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Learn Scott Kelby's 7-Point System for developing photos to perfection in Adobe Lightroom!

Imagine how awesome it would be if you opened up an image in Lightroom, even a really messed up one, and you knew exactly what to do first, what to do next, and every step along the way to take that image from flat to fabulous. Well, that is precisely what this book is all about. You're learning a system—the same one taught in colleges and universities around the world—that was crafted by world-renowned Lightroom expert Scott Kelby, the world's #1 best-selling Lightroom book author.

This is a new way of working and thinking about editing your images that will change the way you work in Lightroom forever, so you'll spend less time fixing your photos and more time finishing them, and doing the fun, creative things that make Lightroom the amazing tool that it is.

Scott narrowed things down to just the seven major editing moves we need to master to enhance our images like a pro, so we're not learning Lightroom tools we're probably never going to need. Then, and perhaps most importantly, he determined exactly when and in which order to apply these seven techniques that make up this proven, time-tested "Lightroom 7-Point System."

But, the magic of this book isn't just listing the seven techniques and how they work. It's how they're used together, and it's the learning process you go through that makes this book so unique.

This isn't a "read about it" book. This is a hands-on "you do it" book. You start each lesson with the RAW photo, right out of the camera (you can download Scott's images, so you can follow right along). Then, you're going to apply the 7-Point System in a very specific way, and you're going to do it over and over again, and again, and again, on a range of various photos, with different challenges and situations, until these seven points are absolutely second nature to you. You're going to do the full edit each time—from beginning to end—with nothing left out. Once you learn this system, there won't be an image on your screen that you won't be able to enhance, fix, edit, and finish like a pro!

As you move through the book, you'll be amazed at how well this system works across such a wide range of photos, from landscapes to portraits, from architectural to sports photography, from wedding photos to everything in between. The book is 21 short lessons (including two bonus lessons where you work with Lightroom and Photoshop together), and if you spend just 10 minutes a day doing that day's lesson, in three weeks, there won't be a photo you won't be able to beat! You'll know what to do first, what to do next, and in exactly which order to take a dull, lifeless image and make it one you'd proudly hang on your wall. Best of all, you'll learn more than just the 7-Point System along the way, as you'll have to tackle whatever each image throws at you, so you're going to discover extra techniques, shortcuts, and workarounds that will help you in every aspect of your editing.

This is the book you've been waiting for—the industry has been waiting for—and once you learn this system and start applying it

yourself, you'll be the next one to say, "You can't beat the system!"

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. Scott Kelby, the #1 best-selling Lightroom book author, brings you everything you need to know about Lightroom Mobile in his newest book. Lightroom Mobile, which is kind of like an extension of the regular desktop version of Lightroom, allows users to use Lightroom on their iPads, iPhones, and Android devices. This is really handy because it lets you do a lot of the main things you use the desktop version for, but with Lightroom Mobile, you can easily do them on your mobile device. Plus, it's "free," and that's a hard price to beat. The Lightroom Mobile Book, first shows you how to get up and running quickly. Then, comes the fun stuff, like telling Lightroom on your computer which collections you want access to over in Lightroom Mobile. Plus, you'll learn how to manage your collections, add Pick flags and star ratings, move images, play slide shows, and a bunch of other important stuff you'll want to know right up front. Then, you'll learn how to edit your images in Lightroom Mobile, using the same Basic panel features found in the desktop version of Lightroom—it's the same sliders that do the same thing, and it's even in the same order. You'll also learn how to easily crop images, as well as use the in-app camera. You'll learn step by step how to set up Lightroom on your desktop and mobile device, so that during a shoot, you can hand your

client your tablet and not only can they see the images coming in live as you shoot, they can make their own Picks, comments, and even share the link with someone at a different location, so they can be part of the shoot, and the approval process, too! There are lots of other handy features you'll want to know about, and Scott tells you exactly how to use them just like he was sitting there beside you, using the same casual style as if he were telling a friend. In *The Lightroom Mobile Book*, Scott brings the whole process together in a clear, concise, and visual way. There is no faster, more straight-to-the-point, or more fun way to learn Lightroom Mobile than with this groundbreaking book.

The first edition of "The iPhone Book" was chosen by Amazon's editors as their Computer/Technology Book of the Year. This new version of the book, totally updated and expanded for the 3G iPhone, was chosen by Amazon as one of their "Top 10 Must-Have Books" in their annual list of the most "gift-worthy" books of the holiday season. Here's why this book has become such a hit with iPhone users around the world: it's not a "Tell-me-all-about-it" book, which has in-depth discussions on everything from wireless network protocols to advanced compression codes. Instead it's a "show-me-how-to-do-it" book, that skips all the confusing techno-jargon and just tells you, in plain simple English, exactly how to use the iPhone features you want to use most. The book's layout is brilliant, with each page covering just one single topic, so finding the information you need is quick and easy, with a large full-color photo on each page so you can see exactly how it works. In this book, you'll learn:

- How to set up and manage your email the right way from the start
- How to take advantage of the iPhone's Web features (including important tips that help you avoid frustration, and get you where you want to go fast!)
- How to download and install applications from Apple's online App Store
- The key trouble-shooting tips you've got to know
- How to get your favorite photos onto your iPhone, tips for using its built-in camera, and how to make the most of the iPhone's surprisingly powerful photo features
- The tips you've got to know to use your iPhone's built-in iPod features, including watching videos, podcasts, TV shows and movies (you're going to be amazed at some of the cool things you can do)
- How to use the iPhone's built-in applications to organize your life (you'll learn things in this chapter you didn't know the iPhone could do!)
- The top 20 tips for the iPhone's phone feature that will make you fall in love with

it (you'll never want to use any other phone again) • Plus so much more, including a special bonus chapter called "iPhone Killer Tips" where you'll learn those hidden secrets that you'll be passing on to your iPhone friends (and they will be amazed!). The iPhone Book is from Scott Kelby, the award-winning author of the smash bestseller, *The iPod Book*, who teams up once again with gadget guru, and iPhone authority, Terry White to put together a book that is an awful lot like the iPhone itself—simple to use and fun to learn. In this major update to the book, Scott and Terry added even more tips, more tricks, and made it even easier by focusing on just the most useful and most requested features (without all the techno-babble) so you can start really using your iPhone today! **BONUS VIDEO:** The authors put together a special in-depth video just for readers of the book where they not only share their favorite iPhone accessories, but they share even more of those hidden little time-saving tips that can make all the difference in the world. If you've been waiting for a book that focuses on just the most important, most useful, and most fun stuff about your iPhone—you've found it.

