

Sketching Light By Joe McNally

The author of Create presents “an all-in-one, easily accessible handbook . . . [that] will show you how the pros do it. Study this and take your best shot” (Chase Jarvis, award-winning photographer). In *Advancing Your Photography*, Marc Silber provides the definitive handbook that will take you through the entire process of becoming an accomplished photographer. From teaching you the basics to exploring the stages of the full “cycle of photography,” Silber makes it easy for you to master the art form and create stunning pictures. From thousands of hours of interviews with professional photography masters, you will learn valuable insights and tips on beginner, amateur, landscape, wedding, lifestyle, sports, animal, portrait, still life, and iPhone photography. *Advancing Your Photography* features: · Top tips for making outstanding photographs from iconic photographers and many other leading professional photography masters of today · Numerous step-by-step examples · Guidance on training your eye to see composition with emotional impact · Tips on mastering the key points of operating your camera like a pro · Secrets to processing your images to professional standards Photography and the technology associated with it are constantly evolving, but the fundamentals remain the same. *Advancing Your Photography* will help to bring you the joy and satisfaction of a lifetime of pursuing the art of photography. Most people outside of the art world view art as something that is foreign to their experiences and everyday lives. *A People’s Art History of the United States* places art history squarely in the rough-and-tumble of politics, social struggles, and the fight for justice from the colonial era through the present day. Author and radical artist Nicolas Lampert combines historical sweep with detailed examinations of individual artists and works in a politically charged narrative that spans the conquest of the Americas, the American Revolution, slavery and abolition, western expansion, the suffragette movement and feminism, civil rights movements, environmental movements, LGBT movements, antiglobalization movements, contemporary antiwar movements, and beyond. *A People’s Art History of the United States* introduces us to key works of American radical art alongside dramatic retellings of the histories that inspired them. Stylishly illustrated with over two hundred images, this book is nothing less than an alternative education for anyone interested in the powerful role that art plays in our society.

This book is renowned for being the book to own to understand lighting! This is better than all the other how to books on the market which just provide set examples for photographers to follow. *Light Science and Magic* provides photographers with a comprehensive theory of the nature and principles of light to allow individual photographers to use lighting to express their own creativity. It will show you in-depth how to light the most difficult subjects such as surfaces, metal, glass, liquids, extremes (black-on-black and white-on-white), and people. With more information specific for digital photographers, a brand new chapter on equipment, much more information on location lighting, and more on photographing people, you’ll see why this is one of the only recommended books by www.strobist.com.

FOR THE FIRST TIME EVER, YOU’LL LEARN ALL THREE ASPECTS OF WHAT IT TAKES TO CREATE STUNNING PORTRAITS (HINT: IT’S NOT JUST THE LIGHTING) Scott Kelby, the world’s #1 best-selling author of photography books, Editor-in-Chief and Publisher of *Photoshop User* magazine, and Publisher of the just-released *Light It* magazine, has reinvented how lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books don’t dare include—the post-processing and retouching in Photoshop. This book also breaks new ground in the visual way it teaches you the lighting setup. There aren’t any sketches or 3D models—you see the lighting layout in a full-page photo, taken from above during the live shoot, so you can see exactly where everything’s positioned (the subject, the photographer, the lighting, the background—you name it—you see it all). Plus, you’ll see side, over-the-shoulder, and more behind-the-scenes views, so you can absolutely nail the lighting every time. LEARN THE LIGHTING SETUPS THE PROS USE Each year, Scott trains thousands of professional photographers during his *Light It. Shoot It. Retouch It. LIVE!* seminar tour and now, for the first time ever, he’s taken that incredibly popular style of learning and put it into book form. Now everyone can have a real-world reference for getting the same looks today’s clients are clamoring for. You’ll learn: The step-by-step layouts for creating the most-requested and sought-after lighting looks How to get more out of one light than you ever thought you could (this is worth it alone!) How to control and shape your light without breaking the bank The camera settings, gear, and power settings for every shot The retouching techniques the pros really use to make their subjects look their very best How to retouch hair, eyes, lips, skin, and lots of other little retouching tricks that make a really big difference How to create high-contrast portrait effects without buying expensive plug-ins A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition Plus, Scott includes a special bonus chapter that shows how to create these same studio looks using off-camera hot shoe flashes and the modifiers made for them. There’s never been a book like it.

