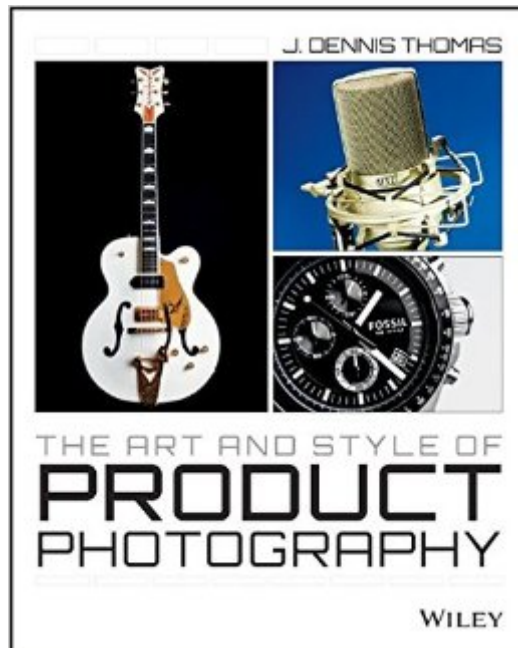# The Art And Style Of Product Photography

Synopsis

High quality images sell products. Here's how you do it. From cereal boxes to billboards to photos on , product photos have a strong impact on viewers. Now you can master the secrets of effective product photography with this essential guide. Author J. Dennis Thomas guides you through the basics, from selecting the right equipment and practicing different lighting techniques to controlling exposure, using backgrounds and props, and much more. Whether it's jewelry, food, fashion, or other products, learn how to photograph for effective selling, while building the skills and tools you need for a career. Explains how to produce quality photos for product or commercial photography, including fashion, food, jewelry, technology, and more The author is a professional photographer whose work has been published in major U.S. magazines including Rolling Stone, Elle, W Magazine, and US Weekly Covers choosing the right equipment, practicing different lighting techniques, controlling exposure, using backgrounds and props, and more Gives new and even experienced photographers the tools they need to build careers in product photography Take photographs that impress, intrigue, dazzle, and sell with The Art and Style of Product Photography.

Book Information

Paperback: 288 pages

Publisher: Wiley; 1 edition (December 31, 2013)

Language: English

ISBN-10: 1118721470

ISBN-13: 978-1118721476

Product Dimensions: 7.3 x 0.6 x 9.2 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 ststarsÂ Â See all reviewsÂ (13 customer reviews)

Best Sellers Rank: #763,035 in Books (See Top 100 in Books)   #162 inÂ Books > Arts & Photography > Photography & Video > Business & Careers   #1129 inÂ Books > Textbooks > Humanities > Visual Arts > Photography   #1364 inÂ Books > Arts & Photography > Photography & Video > Digital Photography

Customer Reviews

I'm a graduate of a two-year commercial photography program so I am pretty knowledgeable about product photography. I'd say this is a decent book for beginners - you should know the absolute basics of shooting such as ISO/shutter speed/aperture, but you don't need to know a lot to follow this book.The information presented is all good and a lot of topics are covered, but it never goes into

much depth. I think the biggest weakness of this book is that the example photos themselves are not particularly inspiring. The author is clearly an accomplished photographer with a lot of experience. I think most of the examples were shot specifically for this book, so they're nothing special - it would have been nice to see the setup for better shots done for real high-end clients.I do think this is a worthwhile read for beginners. More experienced readers would do better to read Dennis Savini's "Masterclass" book, which is the best product photography I've ever seen.

I have experimented a bit with product photography - just enough to realize that there was a lot I didn't know - particularly in the area of controlling lighting. The book met my needs in that regard, in that there were several chapters that dealt specifically with lighting equipment and setup.10 chapters are included:1. Choosing Essential Equipment2. Selecting Lighting Equipment3. Controlling and Evaluating Exposure4. Controlling and Directing Light5. Using Backgrounds, Sets and Props6. Assembling the Necessary Supplies7. Composing an Image to Suit the Product8. Applying Special Techniques to Reflective Products9. Applying Special Techniques for General Products10. Capturing, Editing and Processing ImagesThe page layout is clean and crisp with many illustrations and quite a few nice product photos, both color and B&W; however I would have liked to see many more detailed set-up images. I really wanted to see specifically where to place the lights and how to flag them; where to place reflectors, where to place flash units, etc. There was generally a sufficient amount of well written and clear explanation for various types of shots, but a picture would have made it easier to grasp and remember the theory.This is a very useful intro for those wanting to get involved or experiment with tabletop product photography, including many examples of typical small products that you might want to photograph - bottles, glasses, cosmetics, musical instruments, jewelry, perfume, etc.