What would your life be like if you could shoot absolutely amazing portraits? If you could be in any natural lighting situation, indoors or out, and know that you'd be able to create an amazing image every time? If you've ever dreamed of making such incredible portraits that your friends and family say, "Wait a minute, this is *your* photo!?" then you're in luck.

Award-winning photography book author Scott Kelby teaches you exactly how to shoot and edit gorgeous natural light portraits. Scott shares all his secrets and time-tested techniques, as he discusses everything from his essential go-to portrait gear to camera settings to the portrait photography techniques you need to create absolutely stunning images. From window light to taming harsh outdoor light, from the tools and accessories you need to capture beautiful portraits in any lighting condition, Scott has got you covered.

Among many other topics, you'll learn:

- The secrets to getting super-sharp portraits every time without breaking a sweat.
- Exactly which camera settings work best for natural light portraits (and which ones you should avoid).

- How to create separation with a silky smooth, out-of-focus background no matter which lens you have.
- How to tame even the harshest light and turn it to your advantage to create soft, beautiful, wrapping light.
- Which lenses will get you the best results and why.
- What gear you need, which accessories work best, and a ton of killer tips that will help you create better images and make the entire experience that much more fun.

It's all here, including an entire chapter on post-processing and re-touching, and another with detailed portrait recipes, and best of all, it's just one topic per page, so you'll get straight to the info you need fast. There's never been a natural light portrait photography book like it!

Learn how to take professional-quality photographs when you travel, using the same tricks today's top photographers use!

If you've ever dreamed of making such incredible travel photos that when your friends and family see them they say, "Wait a minute, this is *your* photo!?" then you're holding the right book.

Scott Kelby, award-winning travel photographer and author of the best-selling digital photography book in history, shares all his secrets and time-tested techniques as he discusses everything from his go-to essential travel gear, to camera settings, to how to research before your trip, to the travel photography techniques that will help you capture truly captivating images on your trip.

Among many other topics, you'll learn:

- What makes a great travel photo (including what to shoot and what to skip).
- Which lenses and accessories will get you the best results (including when to use them and why).
- How to post-process your images in Lightroom or Photoshop to get incredible results.
- Tips for getting great portraits of the locals and even how

to get them to pose for your shots.

- When it makes more sense to use your cell phone's camera instead.
- Travel photo recipes that show you the ingredients for creating specific types of travel shots.
- How to compose your travel images, how to keep your gear safe when traveling, and a ton of killer tips to help you create better travel images, and make your entire trip that much more fun.

It's all here—Scott doesn't hold anything back in this groundbreaking book that will help you take the type of travel images you've always dreamed of. There's never been a travel photography book like it!

Learn to take great photos with your iPhone—the camera you always have with you!

Imagine if someone took the same photographic techniques, principles, and tools used by high-end and professional photographers, but applied them to shooting with an iPhone. Imagine the type of images you'd be able to create using those same ideas. Well, finally, somebody has.

The world's #1 best-selling photography techniques author is about to break all the rules as he shows you how to apply the same techniques today's top pro photographers use to make stunning images. You're going to learn exactly how to use these techniques to create images that people will just not believe you could actually take with a phone (but with the quality of the iPhone's camera, you absolutely can!).

Scott leaves all the techno-speak behind and, instead, treats the whole book as if it were just you and he out on a shoot with your iPhones, using his trademark casual, plain-English writing style to help you unlock the power of your iPhone to make the type of pictures you never thought could be done with a phone. You'll learn:

- Which tools to use to make pro-quality portraits in any lighting situation.
- How to create stunning landscape shots that people will

swear you took with an expensive DSLR or mirrorless camera.

- Proven posing techniques that flatter your subject and make anyone you photograph look their very best in every shot.
- How to organize and edit your photos like a pro!
- The pros' top tips for making amazing shots of everything from flowers to product shots, from food photography to travel shots, and everything in between.

Each page covers a single concept, a single tool, or a trick to take your iPhone photography from snapshots to shots that will make your friends and family say, "Wait...you took this?!"

With over 140 countries fielding nation-state and rouge malicious cyber hacking capabilities, it is critical that we are aware of threats and vulnerabilities. Adm. Michael Rogers, director of the National Security Agency warned Congress regarding cyber attacks, "It's only a matter of the 'when,' not the 'if,' that we are going to see something dramatic." Cyber Blackout is a warning. It is a chronicle of the cyber threats of which we find ourselves at risk every day. Our power supply is vulnerable. Our food supply. Even the basics of communication. Every facet of our national security is vulnerable to cyber threats, and we are not prepared to defend them all. Cyber Blackout explains how these threats have been building since the Cold War, how they affect us now, and how they are changing the concepts of war and peace as we know them. It is essential knowledge for anyone wishing to understand safety and security in the age of the fifth domain. www.cyberblackout.net

Each year, Scott Kelby, Editor-in-Chief of Photoshop User magazine and the #1 best-selling Photoshop author, trains literally thousands of photographers on how to retouch portraits using Photoshop through his live seminars, online classes, DVDs, and standing-room only workshops at the Photoshop World Conference & Expo. Now you can learn the same techniques he uses in his own retouching workflow, in the only book of its kind—one written expressly for photographers who do their own retouching. As a pro photographer himself, Scott understands that

photographers make their living shooting, not retouching. But, delivering fully retouched images is now expected by clients. That's why Scott put together this amazing resource for teaching photographers the quickest, easiest, and most effective ways to create professional-looking, retouched final images without spending hours grinding away at painstaking, detailed techniques. **LEARN HOW THE PROS DO IT** It's all here—the step-by-step methods for fixing, enhancing, and finishing your portraits in Photoshop. Using the techniques in this book, you'll create images that will absolutely wow your clients. You'll learn: • How to soften skin and still retain detail and texture • The best tricks for beautifully enhancing eyes, eyebrows, and eyelashes • How to selectively sharpen portraits without complicated masking • How to create gorgeous-looking lips • How to remove blemishes fast and keep the most detail • The pros' tricks for body sculpting • How to make your subject's hair look fabulous • How to give your retouches that natural look that sets them apart • Plus, you get Scott's complete 5-minute, 15-minute, and 30-minute start-to-finish workflows If you're ready to learn the "tricks of the trade"—the same ones that today's leading pro photographers use to retouch, tuck, tighten, and tone their images for that pro-retouched look—you're holding the book that will do exactly that. It will radically change the way you retouch your portraits from here on out, and give you the best-looking, most natural retouches you've ever done.