Creativity is not a gift for a select few, but an ongoing process of growth and self-realization available to anyone who puts in the effort to pursue the spark. In this book, Chris Orwig offers a unique perspective on the creative process, showing you how to find meaning in your work, be inspired, and discover the life for which you were designed. With thoughtful and engaging chapters such as “Keep the Edges Wild,” “Einstein’s Game of Connect the Dots,” and “Grit and Glory,” Chris presents each concept through personal examples—his own and others’—showing how to live a more creative and meaningful life. Drawn from his 12 years as a faculty member at the prestigious Brooks Institute as well as his experience leading creative inspiration and photography workshops and speaking on global stages, Chris’s stories are designed to teach you how to discover your own creative voice. Each chapter includes exercises to help you incorporate what you’ve learned and connect the topics directly to your own experience. Features the friendly, approachable voice of Chris Orwig, whose photography, teaching, and speaking have inspired countless aspiring amateurs and professionals alike Includes exercises in every chapter to help you put the concepts you learned into practice Offers an elegant design filled with the author’s original photographs captured to visually support the ideas discussed in the book For resources and inspiration, check out the book’s companion site, thecreativefight.com.

Examines how to best work with artificial light when taking photos, covering all types of flash technology, techniques, and lighting styles.

Sketching Light An Illustrated Tour of the Possibilities of Flash New Riders

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.

Thomas the Tank Engine started life as a character in a bedtime story created by the Reverend Wilbert Awdry for his young son, Christopher. This edition is a collection of 56 stories from Reverend Awdry's hugely popular *Railway Series*, beautifully illustrated with restored colour artwork.

Photographer and best-selling author Joe McNally shares stories and lessons from a life in photography.

When Joe McNally moved to New York City in 1976, his first job was at the *Daily News* as a copyboy, “the wretched dog of the newsroom.” He was earning the lowest pay grade possible and living in a cheap hotel in Manhattan. Life was not glamorous. But with a fierce drive, an eye for a picture, and a willingness to take (almost) any assignment that came his way, Joe stepped out onto the always precarious tightrope of the freelance photographer—and never looked back. Fast forward 40 years, and his work has included assignments and stories for *National Geographic*, *Time*, *LIFE*, *Sports Illustrated*, and more. He has traveled for assignments to nearly 70 countries and received dozens of awards for his photography.

In *The Real Deal*, Joe tells us how it all started, and candidly shares stories, lessons, and insights he has collected along the way. This is not a dedicated how-to book about “where to put the light,” though there is certainly instructional information to be gleaned here. This is also not a navel-gazing look back at “the good old days,” because those never really existed anyway. Instead, *The Real Deal* is simply a collection of candid “field notes”—some short, some quite long—gathered over time that, together, become an intimate look behind the scenes at a photographer who has pretty much seen and done it all.

Though the photography industry bears little resemblance to the industry just 10 years ago (much less 40 years ago), what it really takes to become a successful photographer—the character traits, the fundamental lessons, the ability to adapt, and then adapt again—remains the same. Joe writes about everything from the crucial ability to know how to use (and make!) window light to the importance of creating long-term relationships built on trust; from lessons learned after a day in the field to the need to follow your imagination wherever it takes you; from the “random” and “lucky” moments that propel one’s career to the wonders and pitfalls of today’s camera technology. For every mention of f-stops and shutter speeds, there is equal discussion about the importance of access, the occasional moment of hubris, and the idea of becoming iconic.

Before Joe was a celebrated and award-winning photographer, before he was a well-respected educator and author of multiple bestselling books, he was just...Joe, hustling every day, from one assignment to the next, piecing together a portfolio, a skill set, a reputation, a career. He imagined a life—and then took pictures of it. Here are a few frames.

Grab your pen and seize the day! Make art a part of your everyday life, and everyday life a part of your art. Vast opportunities and great joy await you as you learn sketching "on the spot"--be it in your own backyard, amid the bustle of a busy market, on a hike or wherever you happen to find yourself. Cathy Johnson leads you on this thrilling expedition as you explore ways to turn everyday sights and experiences into a cache of visual memories. She and other artists have opened their sketchbooks to share their favorite subjects, ranging from nature's paraphernalia to aging buildings, crashing waves and beloved pets. You will travel the world through sketches and stories, through deserts and deep woods, cities and small towns. Along the way, you'll pick up helpful tips and clever, on-location improvisations for making your sketching sessions pleasurable, safe and productive. • Chapters focus on sketching subjects close to home, on travels, in nature, in urban settings and from everyday life. • 10+ artists share favorite sketches, tips and techniques. • 15+ demos reveal on-the-spot sketches as they come together. • Includes expert advice on getting the best results from a range of mediums, including graphite, ink, colored pencil, watercolor and gouache. The Artist's Sketchbook is pure delight, full of passion and possibility, ideas and inspirations. You'll learn ways to be prepared, simplify, still your inner critic, embrace the here and now, and in doing so, discover wonders you never thought to look for.

