

Amc Guide To Outdoor Digital Photography Creating Great Nature And Adventure Photos

[#outdoor digital photography](#) [#nature photography guide](#) [#adventure photo techniques](#) [#amc photography tips](#) [#creating great photos](#)

Unlock the secrets to capturing breathtaking images with the AMC guide to outdoor digital photography. This essential resource provides comprehensive techniques and practical advice for creating great nature and adventure photos, ensuring your memories from the wild are always stunning.

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AMC Guide to Outdoor Digital Photography

An easy-to-use guide to taking digital photographs outdoors and processing images using photo editing software.

Digital Photography Outdoors

A professional writer and photographer who has long chronicled his adventures as a mountaineer and wilderness traveler, James Martin covers the fundamentals of digital editing, including selecting software tools, applying filters, creating the illusion of movement, and stitching photos together to create panoramas.

Adventure Sports Photography

Adventure Sports Photography, by renowned photographer and workshop leader Tom Bol, combines personal stories from field experience with expert photo technique. Aspiring outdoor photographers, both adventure sports shooters and outdoor photography enthusiasts, will find this book to be a valuable reference and guide. It covers everything an adventure sports shooter needs to know to get the shot--from packing and organizing gear for an afternoon shoot of rock climbing at the local crag to a month-long sea kayaking expedition. You'll explore composition and creative angles for stunning adventure sports images, and learn in-depth techniques for using speedlights and strobes for creative lighting when you're shooting in the field. This book also shows you how to create a sequence shot and set up an effective digital workflow. In addition to creating environmental portraits, you'll find out how to produce quality video of adventure sports. Tom Bol has been photographing adventure sports for more than 25 years, documenting adventures on every continent, and his work has been published worldwide. He is a regular contributor to Digital Photo magazine, and he's been recognized as one of National Geographic Adventure's "50 of America's Top Visionaries" for his photography. Tom's work has been featured by Elinchrom, LowePro, Manfrotto, and Nikon, and he is a Sandisk Extreme Team

member. PDN readers voted Tom one of the photography world's best workshop leaders. He is also an instructor at Kelby Training, Maine Photo Workshops, Photo Quest Adventures, and Strabo Photo Tours.

The Art, Science, and Craft of Great Landscape Photography, 2nd Edition

The Art, Science, and Craft of Great Landscape Photography, 2nd Edition teaches photographers how to convert their visual peak experiences—moments of extraordinary natural beauty that evoke a sense of wonder and awe—into stunning images that elicit the same awestruck emotion in their viewers. Author Glenn Randall is an experienced wilderness photographer, and whether you want to venture into the mountains for once-in-a-lifetime shots of raw nature, or simply hone your landscape photography skills from the safety of your back deck, Randall explains the art, science and craft behind creating stunning landscape photographs. This fully updated edition of the best-selling first edition includes nearly all new imagery throughout the book, as well as a new first chapter, "Photographic Essentials," to help beginners to landscape photography get up to speed quickly. Additionally, this second edition takes into account how Randall's techniques have changed and evolved since the first edition published—from photographic practices to how he uses smart phones and apps as important and powerful tools for landscape photography. After discussing photographic essentials, Randall focuses on the art of landscape photography. He describes his three-step process for composing a photograph and shows how good composition is an organic process that begins with rules but ultimately transcends them. Randall then explores the science behind successful landscape photographs, which requires understanding key concepts from geography, optics, vision, and psychology. These concepts include:

- How the position of the sun at sunrise and sunset varies throughout the year. This will help you plan when and where to shoot.
- Using optics to predict where rainbows will appear, how polarizers will interact with reflections, and where to find spectacular light.
- How to use topographic maps and computerized mapping tools to help you find promising shooting locations in the wilderness.
- Calculating exposures, achieving correct exposure in high-contrast lighting situations, and the best digital darkroom techniques.

With some practice and by applying the techniques that Randall teaches you, you will soon be ready to master the finer nuances of creating magnificent landscape photographs.

