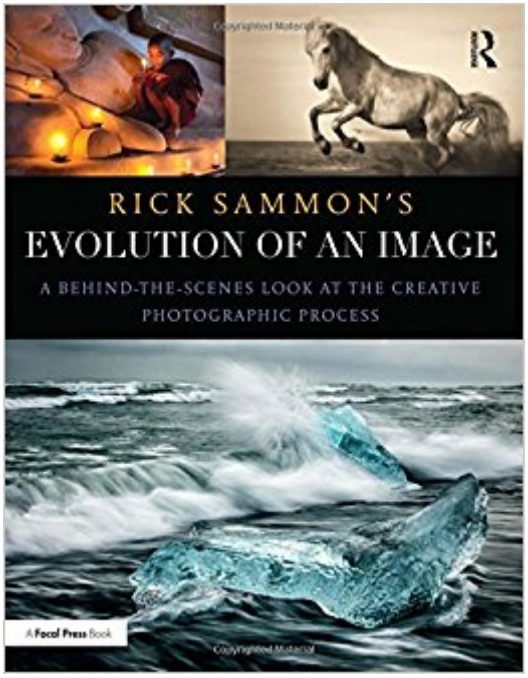
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Rick Sammon's Evolution Of An Image: A Behind-the-Scenes Look At The Creative Photographic Process



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Synopsis

Rick SammonÃ¢â ¬â„¢s Evolution of an Image illustrates the creative photographic process from start to finish. In this book, Canon Explorer of Light Rick Sammon pulls back the curtain to prove that creating amazing photographs is a well-thought-out process that involves several stages. Comprising 50 case studies that examine photographs taken by Rick around the world in a wide variety of shooting situations, Evolution of an Image shows the power of creative thinking, getting it right in the camera, and the careful use of image processing using Lightroom. By including his outtakesÃ¢â ¬â ¢ and the reasons that he considers them outtakesÃ¢â ¬â ¢ Rick suggests the steps that every photographer should take in order to improve their images. Combining technical advice with tips on lighting, composition and using Lightroom, this book will motivate and encourage those looking to evolve as creative photographers and digital darkroom artists. Key features include: Ã¢â ¬Â¢ More than 200 before-and-after photographs Ã¢â ¬Â¢ Fully illustrated sections on wildlife, seascape, landscape, scenic, action and people photography Ã¢â ¬Â¢ Screen grabs showing RickÃ¢â ¬â„¢s Lightroom adjustments Ã¢â ¬Â¢ Suggestions on working in Adobe Photoshop Lightroom as well as Adobe Photoshop Ã¢â ¬Â¢ Special section on RickÃ¢â ¬â„¢s "Sammonisms," or quick tips on getting the best in-camera image Ã¢â ¬Â¢ Advice on evolving as a photographer Ã¢â ¬Â¢ Inspirational photographs from Provence, the Palouse, Kenya, Antarctica, Iceland, Alaska, Mongolia, Myanmar, Colorado and more

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Customer Reviews

Canon Explorer of Light and award-winning photographer/author/educator Rick Sammon is a tireless, prolific and inspirational image-maker. He divides his photography time between creating images (for his 37 books and 13 online classes), leading photo workshops (five or six a year) and making personal appearances (more than a dozen a year). In his personal time, Rick plays guitar and piano daily. RickÃ¢â ¬â„¢s enthusiasm for digital imaging and teaching is contagious. He is a man on a mission Ã¢â ¬â œ a mission to make digital photography fun, creative, exciting and rewarding for others. Visit with Rick at www.ricksammon.com.

This is the first book I have purchased by Rick Sammon. Reading it is like sitting in on a one to one class with him. I love the format and the way he breaks down each shot with simplicity. It has a easy approachable feeling throughout and the tips stay with you. I especially loved the "closing thoughts" Highly recommended and I look forward to the next!

Like the rest of Rick's books, this is extremely well presented, & most helpful

I attended one of Rick's seminars here in Seattle and was blown away by his death of knowledge and creativity. I have one of Rick's other books, "Creative Visualization" and highly recommend them for anyone wanting to hone their skills in photography. Plus, Rick is one helluva nice guy.