CSS3 adds powerful new functionality to the web’s visual style language to help you create beautiful and engaging designs more easily than ever. With CSS3, you can create eye-catching visual effects such as semitransparent backgrounds, gradients, and drop shadows without using images; display text in beautiful, unique, non-web-safe fonts; create animations without Flash; and customize a design to the user’s unique device or screen size without JavaScript. You’ll learn how to accomplish these effects and more by working through a series of practical yet cutting-edge projects. Each chapter walks you through standalone exercises that you can integrate into projects you’re working on, or use as inspiration. You’ll learn all of the most popular, useful, and well-supported CSS3 techniques, plus: How to use CSS3 to enhance your pages, not just in terms of looks, but also in terms of usability, accessibility, and efficiency When and how to provide workarounds and fallbacks for older, non-supporting browsers How to create stunning designs with unique typography and beautiful graphic details Advanced new selectors to streamline your markup and make it less prone to human errors New methods for creating multiple-column layouts How to quickly and easily create mobile-optimized web designs without using scripting

In this sexy, bold book, Pulitzer-Prize winning photographer Brian Smith tells the stories behind the photos and lessons learned in 30 years of photographing celebrities and people from all walks of life. Smith’s long list of famous and infamous subjects includes pro basketball players Dwayne Wade and Shaquille O’Neal; billionaires Bill Gates, Richard Branson, and Donald Trump; tennis stars Serena and Venus Williams; actors Anne Hathaway, Antonio Banderas, Christopher Walken, Taye Diggs, Jane Krakowski, and William H. Macy; and many more. You’ll get the inside scoop on what goes on at a celebrity photo shoot in this gorgeous guide to making professional portraits. Smith has mastered how to make a meaningful portrait on a magazine’s budget and on a celebrity’s schedule, which can sometimes be 15 minutes or less. Smith reveals his tips on connecting with people, finding the perfect location, telling a great story through portraiture, getting the ideal pose, capturing emotion and gestures, arranging unique group shots,

and lighting the scene just right. You might not be photographing the rich and famous, but after reading Smith's tell-all guide, you'll know how to give everyone who makes their way in front of your camera the star treatment.

Without light, there is no photograph. As almost every photographer knows, the word "photograph" has its roots in two Greek words that, together, mean "drawing with light." But what is less commonly acknowledged and understood is the role that shadow plays in creating striking, expressive imagery, especially in portraiture. It is through deft, nuanced use of both light and shadow that you can move beyond shooting simply ordinary, competent headshots into the realm of creating dramatic portraiture that can so powerfully convey a subject's inner essence, communicate a personal narrative, and express your photographic vision.

In *The Dramatic Portrait: The Art of Crafting Light and Shadow*, Chris Knight addresses portraiture with a unique approach to both light and shadow that allows you to improve and elevate your own portraiture. He begins with the history of portraiture, from the early work of Egyptians and Greeks to the sublime treatment of light and subject by artists such as Caravaggio, Rembrandt, and Vermeer. Chris then dives into a deep, hands-on exploration of light, shadow, and portraiture, offering numerous lessons and takeaways. He covers:

- The qualities of light: hard, soft, and the spectrum in between
- The relationships between light, subject, and background, and how to control them
- Lighting patterns such as Paramount, Rembrandt, loop, and split
- Lighting ratios and how they affect contrast in your image
- Equipment: from big and small modifiers to grids, snoots, barn doors, flags, and gels
- Multiple setups for portrait shoots, including those that utilize one, two, and three lights
- How color contributes to drama and mood, eliciting an emotional response from the viewer
- How to approach styling your portrait, from wardrobe to background
- The post-processing workflow, including developing the RAW file, maximizing contrast, color grading, retouching, and dodging and burning for heightened drama and effect

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- How all of these elements culminate to help you define your personal style and create your own narrative

Burned-out private dick Michael McGill needs to jump-start his career. What he gets instead is a cattle prod to the crotch. The president's heroin-addicted chief of staff wants McGill to find the Constitution—the real one the Founding Fathers secretly devised for the time of gravest crisis. And with God, civility, and Mom's homemade apple pie already dead or dying, that time is now. But McGill has a talent for stumbling into every imaginable depravity—and this case is driving him even deeper into America's darkest, dankest underbelly, toward obscenities that boggle even his mind.

