



Photographers at Work: Essential Business and Production Skills for Photographers in Editorial, Design, and Advertising

By Martin Evening

Pearson Education (US). Paperback. Book Condition: new. BRAND NEW, Photographers at Work: Essential Business and Production Skills for Photographers in Editorial, Design, and Advertising, Martin Evening, Today, being a professional photographer is about much more than the ability to make a technically perfect image, and photographers need to use many other skills that go beyond the production of a photograph. What are the relationships between photographer and clients really like? How should you prepare for a special effects shoot? What steps should you take to protect your equipment while shooting on location? In Photographers at Work, photographer and best-selling author Martin Evening examines these issues and much more, offering advice to help you succeed in an ever-changing-and challenging-field. Answers to these questions will give you the practical information and guidance you need to make it as a photographer in the creative fields of editorial, design, or advertising. This book takes an in-depth look at the industry, covering key topics that every working photographer needs to know-from working with models, to the legal and safety issues of working on location, to owning and running a studio, securing clients and work, and handling the complex finances of a business. While sharing his...



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