While Adobe Photoshop has long been their choice for editing digital photographs, many photographers want a more focused tool. That's where Adobe Photoshop Lightroom comes in. Designed from the ground up with digital photographers in mind, Photoshop Lightroom offers powerful editing features in a streamlined interface that lets photographers import, sort, and organize images. The Adobe Photoshop Lightroom Book was also written with photographers in mind. Best-selling author Martin Evening describes Photoshop Lightroom's features in detail from a photographer's perspective. As an established commercial and fashion photographer, Martin knows firsthand what photographers need for an efficient workflow. He's also been working with Photoshop Lightroom from the beginning, monitoring the product's development and providing feedback on the public beta. As a result, Martin knows the software inside and out, from image selection to image editing to image management. In this book you'll learn how to: Work

efficiently with images shot in the raw formatn import photographs with ease and sort them according to your workflow Create and manage a personal image library Apply tonal corrections to multiple images quickly Integrate Photoshop Lightroom with Adobe Photoshop Export images for print or Web as digital contact sheets or personal portfolios Photographers will find Adobe Photoshop Lightroom—and The Adobe Photoshop Lightroom Book—indispensable tools in their digital darkroom. A free Lightroom 1.1 PDF supplement update is now available at www.peachpit.com/register.

Master the Photoshop techniques used by professionals to create captivating composites, special effects, and more! The Photoshop Workbook reveals the creative skills that photographer and retoucher Glyn Dewis uses for his global clients. In this guide you will learn not only his step-by-step Photoshop techniques, but how and when to apply them so that you, too, can take your images to a whole new level. Glyn starts by covering the individual Photoshop skills that are the essential building blocks of his process: mastering selections and cutouts; dodging and burning and using the “power of gray” for composites; applying lighting effects; creating special effects; and turning day into night using a nondestructive workflow. It's one thing to learn the techniques, but to master them you need to understand when to apply them and in what order. In the second part of the book, Glyn brings everything together with his real-world projects. He covers six complete, start-to-finish projects—including all the images for you to download and follow along—that show you how to apply the techniques to a variety of scenarios.

FOR THE FIRST TIME EVER, YOU'LL LEARN ALL THREE ASPECTS OF WHAT IT TAKES TO CREATE STUNNING PORTRAITS (HINT: IT'S NOT JUST THE LIGHTING) Scott Kelby, the world's #1 best-selling author of photography books, Editor-in-Chief and Publisher of Photoshop User magazine, and Publisher of the just-released Light It magazine, has reinvented how lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books don't dare include—the post-processing and retouching in Photoshop. This book also breaks new ground in the visual way it teaches you the lighting setup. There aren't any sketches or 3D

models—you see the lighting layout in a full-page photo, taken from above during the live shoot, so you can see exactly where everything's positioned (the subject, the photographer, the lighting, the background—you name it—you see it all). Plus, you'll see side, over-the-shoulder, and more behind-the-scenes views, so you can absolutely nail the lighting every time. LEARN THE LIGHTING SETUPS THE PROS USE Each year, Scott trains thousands of professional photographers during his Light It. Shoot It. Retouch It. LIVE! seminar tour and now, for the first time ever, he's taken that incredibly popular style of learning and put in into book form. Now everyone can have a real-world reference for getting the same looks today's clients are clamoring for. You'll learn: The step-by-step layouts for creating the most-requested and sought-after lighting looks How to get more out of one light than you ever thought you could (this is worth it alone!) How to control and shape your light without breaking the bank The camera settings, gear, and power settings for every shot The retouching techniques the pros really use to make their subjects look their very best How to retouch hair, eyes, lips, skin, and lots of other little retouching tricks that make a really big difference How to create high-contrast portrait effects without buying expensive plug-ins A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition Plus, Scott includes a special bonus chapter that shows how to create these same studio looks using off-camera hot shoe flashes and the modifiers made for them. There's never been a book like it.

This is the eBook of the printed book and may not include any media, website access codes, or print supplements that may come packaged with the bound book. AN AMAZING NEW VERSION OF THE PHOTOSHOP BOOK THAT BREAKS ALL THE RULES! Scott Kelby, Editor and Publisher of Photoshop User magazine—and the best-selling photography techniques author in the world today—once again takes this book to a whole new level as he uncovers more of the latest, most important, and most useful Adobe Photoshop techniques for photographers. This update to his award-winning, record-breaking book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly “how to do it.” It's not a bunch of theory; it doesn't challenge you to come up with your own settings or figure it out on your own. Instead, Scott shows you step by step the exact techniques used by today's cutting-edge digital photog-