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John Shaw's Guide to Digital Nature Photography

Photography legend John Shaw returns with his much-anticipated guide to digital nature photography, complete with more than 250 extraordinarily beautiful photographs. For over four decades, John Shaw's authentic voice and trusted advice has helped photographers achieve impressive shots in the great outdoors. In his first-ever book on digital photography, Shaw provides in-depth advice on everything from equipment and lenses to thorough coverage of digital topics including how to use the histogram. In addition, he offers inspirational and frank insight that goes far beyond the nuts and bolts of photography, explaining that successful photos come from having a vision, practicing, and then acquiring the equipment needed to accomplish the intention. Easily digestible and useful for every type of photographer, and complete with more than 250 jaw-dropping images, John Shaw's Guide to Digital Nature Photography is the one book you'll need to beautifully capture the world around you.

Creative Nature & Outdoor Photography, Revised Edition

A classic guide to creative nature photography, now updated for the digital world. Amateur and experienced photographers interested in taking more compelling, personal images will love this new edition of *Creative Nature & Outdoor Photography*, now updated to address the exciting possibilities (and challenges) of digital image-making. Author Brenda Tharp's inspiring approach has garnered fans all over the world, as she teaches that magical skill no camera can do for you: learn how to "see." Readers expand their photographic vision and discover deep wellsprings of creativity as they learn to use light, balance, color, design, pattern, texture, composition, and many simple techniques to take a photo from ordinary to high-impact. Featuring more than 150 stunning, all-new images, *Creative Nature & Outdoor Photography, Revised Edition* is for anyone who understands the basic technical side to photography but wants to wake up their creative vision.

Digital Nature Photography

Over 50,000 photographers can't be wrong! John and Barbara Gerlach finally write the book their workshop attendees have been asking for! *Digital Nature Photography* is a how-to guide for photographers who want to take their work to the next level. Written by professionals with over 20 years experience, the Gerlachs reveal enlightening techniques for shooting nature images in the field. The combination of artistic approach and impeccable technique will help you capture your next great image.

Nature Photography Photo Workshop

A how-to guide for capturing stunning photographs in nature Photographing nature poses unique challenges and demands that you have special skills and a working knowledge of how to work in—and with—nature. This Photo Workshop is a must-have how-to guide for shooting nature images in nearly any situation you might encounter. You'll learn which equipment is right in different settings and why it should be used, how to get an amazing photo of a fast-moving animal, and how to handle a myriad of tricky weather scenarios. This book covers composition, exposure, fill-flash, special creative techniques, and more. Plus, assignments at the end of each chapter sharpen your skills to for taking unique, artistic nature photographs. Shows you what equipment to use in different settings and why to use it Offers essential advice for photographing a fast-moving animal and dealing with weather obstacles Provides a clear understanding of the basic fundamentals of photography Addresses composition, exposure, fill-flash, creative techniques, and more Shares Photoshop tips for sharpening and improving photos you've already taken Packed with inspirational color photos throughout, this workshop guide encourages you to improve your technique for taking nature photographs.

Composition

In *Wildlife Photography: From Snapshots to Great Shots*, author and wildlife photographer Laurie Excell shows you how to get the best shots of birds, bears, and bugs—whether you're on safari, on vacation, or on a nature walk around your own backyard. Starting with the basics of equipment, camera settings, and exposure, Laurie covers the fundamentals of lighting and composition in capturing (in-camera!) a menagerie's worth of animals, with a particular focus on mammals and birds. The book is packed with details on what seasons are best for photographing different animals, tips on the best locations to photograph them, and techniques for how to approach even the wildest subjects. Beautifully illustrated with large, vibrant photos, this book teaches you how to take control of your photography to get the wildlife photo you want every time you pick up the camera. Follow along with your friendly and knowledgeable guide, photographer and author Laurie Excell, and you will: Use your camera's settings to gain full control over the look and feel of your images Master the photographic basics of composition, focus, depth of field, and much more Get tips on research, including field ethics and the best locations for photographing your subjects Learn key techniques for photographing various animals, such as how to approach your subject without disturbing it and how to interpret behavior so that you can anticipate action Fully grasp all the concepts and techniques as you go, with assignments at the end of every chapter And once you've got the shot, show it off! Join the book's Flickr group to share your photos, recipes, and tips at [flickr.com/groups/wildlifephotographyfromsnapshotstogreatshots](https://www.flickr.com/groups/wildlifephotographyfromsnapshotstogreatshots).

