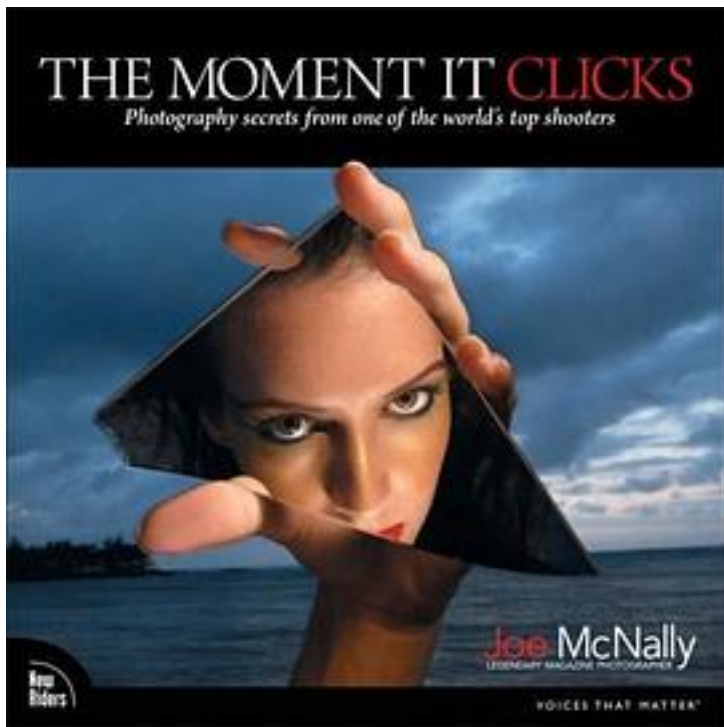


The Moment It Clicks



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著者:Joe McNally

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Book Description

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.”

作者介绍:

About the Author

Joe McNally is an internationally acclaimed photographer, whose career has spanned 30 years and included assignments in over 50 countries. Although the majority of his career has been spent shooting for magazines such as Time, Sports Illustrated, and National Geographic, in the mid-1990s Joe served as Life magazine's staff photographer, the first one in 23 years. He also has shot commercial assignments for Target, Nikon, and Sony, to name a few. Joe is a recipient of the Alfred Eisenstaedt Award and has been honored by Pictures of the Year International, World Press Photo, The Art Directors Club, American Photo, Communication Arts, and Graphis. He conducts numerous workshops around the world as part of his teaching activities. One of Joe's most notable projects, Faces of Ground Zero — Giant Polaroid Collection, has become known as one of the most significant artistic responses to the tragedy at the World Trade Center.

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标签

摄影

photography

joe

照片背后的秘密

评论

超赞. 现在已经有中文版了,可怜我当初只能买的原版@@

feeling!

My daughter Caitlin was about three at the time, so I brought it upstairs and asked her about it. She said, “It’ s for luck, Daddy.” It’ s much bedraggled now—it’ s lost its eyes and mouth, and it could use a run through the washing machine. But it’ s stayed in my camera bag Caitlin just turned 22.

看来光是所有的一切。寻找光！ 运用光！ 创造光!

joe's first lighting book

看完还是很有收获的，看这本书不仅是次视觉享受，还能洞察摄影师拍摄心理以及拍摄各种对象不为人知的秘密

书评

我说我不想再拍了，我的兴趣不在这里。被问起，那你到底想做什么呢？
沉默……我没有任何兴趣点。
眼高手低的坏任性。感到无望和虚浮，伸手够不着我想要的月亮，放在心里默默地烦躁，跺脚，挠墙，对外只是冷着脸说，我——不——要——了。习惯只要踮起脚就...

这不仅仅是一本强大的技术指导书，而且有些自传的味道，写的太好，实在是一本值得读了再读的书，尤其是在放过一段时间后，非常值得再读，用温故而知新来形容简直再恰当不过。
这本书适合的读者应当是已经做摄影师，或者打算做摄影师的选手，主要设计人物拍摄。什么叫惊喜？ ...