raphers, and best of all, he shows you flat-out exactly which settings to use, when to use them, and why. LEARN HOW THE PROS DO IT The photographer's workflow in Photoshop has evolved greatly over time, and in this current version of book you'll wind up doing a lot of your processing and editing in Photoshop's Adobe Camera Raw feature (whether you shoot in RAW, JPEG or TIFF—it works for all three). That's because for years now, Adobe has been adding most of Photoshop's new features for photography directly into Camera Raw itself. Since today's photography workflow in Photoshop is based around Camera Raw, about one third of this book is about mastering Camera Raw like a pro. Plus, you'll learn: • The sharpening techniques the pros really use. • The pros' tricks for fixing the most common digital photo problems fast! • The most useful retouching techniques for photographers, and how to make “impossible” selections like wind-blown hair (it's easy, once you know the secrets), and how to use Layers like a pro. • How to seamlessly remove distracting junk from your images. • How to stitch panoramas, how to process HDR for a realistic look, and tricks for pulling way more out of your images than you ever dreamed possible. • The latest Photoshop special effects for photographers (there's a whole chapter just on these!). • A host of shortcuts, workarounds, and slick “insider” tricks to send your productivity through the roof! Scott includes a special chapter with his own workflow, from start to finish, plus, each chapter ends with a Photoshop Killer Tips section, packed with time-saving, job-saving tips that make all the difference. He also provides four bonus chapters, along with the images used in the book for download so you can follow right along. If you're ready to learn all the “tricks of the trade”—the same ones that today's leading pros use to correct, edit, retouch, and sharpen their work—then you're holding the book that will do just that.

This book is renowned for being the book to own to understand lighting! This is better than all the other how to books on the market which just provide set examples for photographers to follow. Light Science and Magic provides photographers with a comprehensive theory of the nature and principles of light to allow individual photographers to use lighting to express their own creativity. It will show you in-depth how to light the most difficult subjects such as surfaces, metal, glass, liquids, extremes (black-on-black and white-on-white), and people. With more information specific

for digital photographers, a brand new chapter on equipment, much more information on location lighting, and more on photographing people, you'll see why this is one of the only recommended books by www.strobist.com.

Since Lightroom 1.0 first launched, Scott's Kelby's *The Adobe Photoshop Lightroom Book for Digital Photographers* has been the world's #1 bestselling Lightroom book (it has been translated into a dozen different languages), and in this latest version for Lightroom 6, Scott uses his same award-winning, step-by-step, plain-English style and layout to make learning Lightroom easy and fun. Scott doesn't just show you which sliders do what (every Lightroom book will do that). Instead, by using the following three simple, yet brilliant, techniques that make it just an incredible learning tool, this book shows you how to create your own photography workflow using Lightroom:

- Throughout the book, Scott shares his own personal settings and studio-tested techniques. Each year he trains thousands of Lightroom users at his live seminars and through that he's learned what really works, what doesn't, and he tells you flat out which techniques work best, which to avoid, and why.
- The entire book is laid out in a real workflow order with everything step by step, so you can begin using Lightroom like a pro from the start.
- What really sets this book apart is the last chapter. This is where Scott dramatically answers his #1 most-asked Lightroom question, which is: "Exactly what order am I supposed to do things in, and where does Photoshop fit in?" You'll see Scott's entire start-to-finish Lightroom 6 workflow and learn how to incorporate it into your own workflow.
- Plus, this book includes a downloadable collection of some of the hottest Lightroom Develop module presets to give you a bunch of amazing effects with just one click! Scott knows firsthand the challenges today's digital photographers are facing, and what they want to learn next to make their workflow faster, easier, and more fun. He has incorporated all of that into this major update for Lightroom 6. It's the first and only book to bring the whole process together in such a clear, concise, and visual way. Plus, the book includes a special chapter on integrating Adobe Photoshop seamlessly right into your workflow, and you'll learn some of Scott's latest Photoshop portrait retouching techniques and special effects, which take this book to a whole new level. There is no faster, more straight to the point, or more fun way to learn Lightroom than with this groundbreaking book.

Have you ever dreamed of taking such incredible landscape photos that your friends and family say, "Wait a minute, this is your photo?! You took this?" Well, you're in luck. Right here, in this book, pro photographer and award-winning author Scott Kelby teaches you how to shoot and edit jaw-dropping landscape photographs. Scott shares all his secrets and time-tested techniques, as he discusses everything from his go-to essential gear and camera settings to the landscape photography techniques you need to create absolutely stunning images. From epic scenes at sunrise to capturing streams and waterfalls with that smooth, silky look, and from photographing the night sky or the Milky Way to creating breathtaking, sweeping panoramas, Scott has got you covered. Among many other topics, you'll learn:

- The secrets to getting super-sharp, crisp images (without having to buy a new lens).
- Exactly which camera settings work best for landscape photography and why (and which ones you should avoid).
- Where to focus your camera for tack-sharp images from foreground to background.
- How to shoot beautiful high dynamic range images and stunning panoramas (and even HDR panos!), along with how to post-process them like a pro.
- How to create captivating long-exposure landscape shots that wow your viewers.
- What gear you need, what gear you can skip, which accessories work best, and a ton of killer tips that will not only help you create better images, but make the entire experience that much more fun. It's all here, from the planning, to the shoot, to the post-processing—taking your images from flat to fabulous—and best of all, it's just one topic per page, so you'll get straight to the info you need fast. There has never been a landscape book like it!

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Offers information on a variety of Adobe Photoshop tools, filters, and techniques for Adobe Photoshop Lightroom users.

A trusted reference for beginners looking to master the portrait or lifelong photographers looking to try a new twist on the classic genre. The editors of *Popular Photography* pooled all their knowledge from their 70+ years of experience to bring you the most

comprehensive guide to portraits on the market: *The Complete Portrait Manual*. Whether you're after snapshots of loved ones laughing, impressive studio headshots, fun yet tasteful selfies, or lightning-fast captures of athletes doing the thing they love, this guide will help you produce the perfect portrait. In chapters on how to flatter your subjects with poses and angles, light them just right, and retouch your photos in post-production, you'll learn how to:

- Get to Know Your Subjects
- Pick Props that Show Personality
- Snap a Nice Selfie
- Craft Environmental Portraits
- Hide Flaws with Clever Angles
- Take Candid Street Shots
- Pick Poses that Flatter
- Zoom In on Telling Details
- Shoot Truly Joyful Holiday Portraits
- Freeze a Subject's Fleeting Reflection
- Set Up Avedon Lighting
- Know Your Light Sources
- Flatter with a Ring Light
- Mimic Film Noir Shadows
- Slow a Spinning Ballerina with Long Exposure
- Combine Natural and Studio Light
- Select Light Modifiers
- Capture Musicians with Limited Lighting
- Make Nostalgic Portraits with Film
- Understand Retouching Tools
- Go Classic with Black and White Conversion
- Craft Whimsical Composites
- Repair Old Photos of Loved Ones
- Minimize Lines and Skin Flaws
- Whiten Teeth and Eyes
- Make Cautious Use of the Liquify Tool
- Brighten Exposure for Breezier Snapshots

