



The Fundamentals of Creative Photography

By David Präkel

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The Fundamentals of Creative Photography offers a comprehensive introduction to the world of applied creative photography. It is concerned with photography in a professional context – images that are to be used in the fulfilment of a brief, rather than those created solely for self-expression. Creativity is important, but must be focused on meeting the client's needs.

The book explores the principles that underpin the discipline, guiding the reader through the practical considerations involved in executing the perfect shot. It includes guidance on acquiring and developing new skills, the practice of self-promotion and self-administration, and a discussion of the image workflow.

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Editorial Review

Review

'From an educator's perspective, this is probably the best book on photography I've come across ... this title covers everything that photography students need from production and distribution to critical analysis (and everything in between). The book's layout has been well designed and the language used is very accessible to a range of students.' Dave Caton, School of Art, Swindon College, UK. 'A relevant and inspiring book that strikes a good balance between explaining the basics and giving an inspirational look into the world of professional photography. Attractively and clearly laid out with clear graphics and good examples of professional work.' Katherine Baker, Guildford College, UK. 'Very up-to-date text/layout style which students have commented on! Set out in a very clear and easy fashion.' Richard Sainsbury, Guildford College, UK.

About the Author

David Prakes runs his own photographic training workshops in Northumberland, UK. He has enjoyed a successful and diverse career in journalism, photography and education and has taught at all levels in universities, colleges, schools in both the UK and the US as well as the prestigious Kodak Imaging Training Centre in Harrow, London.

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