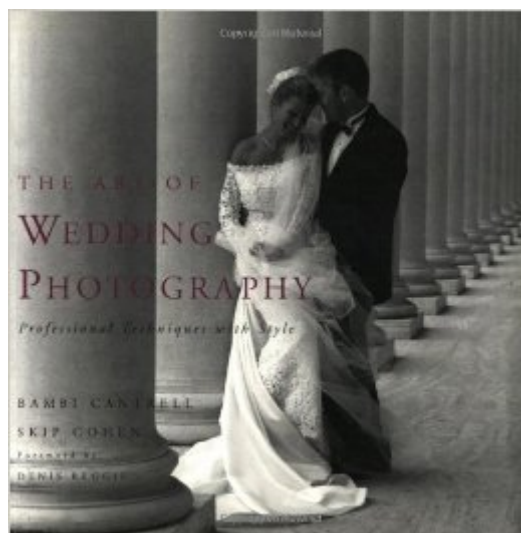


The book was found

# The Art Of Wedding Photography: Professional Techniques With Style



## Synopsis

The hottest, most lucrative trend in wedding photography is gorgeously illustrated and explained in this cutting-edge guide that shows professional photographers and those aspiring to be how to create the arty, hip, yet elegant wedding albums sought by today's brides. Images that look like they're from magazines or art galleries fill these inspiring pages. Taken by a highly successful specialist in wedding photography, the pictures tell their unique, romantic story with a visual artistry and excitement that differs from staid, traditional wedding albums of the past. The book explains all the creative techniques including wedding photojournalism that produce such compelling pictures, and also fully explores the business side of wedding photography. Everything from finding clients to modeling the event and capturing the heartbeat of the day to selling the album and getting referrals is covered lucidly, with wisdom, authority, and humor adding up to an immensely useful guide that can transform the career of anyone wanting to break into the profitable field of wedding photography. And for future brides, the book will provide visual inspiration on the must-have photography they want for their big day.

## Book Information

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## Customer Reviews

After attending a seminar given by Ms. Cantrell at a Pro. Photographer's convention, my thinking about wedding photography was forever changed, and my excitement as a photographer was rekindled. Ms. Cantrell brings out the same ideas in this book...I think it's a MUST HAVE! Her passion about photography, her artistic style, and her simple explanations of technical ideas all

work together to create a wonderful resource for photographers. This book is full of photographs with captions that tell why and how she captured each image. Don't photograph another wedding without reading this book!

This book's almost 5 years old now, and it's showing its age. Almost every photo in the book is taken with a medium format camera, 35mm cameras are rarely mentioned, and digital cameras aren't mentioned at all. To do things the way this book recommends you need an assistant and at least \$15,000 worth of gear, minimum. You can extrapolate to work out how to do some of these things by yourself, but it's not mentioned. There are a lot of great inspirational photos in the book, with camera settings and instructions on how to reproduce them, often with your assistant helping with lighting. The book's squarely aimed at very traditional American weddings, but mentions other cultures in passing. Virtually no mention is made of the photojournalism style, the phrase is mentioned, but that's all. If you've never done a wedding, this book will give you one useful viewpoint, but it's not a single book that will teach you how to take photos at a wedding. Some important topics, such as how to take photos of the actual ceremony, are touched on but not in the depth that I would have liked. If you want to take traditional pictures, this book, along with others to compliment it, is for you.

This is one of the best exposes on the art rather than the technique of contemporary wedding photography. It is not intended as a beginner's guide to the technical aspects of wedding photography--although beginners stand to learn much from this inspiring book. But this book will be of most benefit to more seasoned wedding photo artists interested in broadening their horizons and capturing a visually more demanding and sophisticated wedding market. To date there is no better book on the art of sensitive insightful wedding photography.

The imagery in this book is of a fairly high quality. The locations and scenes look believable; nothing over-the-top and extravagant like some books show (by that I mean, obviously created by wedding photographers who shoot only for the wealthy in the best locales). The complete lack of digital is a real weak point to this book. As of the time of this review, I'm told that nearly 95% of wedding photographers shoot digital, especially starting out. Therefore the equipment suggestions, while still somewhat informative, are heavily dated (the primary emphasis on medium format, while compelling, is no longer the most efficient way to get going in the business). The images are all high quality and quite inspiring. It's a decent work, but I'll probably buy a few more wedding photography

books before finding the one that does me the most good.

I wish Ms. Cantrell would write more books. I loved this book. While I have been out of wedding photography for a few years, this book got me back in with a new, inspired vision. Not only does she cover the basics of how to shoot a great, realistic wedding, she discusses marketing, bridal shows, how to assemble an album, pricing, and equipment. Every one of her photos carries the camera type, lens used, film used and other details. Here's a hint even if you don't buy the book. Keep an antique wedding album in your display at bridal shows. How could you better communicate the value of photography with that kind of display.

I've been an amateur photographer for many years but have never shot a wedding. Recently a friend asked me to shoot his wedding and how could I refuse? So, off I go to look for a book on the subject. With this book I wasn't disappointed. It tends to be focused on people with general photography knowledge and does go to deep into the technical. Instead, it focuses more on what to shoot and when and where. This is exactly what I needed. The book is written in a manner that is easy to read without being a "Dummy" book. The photos illustrate the points well. The book also talks a lot about a photographers conduct at a wedding. This was a huge benefit for me. I wish professional conduct would be discussed more in photography. Without it we all suffer. If you need a good sound guide on the subject of wedding photography I don't think you can go wrong with this one.

Although this is an excellent book for the beginner, I believe that those with more experience will find it most helpful. You should be thoroughly familiar with f/stops, film speeds, and shutter speeds to get the most from it. Above average information and ideas will be found within. Truly inspiring examples throughout. And the sections on the business side contain much useful information for the beginner on up to the advanced pro. Pay close attention to the details of light position, many things that the beginner and pro normally don't think about watching for. I received this as a gift and have absolutely loved having it. Hope you enjoy it as much as I have.

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