


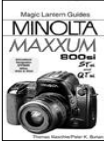



Catalog #	Product Name	LIST	UPC CODE
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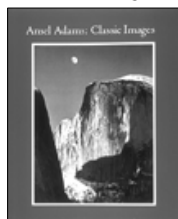
FOR MAGIC LANTERN GUIDE BOOK DISPLAYS, SEE PAGE 14-68

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PHOTOGRAPHY BOOKS

Listed in alphabetical order by title.

H 512



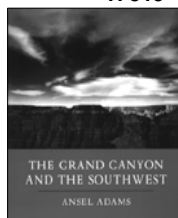
Ansel Adams: Classic Images

Chosen by Adams during the last years of his life as the finest examples of the quality and range of his artistic achievement, the 75 photographs reproduced in this book comprise a last-statement portfolio of his remarkable life's work. These photos encompass the entire scope of his work—elegant details of nature, architectural studies, portraits, and above all, the magnificent landscapes for which he is so revered. 76 duotone illustrations. Hardbound. 8-3/4 x 10-1/2". 111 pp. ISBN 0-8212-1629-5

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H 519



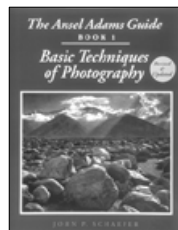
Ansel Adams: The Grand Canyon and the Southwest

The black-and-white images of master photographer Ansel Adams eloquently portray the dramatic beauty of the Grand Canyon and the American Southwest. The pictures are complemented by an introduction by William Turnage and a selection of Adams' vivid letters about the region. Beautifully illustrated in B & W. Softbound. 8-1/2 x 9". 112 pp. ISBN 0-8212-2650-9

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H 510



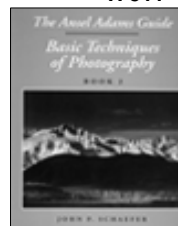
**The Ansel Adams Guide
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By John P. Schaefer. Organized to provide a broad range of photographers, from the serious beginner to the advanced amateur, with an understanding of the basic principles of both black-and-white and color photography. With over 50 new illustrations and current information on variable contrast papers, view and digital cameras, and the recent technical advancement of the Advanced Photo System, Ansel Adams' unique, systematic approach to photography is presented in this essential revised and expanded guide for the beginning photographer. Includes over 350 color and B & W illustrations. Softbound. 8-1/2 x 11". 418 pp. ISBN 0-8212-2575-8

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H 511



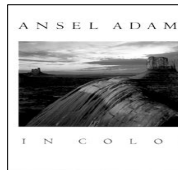
**The Ansel Adams Guide
Basic Techniques of Photography, Book 2**

By John P. Schaefer. This volume demonstrates the most important approaches to printmaking for those interested in darkroom and digital work, including such alternative printing processes as cyanotypes and gum prints. Illustrated by numerous examples of work by Ansel Adams. Softbound. 8-1/2 x 11". 386 pp. ISBN 0-8212-1956-1

\$38.95

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H 514

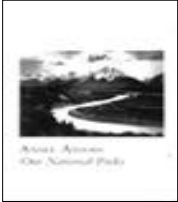
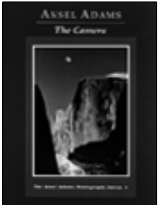
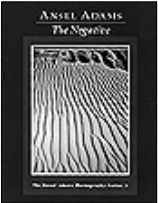





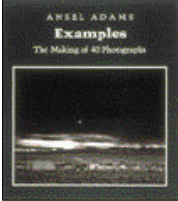
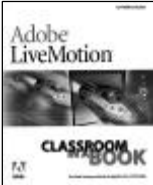
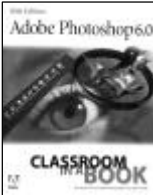
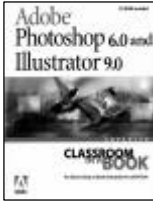
Ansel Adams: In Color


