THE RULES! Scott Kelby, Editor and Publisher of Photoshop User magazine—and the best-selling photography techniques author in the world today—once again takes this book to a whole new level as he uncovers more of the latest, most important, and most useful Adobe Photoshop techniques for photographers. This update to his award-winning, record-breaking book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly “how to do it.” It's not a bunch of theory; it doesn't challenge you to come up with your own settings or figure it out on your own. Instead, Scott shows you step by step the exact techniques used by today's cutting-edge digital photographers, and best of all, he shows you flat-out exactly which settings to use, when to use them, and why. LEARN HOW THE PROS DO IT The photographer's workflow in Photoshop has evolved greatly over time, and in this

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current version of book you'll wind up doing a lot of your processing and editing in Photoshop's Adobe Camera Raw feature (whether you shoot in RAW, JPEG or TIFF—it works for all three). That's because for years now, Adobe has been adding most of Photoshop's new features for photography directly into Camera Raw itself. Since today's photography workflow in Photoshop is based around Camera Raw, about one third of this book is about mastering Camera Raw like a pro. Plus, you'll learn:

- The sharpening techniques the pros really use.
- The pros' tricks for fixing the most common digital photo problems fast!
- The most useful retouching techniques for photographers, and how to make “impossible” selections like wind-blown hair (it's easy, once you know the secrets), and how to use Layers like a pro.
- How to seamlessly remove distracting junk from your images.
- How to stitch panoramas, how to process HDR for a realistic look, and tricks for pulling way more out of your images than you ever dreamed possible.
- The latest Photoshop special effects for photographers (there's a whole chapter just on these!).
- A host of shortcuts, workarounds, and slick “insider” tricks to send your productivity through the roof!

Scott includes a special chapter with his own workflow, from start to finish, plus, each chapter ends with a Photoshop Killer Tips section, packed with time-saving, job-saving tips that make all the difference. He also provides four bonus chapters, along with the images used in the book for download so you can follow right along. If you're ready to learn all the “tricks of the trade”—the same ones that today's leading pros use to correct, edit, retouch, and sharpen their work—then you're holding the book that will do just that.

Learn Adobe Photoshop CC and Lightroom CC from the ground up, and develop your specific workflow for making great images. Start by importing and organizing your images into

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collections that make sense for you. Develop your pictures to make the most out of every pixel. Learn how Photoshop can take your vision further by using tools that enhance your work in Lightroom. Finally, you'll learn how Lightroom and Photoshop work hand in hand to give you the most powerful creative tools for your digital photography. The fastest, easiest, most comprehensive way to learn Adobe Photoshop Lightroom in conjunction with Adobe Photoshop. Classroom in a Book, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts. Adobe Photoshop CC and Lightroom CC for Photographers Classroom in a Book contains 11 lessons that cover the basics and beyond, from sorting your photos and adjusting tone and color to creating an HDR panorama and turning your photo into an oil painting. You can follow the book from start to finish or choose only those lessons that interest you. Purchasing this book includes valuable online extras. Follow the instructions in the book's "Getting Started" section to unlock access to: Downloadable lesson files you need to work through the projects in the book (lesson files also provided on DVD-ROM with the print edition of the book) Web Edition containing the complete text of the book, interactive quizzes, videos that walk you through the lessons step by step, and updated material covering new feature releases from Adobe What you need to use this book: Adobe Photoshop CC and Adobe Lightroom CC software, for either Windows or macOS. (Software not included.)

While Adobe Photoshop has long been their choice for editing digital photographs, many photographers want a more focused tool. That's where Adobe Photoshop Lightroom comes in. Designed from the ground up with digital photographers in mind, Photoshop Lightroom offers

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powerful editing features in a streamlined interface that lets photographers import, sort, and organize images. The Adobe Photoshop Lightroom m Book was also written with photographers in mind. Best-selling author Martin Evening describes Photoshop Lightroom's features in detail from a photographer's perspective. As an established commercial and fashion photographer, martin knows firsthand what photographers need for an efficient workflow. He's also been working with Photoshop Lightroom from the beginning, monitoring the product's development and providing feedback on the public beta. As a result, Martin knows the software inside and out, from image selection to image editing to image management. In this book you'll learn how to: Work efficiently with images shot in the raw formatn import photographs with ease and sort them according to your workflow Create and manage a personal image library Apply tonal corrections to multiple images quickly Integrate Photoshop Lightroom with Adobe Photoshop Export images for print or Web as digital contact sheets or personal portfolios Photographers will find Adobe Photoshop Lightroom—and The Adobe Photoshop Lightroom Book—indispensable tools in their digital darkroom. A free Lightroom 1.1 PDF supplement update is now available at [www.peachpit.com/register](http://www.peachpit.com/register).