FOREWORD BY GUY KAWASAKI Presentation designer and internationally acclaimed communications expert Garr Reynolds, creator of the most popular Web site on presentation design and delivery on the Net — presentationzen.com — shares his experience in a provocative mix of illumination, inspiration, education, and guidance that will change the way you think about making presentations with PowerPoint or Keynote. Presentation Zen challenges the conventional wisdom of making "slide presentations" in

today's world and encourages you to think differently and more creatively about the preparation, design, and delivery of your presentations. Garr shares lessons and perspectives that draw upon practical advice from the fields of communication and business. Combining solid principles of design with the tenets of Zen simplicity, this book will help you along the path to simpler, more effective presentations.

Sweeping in its scope, *The Legends of Hip Hop* is an intimate look at the visionaries, the movers and the shakers, and the pioneers who have helped shape the world of hip hop. Groundbreaking artist Justin Bua profiles and paints fifty key figures, including everyone from Afrika Bambaataa and Grandmaster Flash to President Obama and Jay-Z, providing a portrait of each legend in a style reminiscent of the great masters. The artwork is accompanied by an engaging autobiographical narrative that contextualizes the impact each icon has had on Bua's personal life and on the hip-hop culture at large. With a foreword by Chuck D, this landmark volume is more than a celebration of hip hop; it is the definitive word on the subject as told by Bua, one of hip hop's leading artists and a legend in his own right.

A behind-the-lens guide by an acclaimed master instructs readers on professional lighting and portrait techniques while sharing informative anecdotes, technical notes, and lighting diagrams. I've gotten a lot of requests the past few years to make a keepsake, a compilation if you will, of the favorites from the blog. It's easy to miss a blog post—anyone's post—because the rush of day-to-day life intercedes. This book gives me a chance to put some favorite posts together in one place, and to collect a lot of thoughts, feelings, and lessons into something coherent. It's humorous, educational, and most of all, real. Editing for this book was like editing pictures. You pick the ones that resonate, have the potential for memory, and possess some sort of emotional or stylistic connection. The following 25 stories are a cross section of the most popular, educational, and madcap posts from the blog. The ones that have struck a chord with readers. The book has two sections—"The Light" and "The Life." The Light section deals with the nuts and bolts of using flash and crafting light. There's a bunch of techniques, strategies, truisms, and gear talk. The Life section is about a photographic life, about being a shooter—which is sometimes painful, sometimes humorous, but hopefully, at the end of the day, anecdotally educational. Writing the blog has been different from writing a book because it's less formal, and a little more raw. I have occasionally written about times gone by, and events I've had a chance to reflect on. On other occasions, a blog has spontaneously sprung from the events in the field that day, from the frustration of getting on an airplane with a lot of photo gear to dealing with a difficult subject or client. It's the unedited rushes of the photographic experience. It veers from considered commentary, to technical lessons, to quick, funny riffs about the exasperating, goofy stuff of any given day in the field. It's quick off the mark, and an honest account of just how wonderful, amazing, crazy, sad, frustrating, rewarding, disheartening, and ultimately glorious it is to be a visual storyteller. - Joe