The New Art of Photographing Nature

A new spin on the classic guide to composing stunning images of nature and wildlife What is the difference between a good picture and a great one? In this fully revised edition of the classic bestseller *The Art of Photographing Nature*, master photographer Art Wolfe and former Audubon photo editor Martha Hill team up to explain the art of composing images of enduring beauty. Against a backdrop of

more than 250 photographs of nature, wildlife, and landscapes, they share insights and advice about what works and what doesn't, and how small changes can take an image from ordinary to extraordinary. Throughout, all-new tips from digital imaging expert Tim Grey show readers how to make the most of digital technology, whether by choosing the right color space, understanding sensor size, or removing distracting elements in post-processing. The result is an invaluable collection of expert advice updated for the modern age.

The Complete Guide to Nature Photography

The authoritative guide for photographing nature in today's digital world Infused with both a passion for nature and an abundance of technical expertise, *The Complete Guide to Nature Photography* guides amateur photographers through every stage of shooting landscapes, close-ups, and animal portraits in today's digital world. Master nature photographer Sean Arbabi offers insider advice on everything from packing your gear bag to selecting sites, staying safe while working in the field, getting a perfect exposure, composing your images for maximum impact, and processing your digital images afterward. Packed with more than 200 inspiring and instructive images, this complete course is the only book you'll need to capture the beauty of the world around you.

Dusk to Dawn

With its combination of desert and mountain landscapes, the dramatic canyons of the Rio Grande, ancient pictographs, and remnants of pioneer ranch life, Big Bend National Park presents a wealth of subjects to the photographic eye. Add early morning and late evening sunlight, summer thunderstorms, and clear, star-spattered night skies, and the opportunities become irresistible. Professional nature photographer and frequent Big Bend traveler Kathy Adams Clark offers this handy and beautiful guide to maximizing the photographic experience of this visually stunning landscape. *Photographing Big Bend National Park* begins with a tutorial on the basics of light meters, shutter speeds, and f/stops, featuring practical, hands-on-camera exercises and answers to common questions. The chapters that follow take readers on six excursions to well-known locations within the park—the Basin, Panther Junction, Rio Grande Village, Ross Maxwell Drive, Santa Elena Canyon, and the Chisos Mountains among them. A primer on night photography (including “light-painting” and star trails) is also included. Within each chapter are instructions for photographing various subjects at the site using simple, intermediate, and advanced techniques; information on the best seasons to photograph; and tips designed to benefit the novice. *Photographing Big Bend National Park* not only provides practical information for photographers of all skill levels, it also offers a visual feast of striking images. Nature lovers, photographers, and anyone who loves this remarkable national park will treasure this latest book from veteran writer and photographer Kathy Adams Clark.

Photographing Big Bend National Park

Ready to learn the art and science of creating stunning photographs? This book will get you started. It provides specifics for getting started with photography and taking control of your camera. You'll find everything you need to capture the incredible photos you've been after, including: -choosing the best camera and gear, -setting up your camera to capture the best photos possible, -mastering the exposure process, -taking sharp photos, -turning snapshots into compositions, -editing your photos quickly and easily (without using Photoshop), -displaying your photos online or in print. The difference between this book and other "intro to photography" guides is that this one is set up as a path to follow rather than just a cursory list of concepts and options. It will make you a better photographer in a much shorter time. As an added bonus, you'll find free videos and tutorials at Outdoor Photo Academy to build upon the foundation provided in this book.

