

# Digital Fashion Photography

Chris Tarantino, Ken Tan

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**Chris Tarantino, Ken Tan : Digital Fashion Photography** before purchasing it in order to gage whether or not it would be worth my time, and all praised Digital Fashion Photography:

0 of 0 people found the following review helpful. For beginners only. Lacking in inspiration.By Joseph G.Attempting to be all things rarely works and this book is the embodiment of that principle.Digital Fashion Photography utterly fails as a book on photography or a book on photoshop or as a book on fashion. Yes it touches an all these subjects yet gives very, very little in-depth knowledge.I could forgive it for all the above if it at least had some inspiring fashion photography in it. Alas, most of the photographs are more glamor and beauty. Very little fashion.To add insult to injury, several of the models are obviously amateurs.If your are interested in photography, color management, photoshop or lighting there are many other; better choices. If you are interested in the business of fashion photography

then buy 'Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade' by Bruce Smith. A much superior work from a REAL fashion photographer. Fashion Photography: A Complete Guide to the Tools and Techniques of the Trade 0 of 0 people found the following review helpful. Very Good By Brian J. Vicker The book gave much needed insight information about how to do Fashion Photography; it even gave me tips on what kind of equipment to use. 1 of 1 people found the following review helpful. I like it but.... By B. JACKSON It was a good book but I would have liked more if they told you how to photograph men as well women and not just women.

Geared towards both professionals and people working to become professionals, this book offers essential instruction on digital fashion photography. With digital photography taking the industry by storm, this is an opportune time to learn the ins and outs of shooting models in the studio and on location by using digital equipment. This book includes how-tos for those interested or already involved in fashion photography-how to set up fashion specific shots whether in-studio or on-location, how to use digital equipment to get the shot you want, etc. With its huge audience, high paychecks and glamorous international lifestyle, fashion photography may seem like one of the world's most sought-after professions. For every fashion photographer who makes it through the door of a top magazine, a thousand others find their niche in fashion advertising, art photography, celebrity portraiture or even paparazzi work to make a living. This book combines educational digital photography information that is related to digital photography in general as well as the areas and issues indigenous to the professional fashion photography world. Its visual nature carries the same appeal as fashion magazines worldwide-people love to look at images of beautiful people. With informative content and breathtaking images, from simple to futuristic, this is undeniably an engaging book, perfect for this audience.

1. From Film to Digital: A Brief Overview of Camera Technology 2. Working with Agents and Clients 3. Working with Models 4. Studio work 5. Location Work 6. Post-Shoot Image Selection, Transfer, and Storage 7. Post-Production and Adobe Photoshop 8. The Ins and Outs of Color Management 9. Gallery About the Author Chris Tarantino is an expert at retouching and has worked in the retouching and color correcting field since 1983. Chris has been described as someone who "breaks" Photoshop to make it work better. His retouching work has graced many fashion and beauty magazines worldwide, including Vogue, Glamour, Cosmopolitan, and Harper's Bazaar. He has worked with many leading photographers to help them achieve their vision in the new digital world, including Steve Meisel, Mario Testino, Enrique Badulescu, and Nicolai Grosell. Books Chris has written include Digital Fashion Photography and Digital Photo Processing, and he is a contributor to leading photography and creative magazines. Currently Chris is working for Vaught Studio as their Beauty retoucher and in-house Photoshopopedia. Chris is a Adobe Certified Expert, an Adobe Community Expert, part of the Adobe Influencer Program, and is a moderator on the Adobe Help Forums for Photoshop, Lightroom, Bridge and Camera Raw. Of which programs he is at least a Beta Tester. In addition to writing and consulting about Photoshop, Chris also speaks at major Creative and Photography venues such as PMA and PhotoExpo. He also offers one on one training online using Adobe technology and online seminars in conjunction with Retouchpro.com. Ken Tan has been a professional photographer for more than 10 years, focusing on fashion, beauty, and glamour photography. He grew up and is based in Melbourne, Australia, but lived and worked in New York for three years, with working visits to Brazil, Canada, and the UK. His introduction to fashion was somewhat serendipitous, having been introduced to some New York models in the mid-1990s, who offered to test with him. This led to introductions to agents, stylists, and designers, and has allowed Ken to continue to hone his craft and individual photographic style in a strongly collaborative environment. Ken continues to draw inspiration from past masters, while chasing that next, elusive photograph to define his work.