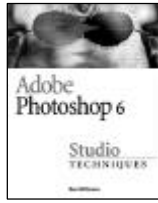

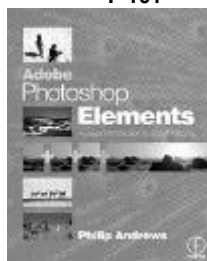
This landmark book presents 50 majestic images by America's greatest landscape photographer—the first time that an important body of Adams' color work has ever been published. 50 color plates, 12 color illustrations. Hardbound. 10-1/2 x 11-1/4". 131 pp. ISBN 0-8212-1980-4


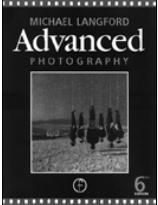
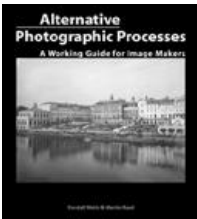
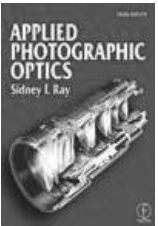
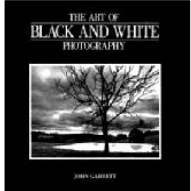
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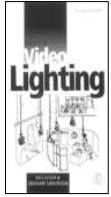
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H 518	Ansel Adams: Our National Parks A selection of Adams' legendary photographs of over 40 national parks and monuments is presented, along with a sampling of his impassioned letters, speeches, and writings about the critical issues facing the park system. 80 duotone illustrations. Softbound. 8-1/2 x 9". 127 pp. ISBN 0-8212-1910-3	\$21.95	9780821219102
			
H 500	Ansel Adams: The Camera <i>BESTSELLER!</i> This book deals fully with the 35mm, medium-format, and larger view cameras. Ample coverage of the essential camera components: shutters, light meters, accessories, and special-purpose equipment. Illustrated with 130 beautifully printed photographs, including many of Adams' most famous images. Extensive captions detail technical information. In addition, there are nearly 30 drawings and technical illustrations. Softbound. 7-1/2 x 9-1/2". 203 pp. ISBN 0-8212-2184-1	\$22.50	9780821221846
			
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H 520	Ansel Adams: Yosemite Introduction by Michael L. Fischer. A collection of Ansel Adams' finest images of Yosemite National Park is accompanied by selections of his writings about the park. This book includes 66 memorable photographs of glacial lakes and craggy peaks, cascading waterfalls, granite monoliths, lone trees, and sylvan streams. 66 duotone illustrations. Softbound. 8-1/2 x 9". 112 pp. ISBN 0-8212-2196-5	\$21.95	9780821221969 ↑
			

Catalog #	Product Name	LIST	UPC CODE
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H 824	Adobe Photoshop 6.0 and Illustrator 9.0 CLASSROOM in a Book UPDATED! Here's your chance to learn Photoshop and Illustrator in one book. Not only will you learn all the exciting new features of both programs, you'll discover smart, creative ways to use the two tools together. This book is full of exercises that incorporate advanced typography, image compositing, painting, and image-correction techniques. The self-paced lessons lead readers into advanced projects that will sharpen their print, Web, and multimedia skills. Includes CD with lesson files. Illustrated with color and B & W examples. Softbound. 7-1/2 x 9". 392 pp. ISBN 0-201-72989-X	\$45.00	785342729894
			

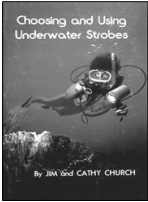

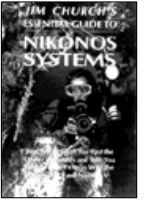
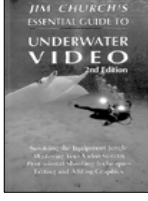