Foreword by Skip Cohen Translating the chaos of the real world into a breathtakingly simple, beautiful photograph can often seem like an impossible task. With busy, cluttered backgrounds and subjects who don't know how to pose, how can you take control and get a great shot no matter the situation? In *Picture Perfect Practice*, photographer Roberto Valenzuela breaks down the craft of photography into three key elements—locations, poses, and execution—that you can use to unlock the photographic opportunities lying beneath every challenging situation. Valenzuela stresses the need for photographers to actively practice their craft every day—just like you would practice a musical instrument—in order to master the art of making great images. With chapters that offer practice exercises to strengthen your photographic abilities, you'll learn how to approach a scene, break it down, and see your way to a great photograph. The Location section features chapters that cover symmetry, balance, framing, color elements, textures, and much more. The Posing section includes the Five Key Posing Techniques that Valenzuela uses every time he's shooting people, as well as a complete list of poses and how to achieve, customize, and perfect them. The Execution portion, with sections like "Lighting through Direction" and "Simplicity through Subtraction," reveals Valenzuela's overall approach to getting the shot. The book also includes an inspiring and helpful chapter on deliberate practice techniques, where Valenzuela describes his system for practicing and analyzing his work, which leads to constant improvement as a photographer. If you've been frustrated and overwhelmed by the challenges of real-world locations, posing your subjects, or executing a great image—or if you simply want to become a better shooter but don't know where to start—*Picture Perfect Practice* gives you the tools and information you need to finally become the kind of photographer you've always wanted to be: the kind who can confidently walk into any location, under any lighting condition, with any subject, and know that you can create astonishing photographs that have a timeless impact.

When it comes to photography, it's all about the light. After spending more than thirty years behind the lens—working for National Geographic, Time, Life, and Sports Illustrated—Joe McNally knows about light. He knows how to talk about it, shape it, color it, control it, and direct it. Most importantly, he knows how to create it...using small hot shoe flashes. In *The Hot Shoe Diaries*, Joe brings you behind the scenes to candidly share his lighting solutions for a ton of great images. Using Nikon Speedlights, Joe lets you in on his uncensored thought process—often funny, sometimes serious, always fascinating—to demonstrate how he makes his pictures with these small flashes. Whether he's photographing a gymnast on the Great Wall, an alligator in a swamp, or a fire truck careening through Times Square, Joe uses these flashes to create great light that makes his pictures sing.

THE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THE CLASSROOM Joe McNally, one of the world's top pro digital photographers, whose celebrated work has graced the pages of Sports Illustrated, Time, and National Geographic (to name a few), breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually found only in those rare, best-of-breed educational books. When Joe's not on assignment for the biggest-name magazines and Fortune 500 clients, he's in the classroom teaching location lighting, environmental portraiture, and how to "get the shot" at workshops around the world. These on-location workshops are usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joe's sessions to life. What makes the book so unique is the "triangle of learning" where (1) Joe distills the concept down to one brief sentence. It usually starts with something like, "An editor at National Geographic once told me..." and then he shares one of those hard-earned tricks of the trade that you only get from spending a lifetime behind the lens. Then, (2) on the facing page is one of Joe's brilliant images that perfectly illustrates the technique (you'll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, lighting, accessories, etc.), along with the challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand photography and the art of making great photos at a level you never thought possible. This book is packed with those "Ah ha!" moments—those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense—that "moment it clicks."

Learn how to take professional-quality photographs using the same tricks today's top photographers use (surprisingly, it's easier than you'd think)!

This is a completely, totally updated version of the #1 best-selling digital photography book of all time! It's the award winning, worldwide smash hit, written by Scott Kelby, that's been translated into dozens of different languages.

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, with the background out of focus?,' I wouldn't stand there and give 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 over 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.

TABLE OF CONTENTS

- Chapter 1: Pro Tips for Getting Sharp Photos
- Chapter 2: The Scoop on Lenses
- Chapter 3: Shooting Landscapes Like a Pro
- Chapter 4: Shooting Travel Like a Pro
- Chapter 5: Making Portraits Like a Pro
- Chapter 6: Making Portraits with Flash Like a Pro
- Chapter 7: Shooting Weddings Like a Pro
- Chapter 8: Shooting Sports Like a Pro
- Chapter 9: Shooting Other Stuff Like a Pro
- Chapter 10: Pro Tips for Getting Better Photos
- Chapter 11: How to Print Like a Pro
- Chapter 12: Photo Recipes to Help You Get the Shot

LIFE Magazine photographer Joe McNally presents 150 photographs taken with his one-of-a-kind camera, a 12-foot by 12-foot high Polaroid which takes pictures 40 inches wide by 80 inches tall - larger than life-size. The series presents the (mostly) anonymous heroes of Ground Zero.