ARE YOU READY FOR AN ELEMENTS BOOK THAT BREAKS ALL THE RULES? This book breaks new ground by doing something for digital photographers that's never been done before—it cuts through the bull and shows you exactly "how to do it." It's not a bunch of theory; it doesn't challenge you to come up with your own settings or figure things out on your own. Instead, it does something that virtually no other Elements book has ever done—it tells you flat-out which settings to use, when to use them, and why. If you're looking for one of those "tell-me-everything-about-the-Unsharp-Mask-filter" books, this isn't it. You can grab any other Elements book on the shelf, because they all do that. Instead, this book gives you the inside tips and tricks of the trade for organizing, correcting, editing, sharpening, retouching, and printing your photos like a pro. You'll be absolutely amazed at how easy and effective these techniques are—once you know the secrets. **LEARN HOW THE PROS DO IT** Each year Scott trains thousands of digital photographers and, almost without exception, they have the same questions and face the same problems—that's exactly what he covers in this book. You'll learn: How to unlock the power of layers (you'll be amazed at how easy it is!) How to use Camera

Raw for processing not only RAW photos, but JPEGs, TIFFs, and PSDs too! (And you'll learn why so many pros like it best—because it's faster and easier) The sharpening techniques the pros really use (there's an entire chapter just on this!) How to deal with common digital camera image problems, including brightening people in dark shadows and getting the best color possible The most requested photographic special effects, and much more! THE BOOK'S SECRET WEAPON Although Elements 2020 offers some digital photography features that Photoshop doesn't offer, there are plenty of features that Photoshop has that Elements 2020 doesn't (like channels, HDR, etc.). But in this book, you'll learn some slick workarounds, cheats, and fairly ingenious ways to replicate many of those Photoshop features right within Elements. Plus, you can download many of the images used in the book, so you can follow right along with the techniques. Since this book is designed for photographers, it doesn't waste your time talking about what a pixel is, how to frame a shot or set your exposure, etc., and there's no talk about which camera or printer to buy. It's all Elements, step by step, cover to cover, in the only book of its kind, and you're gonna love it!

Learn all three aspects of what it takes to create stunning portraits—lighting, shooting, and retouching! Scott Kelby, the #1 best-selling author of photography technique books and Editor-in-Chief of Photoshop User magazine, has reinvented how flash lighting books are written by finally revealing the entire process from start to finish. You see everything from the complete flash and softbox setup (including all the gear used), to the shoot (including all the camera and flash settings), to the all-important part that most books don't dare include—the post-processing and retouching in Lightroom and Photoshop. This book also breaks new ground in the visual way it teaches you exactly how and where to set up your flash. There aren't any sketches or drawings—you see the actual lighting setup, taken from above during the live shoot, so you can see exactly where everything's positioned (the subject, the photographer, the lighting, the background, you name it—you see it all). Plus, you'll see side, over-the-shoulder, and more behind-the-scenes views (with all the exact measurements), so you can absolutely nail the lighting every time. Scott has trained thousands of photographers during his Light It. Shoot It. Retouch It. LIVE! seminar tour and he's taken that incredibly popular style of learning and put it into book form. Now you can have a real-world

reference for getting the same looks today's clients are clamoring for. You'll learn:

- The step-by-step setups for creating the most-requested and sought-after lighting looks using flash.
- How to get more out of one flash than you ever thought you could (this is worth it alone!).
- How to control and shape the light from your flash without breaking the bank.
- The camera settings, the gear, and the flash power settings for every shot.
- The retouching techniques the pros really use today to make their subjects look their very best.
- How to retouch hair, eyes, lips, and skin, plus lots of other little retouching tricks that make a really big difference.
- The measurements for everything, so you know exactly how far to position the flash from your subject, and your subject from the camera, and how high to position each and every light. It's all there, so you can't miss.
- A host of insider tricks, invaluable shortcuts, and kick-butt special effects to give you a real advantage over the competition.

And, the entire book is written in Scott's trademark casual, step-by-step, plain-English style. There's never been a book like it and you're going to love the results you get from it.

TABLE OF CONTENTS Chapter 1: Beauty Look Clamshell Lighting Chapter 2: Dramatic Portrait Chapter 3: Simple One-Flash Look Chapter 4: Location Flash with Backlight Chapter 5: Contrasty Side Lighting Chapter 6: Corporate Headshot (Male) Chapter 7: Corporate Headshot (Female) Chapter 8: Window Light + Flash Chapter 9: Sports Look Chapter 10: Fashion Lighting Chapter 11: Gel Color Effects Chapter 12: Rim Lighting Chapter 13: One-Flash Location Chapter 14: Compositing Portraits Chapter 15: Sunset Location

"You see everything from the complete lighting setup (and all the gear used), to the shoot (including all the camera settings and a contact sheet of the progression of the shoot), to the all-important part that most books don't dare include--the post-processing and retouching in Photoshop."--p.4 of cover.

Describes how to achieve the same effects that are seen in magazines, television, newspapers, and the Web using Adobe Photoshop.

This book (for Windows and Mac) breaks new ground by doing something for digital photographers that's never been done before—it cuts through the bull and shows exactly "how to do it." It's not a bunch of theory; it doesn't challenge readers to come up with their own settings or figure things out on their own. Instead, it tells readers flat-out which settings to use, when to use them,

and why. This book gives the inside tips and tricks of the trade for organizing, correcting, editing, sharpening, retouching, and presenting photos like a pro. Readers will be absolutely amazed at how easy and effective these techniques are—once they know the secrets. This book covers:

- The real secrets of how the pros retouch portraits
- How to color correct any photo without breaking a sweat
- How to use Camera Raw for processing not only RAW photos, but JPEGs and TIFFs, too!
- The sharpening techniques the pros really use
- How to deal with common digital camera image problems, including removing noise and avoiding halos
- The most requested photographic special effects
- All the brand new features of Elements 11, which offers better ways to manage photos, map images, share memories, use templates, and easily create pro-quality photographic effects

And the book's secret weapon: It also covers slick workarounds, cheats, and some fairly ingenious ways to replicate many Photoshop CS6 features from right within Elements 11. -And much more!