Getting Started in Photography

Packed with more than 400 photographs, technical tips, and personal insights, this inspirational guide helps outdoor photographers make the most of their digital camera. With a concentration on the different techniques required by the digital format, each page explains how to create professional quality photos of all the popular subjects: urban and rural photography, street portraits, architecture, and more. Manage such challenges as excessively bright skies and find out how to take full advantage of nature's beauties, such as the warm golden light found at daybreak and dusk. Expert information reveals how to enhance the image by using filters such as grads and polarizers, along with computer and image-editing software. There's added advice on composition, framing, and setting the scene.

Nature and Landscape Photography

In this completely updated, full-colour guide, renowned photographers Mark Gardner and Art Wolfe share easy-to-follow tips for shooting outdoor images. Use *Photography Outdoors* to become more technically and artistically proficient and to avoid common mistakes. Illustrated with breathtaking photographs from Art Wolfe's and Mark Gardner's own portfolios.

Photography Outdoors

Named One of Shutterbug Magazine's Top Digital Imaging Books of 2008! Capturing an image and getting the right exposure is critical and Jeff Wignall recognizes exposure as the secret for creating an image that captures a vision and shares it with the world. When you apply his techniques with patience, experimentation, and a focus on the outcome, you will begin creating images that reveal not only what you saw, but how you felt when you saw it. In fact according to Shutterbug magazine Exposure Photo Workshop "may be the best book yet written about exposure." By learning to work with natural light as well as when to use flash you will confidently capture action, night scenes, rainbows, sunsets, and reflections like never before. With stunning images, Jeff Wignall shows you how to perfectly expose pictures in even the most challenging existing light conditions, including poor weather, using a flash, and even a section guiding you through using multiple wireless flash units. You can upload your own images to Photoworkshop.com and get feedback from other photographers. Wignall starts by explaining the fundamentals of exposure and why it's important. This leads into learning the basics of exposure controls. By the end of chapter 2, you will know how to control the exposure on your point-and-shoot or digital SLR camera. Chapter 3 walks readers through measuring light using just about any light meter and Chapter 4 delves into lens apertures and depth of field. The focus moves to shutter speed and subject motion. After Chapter 6, you'll have the knowledge and confidence to turn off your camera's automatic settings and take manual control. Wignall then examines natural light exposures, discussing the intricacies of light quality, light direction, and time of day. As you approach more advanced exposure options, you'll need the troubleshooting advice provided in Chapter 8, covering difficult situations such as metering challenges, handling contrast, and creating dramatic silhouettes. With more advanced techniques mastered, you can then approach night and low-light conditions and then examine special considerations such as the weather and natural phenomena. The book finishes strong with a comprehensive look at all things flash photography.

Exposure Photo Workshop

Digital Photo magazine is the essential publication both for amateur and for professional digital photographers. With its in-depth guides to the best equipment, the most innovative methods, and with original competitions and briefs, Digital Photo encourages even beginners to create beautiful digital images. In association with Digital Photo, here are 52 projects, providing a year's worth of weekends creating your best photography yet. The featured projects are simple enough to complete in a weekend, but will result in beautiful images every time. The subjects covered include night photography (including fireworks and the night sky), portraits in natural light, the natural world, holiday gatherings, city lights, reflections, motion blurs, capturing colour, special effects, abstracts, architecture, stormy weather and sunsets. With invaluable advice and fully illustrated step-by-step guides to each project, 52 Weekend Digital Photo Projects is the ultimate chance to create digital images that look professional and show off your creative skills at their very best. Photography is not only a wonderful way of documenting the world around us, but a fun way to express creative talent - and this collection of projects is the perfect way to inspire keen photographers everywhere to push their skills to the limit.

52 Weekend Digital Photo Projects

This bestselling guide to one of the most popular subjects in photography is now better than ever, with thoroughly updated information and dozens of striking new images. Expert nature and landscape photographer Rob Sheppard provides invaluable results-oriented techniques and real-world insights on everything from how to find plants and animals to choosing lens filters, utilizing the beauty in existing light, and creating drama and tonal contrast in your pictures. For anyone who wants to portray the delicacy of a flower or the strength of a forested mountain, this manual will prove irresistible.