个人推荐阅读指数四星。零星穿插着他从受父亲英雄接触相机，开始学徒摄影，到成为大师，以及关于他的家庭孩子的故事。
乔是摄影界的成功人士了，却并不是想象光鲜亮丽，用他的话来说，为了生计，他得舍弃陪伴与孩子的相处时间，还与妻子离了婚，我不知道是不是因为职业而不能...

在我刚刚开始喜欢摄影这门艺术后，竟然鬼使神差的从网上看到推荐的这本《瞬间的背后》。
在刚刚看完第一遍的时候，感觉一般般，也许是自己功力太弱，根本看不懂，但经过学习和提高后，回头再来看的时候，老乔对光线和色彩的把握简直有点出神入化了。
其实我始终感觉摄影就是...

麦克纳利作为当世的摄影大师，作品已经广为人知。这是他第一本摄影心得体会，画册

级的摄影报告。讲述着一张张照片背后的故事。
摄影书籍分很多种，有纯技术的，还有纯画册，还有种就是评论性的感悟报告乃至心路历程。前两种鲜有涉猎，一来不是技术党，二来纯画册代价也不菲， ...

如果要我评价什么样的作品好作品，我想就是这幅照片能讲述一个好的故事。
除了器材、技术拍出美美的大片外。我想摄影讲述的更是一个故事、是作者当时的心情还有他独特的个体感受。
这本是朴实，作者只不过是在讲述他的每一幅作品是怎么拍出来，但是真实的、有感情的、娓娓道来...

总共一百多张照片，每一张配半页文字，讲述作者作为杂志摄影师完成照片的故事，和拍摄时的布光方法，尤其强调对光的控制。
看着每一张照片，思考自己出片的差别，影响是潜移默化的。好照片大多不是依赖天赋和高出片率，而是由作为自己专业和职业的大量努力和准备...

总体上来说是一本不错的摄影书，但是书中对器材的使用，是一般人根本无法做到的
当然，麦克纳利本身就是一位用光大师，文中种种的造光器材，似乎更适合于职业摄影师 所以别把它当做一本技术类的书，就看做是麦克纳利的散文集吧

和其他基本摄影图册一起买的，但这本对于提高自己摄影素质很有帮助。一半篇幅是图片，另一半是当时作者的构思，背景，布光手段，文字又很轻松幽默，图片确实都是大家之作，对于入门和中级摄影，有很多宝贵的经验。所以，很值得购买，当然价格贵了点，打对折的时候入：)

北京5D2出租，无敌兔高清视频拍摄套件出租，蔡司ZE镜头、佳能红圈定焦镜头出租，
高清摄像机EX1R出租 CloudAD 数字电影摄影武装部 详情请见：
<http://cloudad.taobao.com> 联系人：崔先生 手机：15911113890
固定电话：010-87772344 佳能5D2机身+7D机身+60D机身+铁头2代摄影套...

经典·
里面技巧不是很多，但却提供的很多摄影方面全新的视角和思维。我觉得这个是很重要的，有点像创意的发想和构图。

好技巧在另一本书里，这边还是思维方面多一点。很多东西消化不了，可能自己的摄影技术不行，所以有些东西看不懂，但换个角度换个思维去拍照片，启发蛮多的

初见标题，以为此书是讨论新闻摄影背后的瞬间性，泛读后发现其主要还是针对西方商业摄影领域。
教程经典的美式图片摄影教程。对我国刚刚兴起的插图摄影有很强的借鉴价值，在布光，道具，拍摄时机和手法等等这些方面，都能给读者带来一些启示。

乔麦克纳利大师的作品， 曾经以为也只是本讲解大道理+好设备的参考书 但等到翻开后大大的惊讶 里面不止讲到一些好照片的拍摄方法和技巧 更多的也写上了拍摄这张照片时当时的插曲和小故事 总之 就算不喜欢摄影的人也能拿起来看的很开心

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