Photography has been the business and the passion of LIFE since the original weekly magazine's inception in 1936, and it continues to be the business and passion of LIFE Books and LIFE.com in the new millennium. But photography has surely changed during these many decades. The rigs and gear of old have given way—first slowly, then all at once—to sleek miracle machines that process pixels and have made the darkroom obsolete. The casual photog puts eye to lens, sets everything on auto and captures a photograph that is . . . perfectly fine. One of LIFE's master shooters—in fact, the final in the long line of distinguished LIFE staff photographers—was Joe McNally, and he has always believed that with a little preparation and care, with a dash of enthusiasm and daring added to the equation, anyone can make a better photo—anyone can turn a "keeper" into a treasure. This was true in days of yore, and it's true in the digital age. Your marvelous new camera, fresh from its box, can indeed perform splendid feats. Joe explains in this book how to take best advantage of what it was designed to do, and also when it is wise to outthink your camera or push your camera—to go for the gold, to create that indelible family memory that you will have blown up as large as the technology will allow, and that will hang on the wall forevermore. As the storied LIFE photographer and photo editor John Loengard points out in his eloquent foreword to this volume, there are cameras and there are cameras, and they've always been able to do tricks. And then there is photography. Other guides may give you the one, two, three of producing a reasonably well exposed shot, but Joe McNally and the editors of LIFE can give you that, and then can show you how to make a picture. In a detailed, friendly, conversational, anecdotal, sometimes rollicking way, that's what they do in these pages. Prepare to click.

A 2018 Pura Belpré Author Honor Book *The First Rule of Punk* is a wry and heartfelt exploration of friendship, finding your place, and learning to rock out like no one's watching. There are no shortcuts to surviving your first day at a new school—you can't fix it with duct tape like you would your Chuck Taylors. On Day One, twelve-year-old Malú (María Luisa, if you want to annoy her) inadvertently upsets Posada Middle School's queen bee, violates the school's dress code with her punk rock look, and disappoints her college-professor mom in the process. Her dad, who now lives a thousand miles away, says things will get better as long as she remembers the first rule of punk: be yourself. The real Malú loves rock music, skateboarding, zines, and Soyrizo (hold the cilantro, please). And when she assembles a group of like-minded misfits at school and starts a band, Malú finally begins to feel at home. She'll do anything to preserve this, which includes standing up to an anti-punk school administration to fight for her right to express herself! Black and white illustrations and collage art throughout make *The First Rule of Punk* a perfect pick for fans of books like *Roller Girl* and online magazines like *Rookie*.

This show-all romp through design-world darling Jessica Hische's sketchbook reveals the creative and technical process behind making award-winning hand lettering. See everything, from Hische's rough sketches to her polished finals for major clients such as Wes Anderson, NPR, and Starbucks. The result is a well of inspiration and brass tacks information for designers who want to sketch distinctive letterforms and hone their skills. With more than 250 images of her penciled sketches, this highly visual ebook is an essential—and entirely enjoyable—resource for those who practice or simply appreciate the art of hand lettering.

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 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.

Are you a witless cretin with no reason to live? Would you like to know more about every piece of knowledge ever? Do you have cash? Then congratulations, because just in time for the death of the print industry as we know it comes the final book ever published, and the only one you will ever need: The Onion's compendium of all things known. Replete with an astonishing assemblage of facts, illustrations, maps, charts, threats, blood, and additional fees to edify even the most simple-minded book-buyer, THE ONION BOOK OF KNOWN KNOWLEDGE is packed with valuable information—such as the life stages of an Aunt; places to kill one's self in Utica, New York; and the dimensions of a female bucket, or "pail." With hundreds of entries for all 27 letters of the alphabet, THE ONION BOOK OF KNOWN KNOWLEDGE must be purchased immediately to avoid the sting of eternal ignorance.

In so doing, Machor takes us ever closer to understanding the particular and varying reading strategies of historical audiences and how they impacted authors' conceptions of their own readership.

Following up on the great success of *The Moment It Clicks* and *The Hot Shoe Diaries: Big Light from Small Flashes*, legendary magazine photographer Joe McNally takes us on another memorable ride with *Sketching Light*, another trip into the land of light—but this time running the gamut from small flash to big flash, and everywhere in between. Of course, Joe includes coverage of Nikon Speedlights, but he also covers big flash, as well as "in-between" lights as the Elinchrom Quadra. The exploration of new technology, as well as the explanation of older technology. No matter what equipment Joe uses and discusses, the most important element of Joe's instruction is that it is straightforward, complete, and honest. No secrets are held back, and the principles he talks about apply generally to the shaping and quality of light, not just to an individual model or brand of flash. He tells readers what works and what doesn't via his let's-see-what-happens approach, he shows how he sets up his shots with plentiful sketches and behind-the-scenes production shots, and he does it all with the intelligence, clarity, and wisdom that can only come from shooting in the field for 30 years for the likes of National Geographic, Time, Life, and Sports Illustrated—not to mention the wit and humor of a clearly warped (if gifted) mind.