The Magic of Digital Nature Photography

This guide is suitable for all levels of photographers. *100 Ways to Take Better Nature and Wildlife Photographs* features 100 practical and inspiring tips on every aspect of the genre. Guy Edwardes' breath-taking pictures accompany his easy-to-follow advice on a wide range of subjects from capturing the actions of large mammals to snapping wild birds and flowers in the garden. With tips on everything from technique to composition, coping with extreme field conditions to Photoshop software manipulation, this is an invaluable guide for anyone with a passion for photography of the natural world.

100 Ways to Take Better Nature & Wildlife Photographs

Learn the tips and tricks used by a top photographer in the digital photography industry in Rick Sammon's *Top Digital Photography Secrets*. Filled with beautiful photographs and the techniques Rick Sammon used to capture them, this book offers you motivation to capture stunning photographs and the tools and tricks you need to capture them. With more than 100 techniques for use behind the camera, this book will improve the camera skills of both amateur and experienced photographers. Additionally, this book includes a chapter on post-production secrets, and a Rick Sammon DVD Guide lighting, camera, and digital photography basics. In this 1-hour DVD, Rick shows you how to get great photos using a variety of lighting sources, camera-specific techniques, and basic rules of photography.

Rick Sammon's Digital Photography Secrets

Backpacker brings the outdoors straight to the reader's doorstep, inspiring and enabling them to go more places and enjoy nature more often. The authority on active adventure, *Backpacker* is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. *Backpacker's* Editors' Choice Awards, an industry honor recognizing design, feature and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

Backpacker

This fully updated, comprehensive hiking guide is the most trusted resource available for hiking trails in the White Mountain National Forest. Includes three high-quality, GPS-rendered, pull-out maps.

White Mountain Guide

An illustrated exploration of fandom that combines academic essays with artist pages and experimental texts. *Fandom as Methodology* examines fandom as a set of practices for approaching and writing about art. The collection includes experimental texts, autobiography, fiction, and new academic perspectives on fandom in and as art. Key to the idea of "fandom as methodology" is a focus on the potential for fandom in art to create oppositional spaces, communities, and practices, particularly from queer perspectives, but also through transnational, feminist and artist-of-color fandoms. The book provides a range of examples of artists and writers working in this vein, as well as academic essays that explore the ways in which fandom can be theorized as a methodology for art practice and art history. *Fandom as Methodology* proposes that many artists and art writers already draw on affective strategies found in fandom. With the current focus in many areas of art history, art writing, and performance studies around affective engagement with artworks and imaginative potentials, fandom is a key methodology that has yet to be explored. Interwoven into the academic essays are lavishly designed artist pages in which artists offer an introduction to their use of fandom as methodology. Contributors Taylor J. Acosta, Catherine Grant, Dominic Johnson, Kate Random Love, Maud Lavin, Owen G. Parry, Alice Butler, SooJin Lee, Jenny Lin, Judy Batalion, Ika Willis. Artists featured in the artist pages Jeremy Deller, Ego Ahaïwe Sowinski, Anna Bunting-Branch, Maria Fusco, Cathy Lomax, Kamau Amu Patton, Holly Pester,

Dawn Mellor, Michelle Williams Gamaker, The Women of Colour Index Reading Group, Liv Wynter, Zhiyuan Yang

Fandom as Methodology

A comprehensive guide to one of America's premier natural wonders offers invaluable information on everything visitors need to know, including clothing and food requirements, lodging, camping, rafting, and weather, with interesting facts on the park's geology, natural history, and Native American history. Original.