Chiunque usi Adobe Photoshop Lightroom per la gestione e l'editing delle immagini sa che è un grande programma, capace di migliorare a ogni nuova versione. Tuttavia, benché soddisfi la grande maggioranza delle necessità di un fotografo, Lightroom non può realizzare tutto ciò di cui egli ha bisogno nella fase finale di lavorazione delle immagini. Colmando una lacuna presente sul mercato, il libro di Scott Kelby risponde a questo bisogno diffuso e permette ai nostri scatti di fare il salto di qualità. La guida copre una vasta gamma di temi: dalla combinazione in singole immagini di elementi visivi provenienti da fonti separate all'aggiunta

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di testo su un'immagine; dal ritocco alla creazione della copertina di un libro, alle tecniche per migliorare la nitidezza.

Furnishes an overview of digital photography, covering such topics as cameras, exposure, lighting, shutter speed, depth of field, and resolution--and tips on how to avoid hours of photo-editing by taking great photographs the first time.

"Classroom in a Book, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts.

[This book—2nd ed. (2019)] contains 11 lessons that cover the basics and beyond, from sorting your photos and adjusting tone and color to creating an HDR panorama and turning your photo into an oil painting. You can follow the book from start to finish or choose only those lessons that interest you. What you need to use this book: Adobe Photoshop CC and Adobe Lightroom CC software, for either Windows or MacOS. (Software not included.)"-- Page [4] of cover.

Photoshop è in continua evoluzione e si arricchisce costantemente di nuove funzioni e servizi. Questa guida, redatta su Photoshop 2020, vuole rinnovare l'impegno ad aiutare professionisti e appassionati di fotografia a scoprire le possibilità offerte dal programma leader nel ritocco fotografico. Il manuale, completamente a colori, guida il lettore a comprendere il mondo del digitale e i

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metodi per elaborare il proprio lavoro a partire dalle basi, fino alle tecniche più avanzate. Dopo una prima parte dedicata all'apprendimento delle nozioni fondamentali, si affrontano le tematiche più diffuse del ritocco fotografico: correzione colore, gestione della luce, creazione di fotomontaggi, ritocco del ritratto e tanto altro ancora. Una attenzione particolare è riservata ai servizi forniti dal Creative Cloud. Ogni sezione è supportata da tutorial passo passo, studiati in modo da fornire al lettore soluzioni semplici da imparare ed efficaci, per ottenere risultati sorprendenti.

Anche in questa nuova edizione dedicata alla recente versione 4 del programma, Scott Kelby usa il suo inconfondibile stile chiaro e semplice tale da rendere l'apprendimento facile e divertente. L'autore non si limita a descrivere le nuove funzionalità del programma e i comandi da utilizzare di volta in volta, ma mostra come creare un flusso di lavoro efficace descrivendo gradualmente ogni singolo passaggio così che il lettore, fin dall'inizio, possa imparare a utilizzare Lightroom in modo professionale. Questo libro è il primo e l'unico a trattare tutto il percorso in modo tanto chiaro, conciso e visivo e include anche un capitolo speciale sull'integrazione di Adobe Photoshop nel flusso di lavoro. Scoprirete anche alcune nuove tecniche di Scott per il ritocco dei ritratti e per gli effetti speciali, che rendono il libro ancor più prezioso e lo confermano come lo strumento più

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rivoluzionario, rapido, diretto e divertente per imparare a usare Lightroom. Di tutti i libri sull'argomento presenti sul mercato quello di Scott Kelby è in assoluto il best seller mondiale.

Offers information on a variety of Adobe Photoshop tools, filters, and techniques for Adobe Photoshop Lightroom users.

In questa nuova edizione aggiornata alle versione CS6 di Adobe Photoshop, Scott Kelby, redattore ed editore della rivista Photoshop User e autore dei libri su Photoshop più venduti al mondo, descrive alcune delle tecniche più importanti e utili per imparare a usare il programma in modo professionale. Alla fine del libro l'autore ha incluso un capitolo in cui spiega come organizzare l'intero flusso di lavoro in CS6, dall'inizio alla fine, mentre ciascun capitolo si chiude con una sezione dedicata ai suggerimenti per un uso avanzato di Photoshop, veri trucchi del mestiere su come risparmiare tempo e lavoro. Questo libro insegna al lettore:

- le tecniche di contrasto realmente utilizzate dai professionisti;
- i trucchi per correggere velocemente i più comuni problemi con le immagini digitali;
- la procedura per ottenere stampe corrispondenti esattamente alle immagini visualizzate sullo schermo;
- come elaborare immagini HDR (High Dynamic Range) utilizzando nuove funzionalità di CS6;
- come utilizzare le nuove funzionalità di video editing per fare filmati con la reflex;
- come elaborare le

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immagini RAW da veri professionisti e come sfruttare tutte le nuove funzionalità Camera Raw; • gli ultimissimi effetti speciali ora disponibili con la nuova versione di Photoshop; • numerosissime scorciatoie e soluzioni rapide per aumentare al massimo la produttività.