A good sketch starts with good bones. The fourth book in the *Urban Sketching Handbook* series uses drawings and simple steps to explain the often challenging and overwhelming concepts of perspective in practical and useful ways for on-site sketching. Most books are either too abstract or don't provide enough information that relates to what you actually do when you're out in the busy, wide world about to start a drawing. Where do you start? How do you edit what you see to flatten and shrink it onto your paper? How does perspective work? The *Urban Sketching Handbook: Understanding Perspective* helps you learn to think like an architect, to draw buildings and spaces by reducing what you see to simple, basic shapes, then adding layers in simple steps, and finally finishing your sketch with detail, tone, and color—in accurate perspective. Full of helpful tips, architect and illustrator, Stephanie Bower even de-constructs sketches to show you how to create them! Once you understand perspective, it will change the way you see the world—you'll see perspective everywhere. Some of the key concepts explored in this volume are:

- Basic Terms
- Basic Spatial Principles
- Types of Perspective
- Building a Sketch in Layers
- Special Conditions

Sparkling and fun, Bollywood musicals have gone beyond India's borders to take the world by storm. And these vibrant projects—inspired by 10 of the most popular classics—have all the color, glitz, and glamour associated with the films themselves. From beautifully embellished mirrors to a shisha adorned vase, from brooches and trinket boxes to bindi greeting cards and gemstone-

covered sandals, every item makes an alluring statement. Plus, they're all easy to make, thanks to the thorough guidance on materials, equipment, and technique. There are two projects for each movie, along with synopses for the featured films, beautiful screen stills, song lyrics, trivia, and a list of recommended Bollywood delights to watch.

Susan Sontag: An Annotated Bibliography catalogues the works of one of America's most prolific and important 20th century authors. Known for her philosophical writings on American culture, topics left untouched by Sontag's writings are few and far between. This volume is an exhaustive collection that includes her novels, essays, reviews, films and interviews. Each entry is accompanied by an annotated bibliography.

The grid has long been an invaluable tool for creating order out of chaos for designers of all kinds—from city planners to architects to typesetters and graphic artists. In recent years, web designers, too, have come to discover the remarkable power that grid-based design can afford in creating intuitive, immersive, and beautiful user experiences. *Ordering Disorder* delivers a definitive take on grids and the Web. It provides both the big ideas and the brass-tacks techniques of grid-based design. Readers are sure to come away with a keen understanding of the power of grids, as well as the design tools needed to implement them for the World Wide Web. Khoi Vinh is internationally recognized for bringing the tried-and-true principles of the typographic grid to the World Wide Web. He is the former Design Director for NYTimes.com, where he consolidated his reputation for superior user experience design. He writes and lectures widely on design, technology, and culture, and has published the popular blog *Subtraction.com* for over a decade. More information at grids.subtraction.com

Learn dynamic sketching and watercolor techniques for creating cityscapes, landscapes, figures and faces, still lifes, and more, enhancing the story you want to tell with form, line, and color. Discover incredible methods and tips for creating dramatic street scenes and vivid landscapes, and capturing dynamic figures and graphic architectural details. Artist Alex Hillkurtz, a top Hollywood storyboard artist and international workshop instructor, presents fundamental concepts of sketching with pencil and pen for a number of popular genres. Discover simple ways to jot down spontaneous ideas in pencil, capture rough details in ink, and add watercolor for extra depth and interest. Make sketching more enjoyable by adopting innovative techniques that will make a difference in your practice, and your artwork. No matter your experience or skill level, you'll benefit from learning: Compositions that draw the eye How to avoid common sketching mistakes Ways to create light and shadow to define shapes and add interest Successful ways to use negative space The importance of perspective in creating depth Easy color washes that create drama Get started today, and fill your sketchbooks with unique drawings and paintings you will be proud of. The *For Artists* series expertly guides and instructs artists at all skill levels who want to develop their classical drawing and painting skills and create realistic and representational art.

A comprehensive text that covers photography essentials, information specific to weddings and images and strategies of leading wedding photographers worldwide.

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