Offers advice for shooting different types of photographs in different environments, including using natural light, using hot-shoe flash, and shooting landscapes and nature photography.

It used to be that the only people that needed professional-looking headshots were actors and models, but now thanks to Facebook, Twitter, LinkedIn, and social media in general, headshots are hot! They've never been more in demand than they are today, and Peter Hurley's unique headshot style and trademark look have made him the most sought-after headshot photographer in the world today. Here's your chance to learn exactly how to create "the look" that everybody's after. This is bankable stuff! If you're not adding headshots to what you offer as a photographer, you're leaving a lot of money on the table. Peter knows first-hand the secrets to not only lighting your headshots like a pro (there's a whole chapter on that alone), but in this book he reveals, in the very same fashion that made him a famous name with photographers everywhere, how he gets authentic expressions and incredibly flattering positioning that will make your clients look better than they ever have in any photo—period! It's all here: he shows you his positioning techniques, his secrets for getting genuine smiles and images that look so natural you won't believe they're posed (but of course, they are), and you'll learn the very same techniques that Peter uses to create amazing headshots for everyone from execs at top Fortune 500 companies, to Silicon Valley

startups, to actors and public figures who know all too well how important a great-looking headshot really is. Peter doesn't hold anything back. He reveals all his tricks of the trade, from his trademark lighting look, to how to create good-looking backgrounds on location, to positioning tricks you won't hear anywhere else, and it's all written in Peter's fun, quirky, inspiring style that lets you know, right from the beginning, you can do this, and you can do this big! These are the techniques that Peter has crafted from years in front of the lens, as a model for top brands like Abercrombie & Fitch and Guess, and years behind the lens, giving him an insight few photographers will ever possess, and he's willing to share every bit of it—every trick, every technique, and every nuance—in this book that will pay for itself at your very next shoot. Yes, it's that good.

Learn how to take professional-quality photographs using the same tricks today's top photographers use (surprisingly, it's easier than you'd think)!

This is a completely, totally updated version of the #1 best-selling digital photography book of all time! It's the award winning, worldwide smash hit, written by Scott Kelby, that's been translated into dozens of different languages.

Here's how Scott describes this book's brilliant premise: "If you and I were out on a shoot, and you asked me, 'Hey, how do I get this flower to be in focus, with the background out of focus?,' I wouldn't stand there and give you a photography lecture. In real life, I'd just say, 'Put on your zoom lens, set your f-stop to f/2.8, focus on the flower, and fire away.' That's what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets I've learned just like I would with a friend—without all the technical explanations and techie photo speak."

This isn't a book of theory—full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With over 200 of the most closely guarded photographic "tricks of the trade," this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time.

Each page covers a single concept that makes your photography better. Every time you turn the page, you'll learn another pro sett-

ing, tool, or trick to transform your work from snapshots into gallery prints. If you're tired of taking shots that look "okay," and if you're tired of looking in photography magazines and thinking, "Why don't my shots look like that?" then this is the book for you.

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 Chapter 11: How to Print Like a Pro
 Chapter 12: Photo Recipes to Help You Get the Shot

Furnishes an overview of digital photography, covering such topics as cameras, exposure, lighting, shutter speed, depth of field, and resolution--and tips on how to avoid hours of photo-editing by taking great photographs the first time.

Scott Kelby, author of the top-selling digital photography book of all time, is back with an entirely new book in his popular series that picks up right where part 4 left off. It's more of that "Ah ha—so that's how they do it," straight-to-the-point, skip-the-technojargon stuff you can really use today that made part 1 so successful. In parts 1 through 4 of this series, the most popular chapter in the book has always been the last chapter: "Photo Recipes to Help You Get 'The Shot'." In each of those chapters, Scott shows a final image and then describes how to get that type of shot. Here, in part 5, he gives you what you've been waiting for: an entire book of nothing but those amazing photo recipes. But, he took it up a big notch by adding a behind-the-scenes photo for every single recipe. Now you can see exactly how it was done, so you can get that exact same look every time. In these extra pages, each spread allows you to dig in a little deeper and really unlock the power of these recipes. Scott breaks each spread into four segments: (1) he explains exactly what you're seeing behind the scenes, (2) he lists all of his camera settings, and lens and lighting info—it's all there, (3) he gives you his

thought process, so you learn exactly why he does it this way, and (4) he shares all the post-processing in Lightroom or Photoshop that goes on after the shoot (this is something other books leave out). Plus, the whole book is packed with tips and insights you won't find anywhere else. This isn't a book of theory, full of confusing jargon and detailed concepts. This is a book on which button to push, which settings to use, and exactly how and when to use them. With around 100 of the most popular photographic "tricks of the trade," the entire book is designed to get you shooting like a pro starting today. You're gonna love it. ARE YOU READY FOR AN AMAZING NEW VERSION OF THE PHOTOSHOP BOOK THAT BREAKS ALL THE RULES? Scott Kelby, the best-selling Photoshop author in the world today, once again takes this book to a whole new level as he uncovers the latest, most important, and most exciting new Adobe Photoshop CS4 techniques for digital photographers. This major update to his award-winning, record-breaking book does something for digital photographers that's never been done before—it cuts through the bull and shows you exactly "how to do it." It's not a bunch of theory; it doesn't challenge you to come up with your own settings or figure it out on your own. Instead, Scott shows you step-by-step the exact techniques used by today's cutting-edge digital photographers, and best of all, he shows you flat-out exactly which settings to use, when to use them, and why. That's why the previous editions of this book are widely used as the official study guide in photography courses at colleges and universities around the world. LEARN HOW THE PROS DO IT Each year Scott trains thousands of professional photographers how to use Photoshop, and almost without exception they have the same questions, the same problems, and the same challenges—and that's exactly what he covers in this book. You'll learn: • The sharpening techniques the pros really use. • The pros' tricks for fixing the most common digital photo problems fast! • The step-by-step setup for getting what comes out of your printer to match exactly what you see onscreen. • A whole chapter on how to process HDR (High Dynamic Range) images. • How to master new CS4 interface and workflow features. • How to color correct any photo without breaking a sweat. • How to process RAW digital camera images (plus how to take advantage of all the new Camera Raw features in CS4!). • How to add real automation to your work. • How to show your work like a pro! • A host of