This official Adobe tutorial shows photographers and photography students how to use Adobe Lightroom and Photoshop CC together to get results and efficiencies they could never achieve with either product alone. Adobe Lightroom and Photoshop CC for Photographers Classroom in a Book® begins by presenting a quick, hands-on overview of Lightroom's powerful cataloging functions, perfect for readers who've used a different photo organization tool (or none at all!). Next, Jan Kabili introduces a simple, well-proven Lightroom-Photoshop workflow. Building on these fundamentals, she guides readers through a series of practical projects that start in Lightroom and move to Photoshop to use its powerful, exclusive tools. You'll walk through fixing common photo problems such as blur caused by camera shake; bringing out important details; adding creative effects with adjustment layers; layering images to create composites; adding text or 3D objects; performing precise photo retouching, and much more. Classroom in a Book, the best-selling series of hands-on software training workbooks, helps students learn the features of Adobe software quickly

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and easily. It offers what no other book or training program does: official training from Adobe Systems Incorporated, developed with the support of Adobe product experts. Online companion files include all the assets readers need to complete each chapter's projects, as well as eBook updates when Adobe releases new features for Creative Cloud customers. New to this release, all buyers of the book get full access to the Web Edition: a Web-based version of the complete eBook enhanced with video and interactive multiple-choice quizzes. As with all Classroom in a Book products, Instructor Notes are available for teachers to download. Check out the ad in the back of the book for details on becoming an Adobe Creative Cloud Photography plan member for up to 20% off you first year!

Sei un appassionato di viaggi e vuoi dare una svolta alla tua vita provando a trasformare la tua passione in un lavoro? Questa è la guida che fa per te! Partendo dalla mia esperienza decennale, mi sono rivolto sia a chi si avvicina per la prima volta al mondo del blogging e vuole capire come aprire, gestire e valorizzare un blog, sia ai blogger già attivi, che qui troveranno tante dritte per migliorare la propria presenza online. Dalla scelta del nome a dominio a quello della piattaforma, dalle regole di scrittura ai suggerimenti per arrivare sulla prima pagina dei motori di ricerca, da come gestire al meglio i social network e diventare un vero influencer su Instagram fino ai canali per rendere il tuo blog uno strumento remunerativo, il tutto condito da approfondimenti di esperti del settore. In questa seconda edizione ho ampiamente arricchito e aggiornato il testo spiegandoti come viaggiare di più spendendo il

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meno possibile, come realizzare video efficaci per YouTube, come proporre collaborazioni ad aziende ed enti del turismo, e come fare al meglio le sponsorizzazioni su Facebook e su Instagram. Infine le aziende e i brand troveranno un capitolo dedicato interamente a come collaborare con un travel blogger.

The fastest, easiest, most comprehensive way to learn Adobe Photoshop Lightroom Classic Classroom in a Book(R), the best-selling series of hands-on software training workbooks, offers what no other book or training program does -- an official training series from Adobe, developed with the support of Adobe product experts. Adobe Photoshop Lightroom Classic Classroom in a Book (2021 release) contains lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Purchase of this book includes valuable online features. Follow the instructions in the book's "Getting Started" section to unlock access to: Downloadable lesson files you need to work through the projects in the book Web Edition containing the complete text of the book, interactive quizzes, and videos that walk you through the lessons step by step What you need to use this book: Adobe Photoshop Lightroom Classic (2021 release) software, for either Windows or macOS. (Software not included.) Note: Classroom in a Book does not replace the documentation, support, updates, or any other benefits of being a registered owner of Adobe Photoshop Lightroom Classic software.

Since Lightroom 1.0 first launched, Scott's Kelby's The Adobe Photoshop Lightroom Book for Digital Photographers has been the world's #1 bestselling Lightroom book (it has been translated into a dozen different languages), and in this latest version for Lightroom 6, Scott

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uses his same award-winning, step-by-step, plain-English style and layout to make learning Lightroom easy and fun. Scott doesn't just show you which sliders do what (every Lightroom book will do that). Instead, by using the following three simple, yet brilliant, techniques that make it just an incredible learning tool, this book shows you how to create your own photography workflow using Lightroom:

- Throughout the book, Scott shares his own personal settings and studio-tested techniques. Each year he trains thousands of Lightroom users at his live seminars and through that he's learned what really works, what doesn't, and he tells you flat out which techniques work best, which to avoid, and why.
- The entire book is laid out in a real workflow order with everything step by step, so you can begin using Lightroom like a pro from the start.
- What really sets this book apart is the last chapter. This is where Scott dramatically answers his #1 most-asked Lightroom question, which is: "Exactly what order am I supposed to do things in, and where does Photoshop fit in?" You'll see Scott's entire start-to-finish Lightroom 6 workflow and learn how to incorporate it into your own workflow.
- Plus, this book includes a downloadable collection of some of the hottest Lightroom Develop module presets to give you a bunch of amazing effects with just one click! Scott knows firsthand the challenges today's digital photographers are facing, and what they want to learn next to make their workflow faster, easier, and more fun. He has incorporated all of that into this major update for Lightroom 6. It's the first and only book to bring the whole process together in such a clear, concise, and visual way. Plus, the book includes a special chapter on integrating Adobe Photoshop seamlessly right into your workflow, and you'll learn some of Scott's latest Photoshop portrait retouching techniques and special effects, which take this book to a whole new level. There is no faster, more straight to the point, or more fun way to learn Lightroom

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than with this groundbreaking book.

When it comes to HDR, only three key ingredients are needed: hardware, software, and post-processing technique. Hardware is simple—there are only a few things you need to set up and shoot an HDR series. Software is vastly improved, making it easier for anyone to create an HDR image. The hard part is the post-processing technique. There are only two options: hours and hours of experimentation or *The HDR Book*. Featuring real-world interviews with passionate HDR photographers, *The HDR Book*, by Rafael “RC” Concepcion, is more than a how-to and different from any other HDR book out there. While other books on HDR tend to lean toward the esoteric or formulaic, this book takes another approach. It's a complete and total HDR workshop that teaches you the one thing that most other books miss—once you've tone mapped your image with HDR software, you're still not finished. Within the pages of this book, you'll find 10 projects shot with everything from a point-and-shoot to a 37-megapixel, medium-format camera. The projects are designed to show you how the subtle differences in each scenario (lighting, subject, environment, etc.) dictate the post-processing needed to achieve one of the many final looks covered. You'll learn not only the different tone map settings RC used, but you'll also learn the final steps taken in Photoshop to complete each image. Then, you'll recreate these looks your self using the exact same RAW files that RC used! Plus, you get four bonus images to play with and create your own look. The end result: a more intrinsic understanding of the nuances of HDR that will help you create the images you've always wanted. Best of all, *The HDR Book* is written using the three top HDR processing programs in the industry today: Photoshop's HDR Pro, Photomatix Pro, and HDR Efex Pro. No matter which program you use, you'll be able to follow along and create your own

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stunning looks in no time.

Each year, Scott Kelby, Editor-in-Chief of Photoshop User magazine and the #1 best-selling Photoshop author, trains literally thousands of photographers on how to retouch portraits using Photoshop through his live seminars, online classes, DVDs, and standing-room only workshops at the Photoshop World Conference & Expo. Now you can learn the same techniques he uses in his own retouching workflow, in the only book of its kind—one written expressly for photographers who do their own retouching. As a pro photographer himself, Scott understands that photographers make their living shooting, not retouching. But, delivering fully retouched images is now expected by clients. That's why Scott put together this amazing resource for teaching photographers the quickest, easiest, and most effective ways to create professional-looking, retouched final images without spending hours grinding away at painstaking, detailed techniques. **LEARN HOW THE PROS DO IT** It's all here—the step-by-step methods for fixing, enhancing, and finishing your portraits in Photoshop. Using the techniques in this book, you'll create images that will absolutely wow your clients. You'll learn:

- How to soften skin and still retain detail and texture
- The best tricks for beautifully enhancing eyes, eyebrows, and eyelashes
- How to selectively sharpen portraits without complicated masking
- How to create gorgeous-looking lips
- How to remove blemishes fast and keep the most detail
- The pros' tricks for body sculpting
- How to make your subject's hair look fabulous
- How to give your retouches that natural look that sets them apart
- Plus, you get Scott's complete 5-minute, 15-minute, and 30-minute start-to-finish workflows

If you're ready to learn the "tricks of the trade"—the same ones that today's leading pro photographers use to retouch, tuck, tighten, and tone their images for that pro-retouched look—you're holding the

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book that will do exactly that. It will radically change the way you retouch your portraits from here on out, and give you the best-looking, most natural retouches you've ever done.

### **Learn Scott Kelby's 7-Point System for developing photos to perfection in Adobe Lightroom!**

Imagine how awesome it would be if you opened up an image in Lightroom, even a really messed up one, and you knew exactly what to do first, what to do next, and every step along the way to take that image from flat to fabulous. Well, that is precisely what this book is all about. You're learning a system—the same one taught in colleges and universities around the world—that was crafted by world-renowned Lightroom expert Scott Kelby, the world's #1 best-selling Lightroom book author.

This is a new way of working and thinking about editing your images that will change the way you work in Lightroom forever, so you'll spend less time fixing your photos and more time finishing them, and doing the fun, creative things that make Lightroom the amazing tool that it is.