Hiking the Grand Canyon

Day One, and already she was lying in her journal. It was 1993, Suzanne Roberts had just finished college, and when her friend suggested they hike California's John Muir Trail, the adventure sounded like the perfect distraction from a difficult home life and thoughts about the future. But she never imagined that the twenty-eight-day hike would change her life. Part memoir, part nature writing, part travelogue, *Almost Somewhere* is Roberts's account of that hike. John Muir had written of the Sierra Nevada as a "vast range of light," and this was exactly what Roberts was looking for. But traveling with two girlfriends, one experienced and unflappable and the other inexperienced and bulimic, she quickly discovered that she needed a new frame of reference. Her story of a month in the backcountry—confronting bears, snowy passes, broken equipment, injuries, and strange men—is as much about finding a woman's way into outdoor experience as it is about the natural world she so eloquently describes. Candid and funny and, finally, wise, *Almost Somewhere* is not just the whimsical coming-of-age story of a young woman ill-prepared for a month in the mountains but also the reflection of a distinctly feminine view of nature.

Almost Somewhere

"Underwater photography is a fun activity, but it becomes even more enjoyable as you advance your knowledge and skills. In this book, ... Gates shows you how to create images that are technically flawless - with the critical areas tack sharp, the exposure perfect, and a compelling subject that is thoughtfully composed. Lighting techniques, equipment choices, as well as post-production options are also covered in detail. ..."--Back cover.

Advanced Underwater Photography

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TV Guide

From the publisher of *Not Without Peril* and *No Limits But the Sky*, this collection seeks the lessons learned from twenty stories of backcountry incidents, from close-calls to unsolved mysteries. First-hand accounts, route maps, photos, and expert analysis from Search and Rescue professionals illuminate the realities faced in the Northeastern wilds. Readers who immerse themselves in these near misses, methodical searches, and the gut-wrenching clarity of hindsight will be better prepared for whatever the wilderness brings.

The A.M.C. White Mountain Guide

Many people worldwide lack adequate access to clean water to meet basic needs, and many important economic activities, such as energy production and agriculture, also require water. Climate change is likely to aggravate water stress. As temperatures rise, ecosystems and the human, plant, and animal communities that depend on them will need more water to maintain their health and to thrive. Forests and trees are integral to the global water cycle and therefore vital for water security – they regulate

water quantity, quality, and timing and provide protective functions against (for example) soil and coastal erosion, flooding, and avalanches. Forested watersheds provide 75 percent of our freshwater, delivering water to over half the world's population. The purpose of A Guide to Forest–Water Management is to improve the global information base on the protective functions of forests for soil and water. It reviews emerging techniques and methodologies, provides guidance and recommendations on how to manage forests for their water ecosystem services, and offers insights into the business and economic cases for managing forests for water ecosystem services. Intact native forests and well-managed planted forests can be a relatively cheap approach to water management while generating multiple co-benefits. Water security is a significant global challenge, but this paper argues that water-centered forests can provide nature-based solutions to ensuring global water resilience.

Discover Acadia National Park

Backpacker brings the outdoors straight to the reader's doorstep, inspiring and enabling them to go more places and enjoy nature more often. The authority on active adventure, Backpacker is the world's first GPS-enabled magazine, and the only magazine whose editors personally test the hiking trails, camping gear, and survival tips they publish. Backpacker's Editors' Choice Awards, an industry honor recognizing design, feature and product innovation, has become the gold standard against which all other outdoor-industry awards are measured.