No one book will be able to fully teach you how shoot commercial shots in a studio setting. However, you will be far wiser after reading this book.As a primer this book is excellent: camera and lighting gear are clarified and discussed; principles of lighting, composition, exposure, reflection, and digital processing are clearly mapped out and discussed.Most importantly, lighting diagrams are provided with some of the shots, providing the set up recipe and specs as to how a particular shot or effect was achieved. That is incredibly useful and crucial.Also check out this to go deeperLight Science and Magic: An Introduction to Photographic Lighting

This book has some very basic information and pretty pictures but it fails to explain exactly how

those pictures were taken. For instance, I could not figure out the set up for glass photography based on what was written. I finally understood it when I watched a U-tube video by another photographer. I single diagram of the set up for each picture, showing where the probes, backdrops, camera, and lights are positioned, together with an account of the camera and light settings, would have made this a much more informative book.I understand that trial and error using the basic info on this book might be a good learning experience and I am taking that approach since I have already bought the book, but for those who want to learn fast and take good pictures off the bat, there might be better resources out there.

Who is the target audience for this book? Beginner photographers who have never picked up a camera? Roughly half of the pages are devoted to the fundamentals of photography from choosing a camera to lighting angles and the Inverse Square law and the craft of setting a scene. While these chapters are well written and informative, it seems unlikely that a person wanting to commercially photograph a Rolex watch is going to demand these lessons.Once the author turns his attention to the photography of objects there are a number of different scenarios that he covers. Challenging subjects such as glass and reflective metals are discussed as is food photography and capturing images of computer components. Most of the images have their metadata recorded and Thomas does reveal his studio setups for some of the images. The issue that you will have in opening these pages is that there is so much lacking that the book amounts to a collection of nice images but not enough telling you how to produce similar results.Had the author and his editor made the decision to dispense with the introductory material and devote all of the pages to product photography so much more could have been done. Lighting charts for all of the images could have accompanied the image metadata. Food photography for example (which warrants a book all of its own), could have expanded beyond the mere 6 pages devoted to the topic. Everything, in fact, would benefit from additional coverage.

PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) Agile Product Management and Product Owner Box Set: 27 Tips to Manage Your Product, Product Backlog and 21 Tips to Capture and Manage Requirements with Scrum Agile Product Management: Product Owner (Box set) : 27 Tips To Manage Your Product, Product Backlog: 21 Tips To Capture and Manage Requirements with Scrum ... development, agile software development) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For

Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Agile Product Management: Product Owner: 26 Tips to Manage Your Product and Work with Scrum Teams Agile Product Management: Product Owner: 27 Tips To Manage Your Product And Work With Scrum Teams (scrum, scrum master, agile development, agile software development) Agile Product Management: Product Vision:: 21 Steps to setting excellent goals for your product (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to plan your product releases from a product vision with Scrum (scrum, scrum master, agile development, agile software development) Agile Product Management: Release Planning: 21 Steps to Plan Your Product Releases from a Product Vision with Scrum Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) The Art and Style of Product Photography Photoshop: Photography for Beginners & Photoshop Box Set: Master The Art of Photography and Photoshop in 24h or Less!!! (Photography, Digital Photography, ... Digital, Portrait, Landscape, Photoshop) Photography: The Complete Beginners Guide to Taking BRILLIANT Photographs that Capture Your Amazingly Beautiful World (Photography for Beginners - Digital Photography, Photography Books) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Photography for Beginners & Photoshop Lightroom Box Set: Master Photography & Photoshop Lightroom Tips in 24 Hours or Less! (Photography Tips - Wedding ... - Adobe Photoshop - Digital Photography)