Scott narrowed things down to just the seven major editing moves we need to master to enhance our images like a pro, so we're not learning Lightroom tools we're probably never going to need. Then, and perhaps most importantly, he determined exactly when and in which

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order to apply these seven techniques that make up this proven, time-tested “Lightroom 7-Point System.”

But, the magic of this book isn’t just listing the seven techniques and how they work. It’s how they’re used together, and it’s the learning process you go through that makes this book so unique. This isn’t a “read about it” book. This is a hands-on “you do it” book. You start each lesson with the RAW photo, right out of the camera (you can download Scott’s images, so you can follow right along). Then, you’re going to apply the 7-Point System in a very specific way, and you’re going to do it over and over again, and again, and again, on a range of various photos, with different challenges and situations, until these seven points are absolutely second nature to you. You’re going to do the full edit each time—from beginning to end—with nothing left out. Once you learn this system, there won’t be an image on your screen that you won’t be able to enhance, fix, edit, and finish like a pro!

As you move through the book, you’ll be amazed at how well this system works across such a wide range of photos, from landscapes to portraits, from architectural to sports photography, from wedding photos to everything in between. The book is 21 short lessons (including two bonus lessons where you work with Lightroom and Photoshop together), and if you spend just 10 minutes a day doing that day’s lesson, in three weeks, there won’t be a photo you won’t be able to beat! You’ll know what to do first, what to do next, and in exactly which order to take a dull, lifeless image and make it one you’d proudly hang on your wall. Best of all, you’ll learn more than just the 7-Point System along the way, as you’ll have to tackle whatever each

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image throws at you, so you're going to discover extra techniques, shortcuts, and workarounds that will help you in every aspect of your editing.

This is the book you've been waiting for—the industry has been waiting for—and once you learn this system and start applying it yourself, you'll be the next one to say, “You can't beat the system!”

Adobe Lightroom mette a disposizione di professionisti e amatori della fotografia strumenti potenti e versatili per l'acquisizione, l'organizzazione e l'elaborazione delle immagini digitali. Questo manuale ne insegna l'utilizzo attraverso un percorso orientato alla pratica e basato sull'apprendimento di un metodo di lavoro professionale. Nei capitoli trovano spazio oltre cinquanta tutorial, ognuno dei quali è dedicato all'uso di un modulo, strumento o funzionalità di Lightroom. Non mancano box e note di approfondimento in cui l'autrice fornisce ulteriori consigli e suggerimenti frutto della sua esperienza sul campo. I capitoli sono organizzati seguendo un flusso di lavoro consolidato, dall'importazione delle immagini alla pubblicazione online o a stampa e questo rende la lettura più facile e intuitiva coinvolgendo fin dall'inizio anche il lettore meno esperto. Il testo fa riferimento a Lightroom nelle versioni CC e 6. Ritornerete dai vostri viaggi con le fotografie che avreste sempre voluto scattare. Ci sono molte cose che potete fare prima di partire, una volta arrivati a destinazione e al ritorno dai vostri viaggi per far sì che fotografare sia per voi un'esperienza divertente e creativa. Richard L'Anson, fotografo di viaggio di fama internazionale, mostra come sviluppare le proprie capacità compositive, le tecniche fotografiche ed evitare gli errori più comuni. Più di 270

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immagini con didascalie e consigli pratici verificati sul campo. Come fare lo scatto giusto al momento giusto. Convergenza tecnologica, fotografia digitale, GoPro, smartphone e droni. Valutare uno scatto, valorizzarlo in un'esposizione, i software e le tecniche del fotoritocco. Il mondo della fotografia professionale. Tutto quello che dovete sapere per condividere e archiviare le vostre fotografie di viaggio.

Adobe Lightroom è uno strumento ideale per gli amanti della fotografia digitale. Semplice e potente, permette di gestire singole immagini come interi album. Questo manuale è una guida facile e compatta per apprenderne le basi di utilizzo. Il lettore viene messo in condizione di lavorare seguendo l'ordine tutoriale dei capitoli. Si parte dall'acquisizione dello scatto, per poi passare a possibili elaborazioni, ritocchi e correzioni fino ad arrivare alla condivisione in Rete o tramite presentazioni. Una guida adatta a chi ha poco tempo e si diletta per hobby alla fotografia digitale.

Adobe Photoshop for Photographers by acclaimed digital imaging professional Martin Evening has been revamped to include detailed instruction for all of the updates to Photoshop on Adobe's Creative Cloud, including significant new features such as Cloud document saving, the new Content-Area Fill and the Texture slider and Depth Range Mask for Camera Raw. This guide covers all the tools and techniques photographers and professional image editors need to know when using Photoshop, from workflow guidance to core skills to advanced techniques for professional results. Using clear, succinct instruction and real-world examples, this guide is the essential reference for Photoshop users. The accompanying website has been updated with new sample images, tutorial videos, and bonus chapters.