The Next Whole Earth Catalog

Transmedia Marketing: From Film and TV to Games and Digital Media skillfully guides media makers and media marketers through the rapidly changing world of entertainment and media marketing. Its groundbreaking transmedia approach integrates storytelling and marketing content creation across multiple media platforms – harnessing the power of audience to shape and promote your story. Through success stories, full color examples of effective marketing techniques in action, and insight from top entertainment professionals, Transmedia Marketing covers the fundamentals of a sound 21st century marketing and content plan. You'll master the strategy behind conducting research, identifying target audiences, setting goals, and branding your project. And, you'll learn first-hand how to execute your plan's publicity, events, advertising, trailers, digital and interactive content, and social media. Transmedia Marketing enlivens these concepts with: Hundreds of vibrant examples from across media platforms – The Hunger Games, Prometheus, The Dark Knight, Bachelorette, The Lord of the Rings, Despicable Me 2, Food, Inc., Breaking Bad, House of Cards, Downton Abbey, Game of Thrones, Top Chef, Pokémon, BioShock Infinite, Minecraft, Outlast, Titanfall, LEGO Marvel Super Heroes, Halo 4, Lonelygirl15, Annoying Orange Real-world advice from 45 leading industry writers, directors, producers, composers, distributors, marketers, publicists, critics, journalists, attorneys, and executives from markets, festivals, awards, and guilds Powerful in-depth case studies showcasing successful approaches – A.I. Artificial Intelligence, Mad Men, Lizzie Bennet Diaries, Here Comes Honey Boo Boo, and Martin Scorsese Presents the Blues Extensive Web content at www.transmediamarketing.com featuring a primer on transmedia platforms – film, broadcast, print, games, digital media, and experiential media; expanded case studies; sample marketing plans and materials; and exclusive interviews With Transmedia Marketing, you'll be fully versed in the art of marketing film, TV, games, and digital media and primed to write and achieve the winning plan for your next media project.

Desperate Steps

Discover the White Mountains is a concise travel recreation guide that provides easy-to-use information about the best hiking, biking, and paddling trips to active travelers who enjoy outdoor recreation and are planning an extended trip to the Whites.

A guide to forest–water management

How to design a world in which we rely less on stuff, and more on people. We're filling up the world with technology and devices, but we've lost sight of an important question: What is this stuff for? What value does it add to our lives? So asks author John Thackara in his new book, In the Bubble: Designing for a Complex World. These are tough questions for the pushers of technology to answer. Our economic system is centered on technology, so it would be no small matter if "tech" ceased to be an end-in-itself in our daily lives. Technology is not going to go away, but the time to discuss the end it will serve is before we deploy it, not after. We need to ask what purpose will be served by the broadband communications, smart materials, wearable computing, and connected appliances that we're unleashing upon the world.

We need to ask what impact all this stuff will have on our daily lives. Who will look after it, and how? In the Bubble is about a world based less on stuff and more on people. Thackara describes a transformation that is taking place now—not in a remote science fiction future; it's not about, as he puts it, "the schlock of the new" but about radical innovation already emerging in daily life. We are regaining respect for what people can do that technology can't. In the Bubble describes services designed to help people carry out daily activities in new ways. Many of these services involve technology—ranging from body implants to wide-bodied jets. But objects and systems play a supporting role in a people-centered world. The design focus is on services, not things. And new principles—above all, lightness—inform the way these services are designed and used. At the heart of In the Bubble is a belief, informed by a wealth of real-world examples, that ethics and responsibility can inform design decisions without impeding social and technical innovation.

Backpacker

The digital colorist's job is no longer to simply balance, fix, and optimize. Today's filmmakers often want to recreate the idiosyncrasies of older recording methods, or are looking for something completely new, to differentiate the look of a given project. Furthermore, end-to-end digital shooting, postproduction, and distribution means that stylizations and effects once created by the film lab are no longer photochemically available. The color grading suite has become the lab, and these sorts of stylizations are now part of the colorist's job description. In this follow-up volume to the bestseller *Color Correction Handbook*, Alexis Van Hurkman walks you through twenty-one categories of creative grading techniques, designed to give you an arsenal of stylizations you can pull out of your hat when the client asks for something special, unexpected, and unique. Each chapter presents an in-depth examination and step-by-step, cross-platform breakdown of stylistic techniques used in music videos, commercial spots, and cinema. These customizable techniques can be mixed and matched for your own unique effects and include:

- bleach bypass looks
- cross-processing simulation
- day-for-night treatments
- emulating film stocks
- flat looks
- glows, blooms, and gauze looks
- grain, noise, and texture
- greenscreen compositing workflows
- lens flaring and veiling glare
- light leaks and color bleeds
- monitor and screen glow
- monochrome looks
- sharpening
- tints and color washes
- undertones
- vibrance and targeted saturation
- and many more!

Transmedia Marketing

Discover the White Mountains