shortcuts, workarounds, and slick “insider” tricks to send your productivity through the roof! Plus, Scott included a special bonus chapter with his own CS4 workflow, from start to finish. If you’re a digital photographer, and you’re ready to learn the “tricks of the trade”—the same ones that today’s leading pros use to correct, edit, sharpen, retouch, and present their work—then you’re holding the book that will do just that.

Packed with all the latest ideas and techniques that usually can only be gained from experience or from keeping up-to-date with all the latest literature, this guide to studio portrait photography explains how to get the best results and the lighting techniques required. Also included are details of many special techniques that will show the reader how to select and use special filters, how to take high-impact close-ups, how to handle exposure testing and control and lots more besides. Illustrated with b & w and colour photographs throughout.

Since Lightroom 1.0 first launched, Scott’s Kelby’s The Adobe Photoshop Lightroom Book for Digital Photographers has been the world’s #1 best-selling Lightroom book (it has been translated into a dozen different languages), and in this latest version for Lightroom 5, Scott uses his same award-winning, step-by-step, plain-English style and layout to make learning Lightroom easy and fun. Scott doesn’t just show you which sliders do what (every Lightroom book will do that). Instead, by using the following three simple, yet brilliant, techniques that make it just an incredible learning tool, this book shows you how to create your own photography workflow using Lightroom: Throughout the book, Scott shares his own personal settings and studiotested techniques. Each year he trains thousands of Lightroom users at his live seminars and through that he’s learned what really works, what doesn’t, and he tells you flat out which techniques work best, which to avoid, and why. The entire book is laid out in a real workflow order with everything step by step, so you can begin using Lightroom like a pro from the start. What really sets this book apart is the last chapter. This is where Scott dramatically answers his #1 most-asked Lightroom question, which is: “Exactly what order am I supposed to do things in, and where does Photoshop fit in?” You’ll see Scott’s entire start-to-finish Lightroom 5 workflow and learn how to incorporate it into your own workflow. Plus, this book includes a downloadable collection of some of the hottest Lightroom Develop module presets to give you a bunch of amazing effects with just one

click! Scott knows first-hand the challenges today’s digital photographers are facing, and what they want to learn next to make their workflow faster, easier, and more fun. He has incorporated all of that into this major update for Lightroom 5. It’s the first and only book to bring the whole process together in such a clear, concise, and visual way. Plus, the book includes a special chapter on integrating Adobe Photoshop seamlessly right into your workflow, and you’ll also learn some of Scott’s latest Photoshop portrait retouching techniques and special effects, which take this book to a whole new level. There is no faster, more straight-to-the-point, or more fun way to learn Lightroom than with this groundbreaking book.

The simplest, easiest, and quickest ways to learn over 250 Photoshop tips, tricks, and techniques! Scott Kelby, the world’s #1 best-selling photography technique books author, is back with a totally updated and revised new edition of his bestselling book *How Do I Do That In Photoshop?* The first edition of this best-selling book presented an entirely new concept in Photoshop books—one that’s designed from the ground up to get you straight to whatever it is you need to do in Photoshop right now, get your answer fast, and get you back to editing your images in Photoshop. Thanks to Adobe’s incredibly popular Creative Cloud Photography plan, which includes Photoshop and Lightroom, photographers are extending the depth and power of Lightroom by jumping over to Photoshop to do all those things Lightroom just can’t do (or Lightroom can do, but in Photoshop, it’s faster and easier, or the results are just better). Because Photoshop has so much power and depth, sometimes the things you need are...well...kinda hidden or not really obvious. There will be a lot of times when you need to get something done in Photoshop, and you know Photoshop can do it (because Photoshop can do just about anything), but you have no idea where Adobe hid that feature, or what the “secret handshake” is to do that thing you need now so you can get back to working on your images. That’s why this book was created: to quickly get you to the technique, the shortcut, the setting, or exactly the right thing you need to do right now. Here’s how it works: When you need to know how to do a particular thing, you turn to the chapter where it would be found (Layers, Printing, Fixing Problems, Special Effects, etc.), find the thing you need to do (it’s easy, each page covers just one single topic), and Scott tells you exactly how to do it just like he was sitting there beside you,

using the same casual style as if he were telling a friend. That way, you get back to editing your images fast. This isn’t a book of theory, full of confusing jargon and detailed multi-step concepts. This is a book on which button to click, which setting to use, and exactly how and when to use it, so you’re never “stuck” in Photoshop again. This will be your “go to” book that sits within reach any time you’re working in Photoshop, and you are going to love having this type of help right at your fingertips.

This collection includes: *The Photoshop Elements 3 Book for Digital Photographers* If you’re ready for an Elements 3 book that breaks all the rules, this is it, because it does something for digital photographers that’s never been done before—it cuts through the bull and shows you exactly “how to do it.” It tells you, flat-out, which settings to use, when to use them, and why. This book is not a bunch of theory; it doesn’t challenge you to come up with your own settings or figure things out on your own. It gives you the same settings used by some of the top digital pros, settings you can use today to get professional results you’ve always dreamed of. Plus, since this book is designed for photographers, it doesn’t waste your time talking about how to frame a shot, setting your exposure, etc. and there’s no talk which camera or printer to buy. It’s all Elements, step-by-step, cover-to-cover in the only book of its kind, and you’re gonna love it! Besides learning the inside tips and the tricks of the trade for correcting, editing, sharpening, retouching, and presenting your photos like a pro. You’ll learn how to unlock the power of all the new Elements 3 features, including how to manage your photos using the new Organizer, how to use the new “pro tools” like the Healing Brush and the Shadow/Highlight controls, and how to master the new “Creation” section to take your photos to an entirely new level. Plus, you’ll see it all step-by-step, in plain English, and you’ll be absolutely amazed at how easy and effective these techniques are, once you know the secrets. *Photoshop Elements 3 Down & Dirty Tricks* He’s back! Adobe’s already-powerful imaging editing software has just grown a whole lot more powerful, and best-selling author Scott Kelby (editor of *Photoshop User* magazine) has returned to unlock even more of its secrets. Using step-by-step instructions and nearly 700 full-color images, Scott reveals precisely how to achieve some of Photoshop Element 3’s most closely guarded special effects. By the end of the volume you’ll have learned more than 300 new techniques for using Adobe’s affordable consumer-level