Lightroom CC per la fotografia digitaleLightroom classic CC per la fotografia digitaleAdobe

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Photoshop Lightroom CC per la fotografia digitale Adobe Lightroom CC and Photoshop CC for Photographers Classroom in a Book (2019 Release) Adobe Press

Un manual integral para usar la cámara del iPhone 12 Pro. La mejor cámara para tomar una fotografía cuando te surja la oportunidad, es la que tienes en tus manos, especialmente cuando esa cámara es el iPhone 12 Pro. Optimiza el uso de tu iPhone 12 para hacer fotos maravillosas. Una guía completa para usar la cámara del iPhone 12 Pro. La mejor cámara para fotografiar cuando surge la oportunidad de hacer una sesión de fotos es la que tienes en tus manos, especialmente cuando esa cámara es el iPhone 12 Pro. La pregunta entonces es, ¿estás aprovechando al máximo esta increíble herramienta que tienes en tu bolsillo? ¿Piensas que las fotos que tomas son las de un aficionado por lo borrosas que parecen y lo muy diferentes que son a las del tipo de foto que tenías pensado hacer? Si te sucede así, pero quieres ser capaz de tomar fotos espectaculares con tu iPhone, entonces este libro es para ti. Después de analizar este manual, deberías sentirte cómodo tomando fantásticas fotos con tu iPhone 12 Pro, incluso en condiciones de poca luminosidad. Adquirirás también las habilidades necesarias para capturar fantásticos retratos de personas y diseñarlos de tal forma que tus amigos quedarán muy impresionados de lo profesional que son tus fotos, mientras creas impactantes paisajes, fotografías de comidas y fotos sobre los viajes y experiencias que estás viviendo. Este manual comienza repasando algunos de los principios básicos del iPhone 12 Pro, y cómo afectan estas características a la calidad de las fotos. Poco tiempo después de empezar a usar los consejos de este libro, comenzarás a tomar fotografías con tu cámara con mucha más confianza y destreza que otros usuarios que toman sus fotos sin usar estos conocimientos y habilidades básicas. Algunos de los contenidos que veremos

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en este libro son: - Cómo crear e incluso compartir animojis y memoji con usuarios de otros tipos de teléfono. - Cómo tomar impresionantes fotos para tus redes sociales. - Cómo tomar increíbles fotos con el modo retrato, y mucho más. Con este libro en tus manos, puedes pasar de ser un simple mediocre usuario de iPhone a ser un especialista en fotografía de iPhone. Sumergiéndote completamente en estas características y funciones, te ahorrarás el tiempo y la energía de atascarte con algunas de estas aplicaciones por falta de experiencia. Si lo que quieres es un manual de referencia sobre temas relacionados con la fotografía de iPhone, entonces esta es una gran guía de para ti, muy diferente de lo que un manual genérico del iPhone 12 Pro puede lograr, debido a que estos libros son muy densos en diferentes temas. Pero además, también puedes ofrecer este libro como regalo a un amigo, hijo, hija o a un ser querido y ayudarles a empezar a usar su teléfono sin límites, tan pronto como empiecen a explorar las páginas de este libro. Y eso no es todo... ¡Bono especial! Al final de este libro, tenemos un regalo especial para ti, algo que creemos que te encantará. Haz clic en "Añadir al carrito" para pagar en tu cuenta, o haz clic en "Comprar ahora" para comprar al menos una copia hoy mismo. PUBLISHER: TEKTIME

In the highly anticipated second edition of this groundbreaking book, NAPP GURU award recipient and professional photographer Leslie Alsheimer and Adobe's own Bryan O'Neil Hughes show you everything you need to know to uncover the secrets to successful black and white conversion and printmaking. This comprehensive reference will help you maximize your workflow with coverage of all of the relevant new features of Photoshop CS4 and Lightroom 2, including every stage of the black and white process from capture to printing. Along the way, you'll find in-depth explanations of key topics such as color management, optimizing your

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workspace, softproofing and calibration (both onscreen and for output), evaluating histograms, non-destructive editing, and much more. New features in this edition include: .In-depth coverage of workflow using the Bridge and Adobe Camera RAW components of CS4 .New recipes and tips for advanced black and white conversion .Coverage of Lightroom and Photoshop integration features .An overview of scanners and scanning your black and white film .Advice on exposure essentials and how to apply the Zone System to your digital shooting .A brand new chapter on black and white and creative image editing in Lightroom Breathtaking color and black and white photographs, including Leslie Alsheimer's image which won the coveted Vincent Versace award at Photoshop World in 2008, will inspire you to expand your own creativity to limitless possibilities. This is the essential resource for any photographer shooting black and white in the digital age.