I often complain that many photography instructional books, whether dealing with the capture phase or the post-processing phase, give you instructions without providing enough examples for the reader to easily understand the process. ÃƒÂ¢Ã â ¬Ã Å“Evolution of an ImageÃƒÂ¢Ã â ¬Ã Â• is the book that provides the needed examples.After a quick introduction that lays out some general principles, the author provides a number of different photographs in their final form organized by genres like wildlife, people, seascapes, landscapes, scenic and action. Each photograph is then followed by a short summary of what SammonÃƒÂ¢Ã â ¬Ã â„¢s goal and thought process was in capturing the image. There is a short behind the scenes story, tips on what went into making the particular image, the post-processing techniques that were used to bring the image into more conformity with the photographerÃƒÂ¢Ã â ¬Ã â„¢s goals, outtakes of the images that he didnÃƒÂ¢Ã â ¬Ã â„¢t use, often with an explanation of why he didnÃƒÂ¢Ã â ¬Ã â„¢t use the outtakes, and a final word of wisdom. There is a brief part on using Photoshop adjustment layers and smart objects.There is nothing new in this approach. Ansel Adams used almost the same approach in his great book ÃƒÂ¢Ã â ¬Ã Å“Examples: The Making of 40

PhotographsÃƒÂ¢Ã â ¬Ã Â•, except these images were made with digital cameras and modern post processing.At first it might seem like this is a tip book, but many of the same ideas keep coming up over and over, in different genres, whether it is that getting one good shot in a session is enough, or that one can reduce the exposure and highlights in post processing to reveal more detail in the highlight areas. While Sammons explains why he selected a particular set of exposure setting for an image, he rarely goes into great detail on the Lightroom adjustments, preferring to mention the principle and goal behind the adjustments. (In fact in the few cases where there were screen shots, the small size of the software adjustment panels was almost impossible to read.)Several of these photographs have appeared in his earlier books, but they bear reshowing here in light of his explanation of the processes he used to reach the final result.This is not quite a beginnerÃƒÂ¢Ã â ¬Ã â„¢s book. To get the most from the explanations it pays for one to already understand camera processes like exposure and focusing and post-production software like Lightroom. Instead this is an opportunity for folks who have gotten past those introductory stages to learn how to put that knowledge together to construct an image.I have to mention the authorÃƒÂ¢Ã â ¬Ã â„¢s easy-going writing style and enthusiasm. He regularly tells the reader to follow his heart and have fun.For what itÃƒÂ¢Ã â ¬Ã â„¢s worth, the author is wrong about the inability of Nikon cameras to create in-camera HDR. This facility exists on both my three year old Nikon D800 and my newer D500, and I expect may exist on a few earlier models as well. (I never really used the facility, much preferring the control of after-processing several exposures of the same image.)HereÃƒÂ¢Ã â ¬Ã â„¢s a book that follows in a long, if not deep, tradition of explaining what goes into the creation of an image from first conception to final image.Note: The publisher provided me with a review copy of this book at no charge.

Rick is one of the finest photographer I know of. Reading his books has always been a privilege. I loved each every chapter in this new thirty seventh book. The Sammonisms, the steps from raw image to final image, the unexpected shots and even the outtakes, can’t be explained any better. And as Jeff says in the beginning, Rick is no doubt a Magician. Special shout to the Wildlife chapters from Masai Mara and the landscapes/Seascapes from Iceland. Right timing for my Iceland trip next month. Thanks Rick for continuing to teach us as always.

Rick Sammon does it again,With Evolution of an Image, not only are his technical skills spot on, his ability to communicate those skills is enlightening. I highly recommend this book no matter what your photographic level. Rick Sammon can always elevate you.So worth it is bought both the Kindle

and softcover version.

A must for everybody who takes photography seriously or just for fun. So many great examples and a lot can be learned from each of them.

Although many books cover exposure and camera settings for image capture, Rick does a great job of discussing why one would choose certain settings and composition.

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