software. Packed with creative ideas, layouts, and design techniques, the volume does more than just rehash masking, pixels, and file formats and resolution: It provides you with the Elements chops you need to unleash your own creativity.

Revised and thoroughly updated, this practical guide to photographing people is better than ever! What is the color of skin? You may think you know, until you enter the world of digital photography and try to reproduce what you see. Differences in software, lighting, computer calibration—everything has an impact on color. And that’s all before you get into differences between people in terms of skin types, ethnicities, age, gender, and more! Hollywood-based photo-illustrator Lee Varis guides you step-by-step through the maze. This new edition covers the very newest trends and techniques in photographing, lighting, and editing skin—and offers plenty of tips, examples, and valuable advice from the author’s own professional experience in the field. Shows you how to digitally capture all skin types: male, female, young, old, different skin tones and ethnicities, with makeup or without, wrinkled, tattooed, and more Covers a wealth of topics in addition to photo editing, such as how to obtain model releases and compose shots, how to shoot groups, and how to create promotional headshots Incorporates the latest on working with Photoshop and Lightroom Showcases exceptional work from a variety of photographers and artists If you’re photographing people, you’ll want this valuable and unique guide on your shelf.

In this book, Michael Mowbray shows readers how to set up a completely speedlight-based portrait photography studio. He goes in depth regarding gear and techniques, providing photographers with scores of example portraits and lighting diagrams to make it easy to follow along and replicate the portrait lighting effects that he shows. Readers will learn about selecting speedlights (Mowbray covers Canon, Nikon, and third-party units), learning standard operations, and working with the units on the camera’s hot shoe (a connectivity device on top of the camera) or in the periphery for more flexible, controllable results. Readers will learn why

modifying the light from speedlights will produce a lot more bang for their buck and will also discover a host of tools—commercial and DIY—that can be used to change the direction, color, and quality of light for the ultimate artistic control.

For years, editorial and commercial photographer Zack Arias has been a respected and trusted voice in the photography industry. Known for his photography, his teaching, and his ability to connect with photographers, Zack has long had an “open door” approach to discussing his career—the ups and the downs—and in so doing has provided a straightforward and candid look inside the industry. By consistently showing great work and offering helpful advice, he has built a large, loyal readership that looks to him for guidance in navigating the currents of a difficult and dynamic industry. Now, Zack finds yet another way to cut through the noise and offer truly valuable information to those struggling to make their way through the twists and turns of an ever-changing landscape. In *Photography Q&A*, Zack answers over 100 questions that he fielded directly from the public. These are questions that range across all aspects of the photo industry: gear, marketing, street photography, vision, pricing, branding, light, models, work/life balance, technical advice, and much more. From how to “put yourself out there” and start to get jobs, to how to get paid for those jobs when the client is slow to cut the check—and everything in between—*Photography Q&A* answers many of the pressing questions that photographers are asking, but until now have not been addressed. The book also includes intermittent “Visual Intermission” sections—where Zack discusses individual images that were milestones in his development as a photographer—as well as worksheets on topics such as pricing and costs that help photographers to “know their numbers.” With all this material, and with insightful, honest answers that come straight from Zack’s experience as a photographer who has seen it all (or at least a lot of it), *Photography Q&A* is an essential resource for any photographer looking for the real answers to the real questions in the industry today.

This book breaks new ground by doing something for digital photo-

graphers that’s never been done before—it cuts through the bull and shows you exactly “how to do it.” It’s not a bunch of theory; it doesn’t challenge you to come up with your own settings or figure things out on your own. Instead, it does something that virtually no other Elements book has ever done—it tells you flat-out which settings to use, when to use them, and why. If you’re looking for one of those “tell-me-everything-about-the-Unsharp-Maskfilter” books, this isn’t it. You can grab any other Elements book on the shelf, because they all do that. Instead, this book gives you the inside tips and tricks of the trade for organizing, correcting, editing, sharpening, retouching, and presenting your photos like a pro. You’ll be absolutely amazed at how easy and effective these techniques are—once you know the secrets. Each year we train thousands of digital photographers and, almost without exception, they have the same questions and face the same problem—that’s exactly what we cover in this book. You’ll learn: • The real secrets of how the pros retouch portraits • How to color correct any photo without breaking a sweat (you’ll be amazed at how they do it!) • How to use Camera Raw for processing not only RAW photos, but JPEGs and TIFFs, too! (And you’ll learn why so many pros like it best—because it’s faster and easier) • The sharpening techniques the pros really use (there’s an entire chapter just on this!) • How to deal with common digital camera image problems, including removing noise and avoiding halos • The most requested photographic special effects, and much more! **THE BOOK’S SECRET WEAPON** Although Elements 7 offers some digital photography features that Photoshop CS4 doesn’t offer, there are plenty of features that Photoshop CS4 has that Elements 7 still doesn’t have (things like layer masking, Channel Mixer, etc.). But in this book, you’ll learn some slick workarounds, cheats, and some fairly ingenious ways to replicate many of those Photoshop features from right within Elements. Plus, since this book is designed for photographers, it doesn’t waste your time talking about how to frame a shot, setting your exposure, etc., and there’s no talk about which camera or printer to buy. It’s all Elements, step-by-step, cover-to-cover, in the only book of its kind, and you’re gonna love it!