Negli ultimi vent'anni il turismo ha vissuto una profonda trasformazione in quasi tutti i suoi ambiti. Agenzie di viaggio, tour operator, strutture ricettive, destinazioni e food & wine si sono trovati a dover competere con nuovi scenari. Se in apparenza il digitale sembra aver cannibalizzato il mercato turistico, nella sostanza rappresenta una vera opportunità per tutti gli operatori del settore. Serve allora un nuovo approccio e un cambio di prospettiva per cogliere le occasioni di crescita. L'obiettivo è quello di mostrarti gli strumenti di digital marketing e le accortezze da usare per diventare protagonista del settore. Per troverai numerosi consigli degli esperti del settore turistico e le storie di player di successo come Expedia, TripAdvisor, TheFork, Civitatis, Pitchup, Evaneos e Alidays e di destinazioni come Massachusetts (Stati Uniti), Norvegia e Irlanda. Sei un agente di viaggio bisognoso di una guida per riconvertire il tuo business dall'analogico al digitale? Sei un operatore dell'ospitalità che si trova a

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destreggiarsi tra OTA e disintermediazione? O ancora un addetto al settore enogastronomico desideroso di “essere trovato” in Internet o un manager che deve attrarre turisti e viaggiatori per incrementare la visibilità e la reputazione di destinazioni nuove o già consolidate? Queste pagine sono state scritte esattamente per te!

The fastest, easiest, most comprehensive way to learn Adobe Photoshop Lightroom Classic! Classroom in a Book®, the best-selling series of hands-on software training workbooks, offers what no other book or training program does—an official training series from Adobe, developed with the support of Adobe product experts. Adobe Photoshop Lightroom Classic Classroom in a Book (2020 release) contains 12 lessons that cover the basics and beyond, providing countless tips and techniques to help you become more productive with the program. You can follow the book from start to finish or choose only those lessons that interest you. Purchase of this book includes valuable online features. Follow the instructions in the book’s Getting Started section to unlock access to: Downloadable lesson files you need to work through the projects in the book Web Edition containing the complete text of the book, interactive quizzes, and videos that walk you through the lessons step by step

Since Lightroom first launched, Scott Kelby’s The Adobe Photoshop Lightroom Book for Digital Photographers has been the world’s #1 best-selling Lightroom

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book (it has been translated into a dozen different languages), and in this latest version for Lightroom 4, Scott uses his same award-winning, step-by-step, plain-English style and layout to make learning Lightroom easy and fun. Scott doesn't just show you which sliders do what (every Lightroom book will do that). Instead, by using the following three simple, yet brilliant, techniques that make it just an incredible learning tool, this book shows you how to create your own photography workflow using Lightroom: Throughout the book, Scott shares his own personal settings and studio-tested techniques. Each year he trains thousands of Lightroom users at his "Lightroom Live!" tour and through that he's learned what really works, what doesn't, and he tells you flat out which techniques work best, which to avoid, and why. The entire book is laid out in a real workflow order with everything step by step, so you can begin using Lightroom like a pro from the start. What really sets this book apart is the last chapter. This is where Scott dramatically answers his #1 most-asked Lightroom question, which is: "Exactly what order am I supposed to do things in, and where does Photoshop fit in?" You'll see Scott's entire start-to-finish Lightroom 4 workflow and learn how to incorporate it into your own workflow. Scott knows first-hand the challenges today's digital photographers are facing, and what they want to learn next to make their workflow faster, easier, and more fun. He has incorporated all of that

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into this major update for Lightroom 4. It's the first and only book to bring the whole process together in such a clear, concise, and visual way. Plus, the book includes a special chapter on integrating Adobe Photoshop seamlessly into your workflow, and you'll also learn some of Scott's latest Photoshop portrait retouching techniques and special effects, which take this book to a whole new level. There is no faster, more straight-to-the-point, or more fun way to learn Lightroom than with this groundbreaking book.

Scott Kelby, el hombre que revolucionó "el cuarto oscuro digital" con Manipula tus fotografías digitales con Photoshop, el libro pionero más premiado y vendido de todos, nos invita nuevamente a incursionar en la fotografía digital al develarnos los secretos de los fotógrafos profesionales más conocidos, y así sacar fotografías de alta calidad (es más fácil de lo que se piensa). He aquí la brillante premisa de este libro en palabras del propio Scott: "Imagínate que estamos tomando fotos juntos y de repente me dices: 'Oye, ¿cómo le hago para que la flor quede bien enfocada pero el fondo fuera de foco?'" No me pondría a darte toda una cátedra de fotografía. En esa circunstancia, simplemente te diría: "coloca tu teleobjetivo zoom, ajústalo a una abertura de f/2.8, enfoca la flor y dispara". De eso se trata este libro: tú y yo tomando fotos, y yo contestando a todas tus preguntas, dándote consejos y compartiendo contigo todos los

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secretos que he aprendido, tal y como lo haría con un buen amigo, evitándote además el lastre de los tecnicismos. Este no es un libro de teoría, repleto de palabras técnicas y confusas, y de conceptos complicados. Este libro te indicará qué botón apretar, qué configuración usar y cuándo. Con cerca de 200 de los trucos más preciados del gremio fotográfico, este libro te ayudará a mejorar dramáticamente tus fotografías, haciéndolas más nítidas, más coloridas y mucho más profesionales. En cada página se desarrolla un concepto que te ayudará a mejorar la calidad de tus fotos. A cada vuelta de página te encontrarás con otra configuración, mecanismo o truco de profesional, que convertirá tus instantáneas en fotografías dignas de una galería. Si estás harto de sacar fotos que sólo se ven más o menos bien, y nunca como las que aparecen en las revistas de fotografía, entonces este es el libro que necesitas. Scott Kelby, the man who changed the "digital darkroom" forever with his groundbreaking, #1 bestselling, award-winning book *The Photoshop Book for Digital Photographers*, now tackles the most important side of digital photography—how to take professional-quality shots using the same tricks today's top digital pros use (and it's easier than you'd think). Here's how Scott describes this book's brilliant premise: "If you and I were out on a shoot, and you asked me, 'Hey, how do I get this flower to be in focus, but I want the background out of focus?' I wouldn't stand there and give

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you a photography lecture. In real life, I'd just say, 'Put on your zoom lens, set your f/stop to f/2.8, focus on the flower, and fire away.' That's what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets I've learned just like I would with a friend—without all the technical explanations and techie photo speak." This isn't a book of theory—full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With nearly 200 of the most closely guarded photographic "tricks of the trade," this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time. Each page covers a single concept that makes your photography better. Every time you turn the page, you'll learn another pro setting, tool, or trick to transform your work from snapshots into gallery prints. If you're tired of taking shots that look "okay," and if you're tired of looking in photography magazines and thinking, "Why don't my shots look like that?" then this is the book for you.

Presenting an alternative to the formal, corporate-style poses of yesteryear, this book offers a modern, vibrant approach that aims to capture a moment in the lifestyle of the person or persons in the picture. Clear, concise text discusses the essential technical aspects of photography from choosing a camera and

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equipment to an appreciation of exposure, aperture, metering, shutter speed, depth of field and white balance settings, in addition to how natural light, color and movement affect a photograph. A guide to posing helps to ensure dynamic and arresting images. Along with advice on setting up a small studio at home, choice of backgrounds and using artificial light, there are hints and tips on pre-shoot preparations such as make-up, hair styling and suitable clothing for the subject of the portrait. Post-production techniques include skin retouching and color correction, plus a guide to printing options and presentation.

Presents step-by-step instructions on using Adobe Photoshop Lightroom 5, covering such topics as organizing photographs, making adjustments, editing, converting from color to black and white, and printing photographs.

Con Adobe Photoshop Lightroom tenemos a nuestro alcance un completo estudio fotográfico que nos permitirá organizar, editar, compartir y materializar nuestras colecciones de fotos. El programa incorpora diferentes formas de convertir esas fotos digitales en algo más. Con una gran variedad de controles y ajustes, podremos retocar nuestras fotos con un gran nivel de detalle, desde aspectos generales, hasta pequeñas correcciones puntuales. Además, crearemos presentaciones de diapositivas para compartir con los demás, páginas web en forma de galerías fotográficas, o simplemente, subir las

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fotografías a algún servicio de internet, todo ello con una muy fácil configuración. También podremos imprimir las fotos a lo grande, ya que Lightroom nos permite incluir lo que queramos y como queramos dentro de un folio que luego quedará impecable en papel. Este libro está dirigido tanto a aficionados como a expertos en el mundo de la fotografía, con su lectura conocerá todo lo necesario para manejar Lightroom con soltura, y le servirá de gran ayuda para mantener toda su fototeca perfectamente ordenada no sólo asegurándose de que nada se pierda, sino que también gracias a los sistemas de etiquetado y organización por categorías, carpetas, etc., le permitirá encontrar las fotografías de una forma rápida y sencilla. En definitiva, un completo estudio fotográfico al alcance de sus dedos que, junto con esta obra, le permitirá dar un paso más allá en el mundo de la fotografía digital. El libro incluye 3 capítulos a todo color que son los que tratan el revelado de fotografías.

Esta publicación muestra los fundamentos técnicos del programa Adobe PhotoShop Lightroom para sacarle el máximo partido, de esta forma se podrán realizar con rapidez y eficacia las tareas más habituales que precisa cualquier fotógrafo, tanto aficionado como profesional. En este software se integra los procedimientos que requiere cualquier fotógrafo en su trabajo diario con las fotografías capturadas en formato digital: desde la entrada de las fotografías al

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ordenador hasta su distribución, consiguiendo que sea una tarea sencilla la catalogación, selección, edición e impresión.

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