Catalog #	Product Name	LIST	UPC CODE
F 100	 <p>Adobe Photoshop 6.0 for Photographers <i>BESTSELLER!</i> <i>A Professional Image Editor's Guide to the Creative Use of Photoshop for the Macintosh and PC</i></p> <p>By Martin Evening. This expert guide has been designed to meet the needs of professional photographers. Now updated to include information on the new Adobe Photoshop 6.0. Practical workshops show you how to master the essential techniques, such as optimizing an image for prepress, color correction, retouching techniques, layers palette management, toning a black and white image, rendering textures, and more! Each technique is described in step-by-step detail, showing exactly which command to use, whether you're working with a Mac or PC. Softbound. 7-12 x 9-3/4". 428 pp. ISBN 0-240-51633-8</p>	\$44.99	9780240516332 ↑
H 852	 <p>Adobe Photoshop 6.0 Studio Techniques</p> <p>By Ben Willmore. Written by a nationally recognized trainer, it provides expert insight and information. The book starts with basic Photoshop techniques and moves on to more complex tasks and features, including layers, resolution, line art scanning, compositing, color correction, and displaying images on the Web. Illustrated in color & B & W and includes a CD-ROM. Softbound. 7-1/2 x 9". 456 pp. ISBN 0-201-71612-7</p>	\$44.99	785342716122
H 828	 <p>Adobe Photoshop 6.0 Web Design</p> <p>By Michael Baumgardt. This new edition is fully updated to reflect the changes in GoLive 5.0 and Photoshop 6.0. With helpful suggestions from renowned Web designers, it covers everything from image compression, creating GIF animations, managing Web-safe colors, and more. Richly illustrated with color examples, plus includes CD-ROM. Softbound. 7 x 9". 344 pp. ISBN 0-201-72146-5</p>	\$40.00	785342721461
F 101	 <p>Adobe Photoshop Elements <i>NEW!</i></p> <p>By Philip Andrews. This book is a complete and highly informative digital imaging handbook specifically designed for users of Adobe's latest photo editing software, Photoshop Elements. Step-by-step tutorials, visual examples, and tips show you how to put your new skills into practice so you can achieve professional results. Images featured in this book are provided online so you can try out each technique as you read. Teachers' printable lesson plans are also included, along with useful links and updates so you have all you need at your fingertips. Fully illustrated. Softbound. 8-1/2 x 11". 264 pp. ISBN 0-240-51686-9</p>	\$29.99	9780240516868

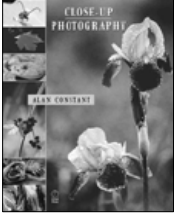
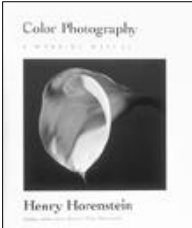
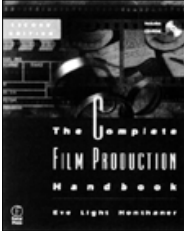
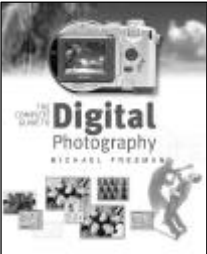
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H 827	Adobe Photoshop Master Class—John Paul Caponigro  <p>This visually stunning book by renowned fine-art photographer, John Paul Caponigro, inspires, instructs, and shares his high-end Photoshop techniques. He offers insight into the creative process and his creative vision. Each chapter is organized around a specific visual theme, with an introduction to the concept, followed by a step-by-step illustration of the process leading to its realization. Illustrated in color and B & W. Softbound. 8-3/4 x 9-1/2". 324 pp. ISBN 0-201-35499-3</p>	\$50.00	785342354997
F 103	Advanced Photography, 6th Edition  <p>By Michael Langford. A recently updated edition of the well-known text for advanced photo enthusiasts, lab assistants, etc. Now includes electronic imaging. Companion to <i>Basic Photography</i>. 34 color line illustrations. Softbound. 7-1/2 x 9-5/8". 325 pp. ISBN 0-240-51486-6</p>	\$49.99	9780240514864
H 726	Alternative Photographic Processes A Working Guide for Image Makers  <p>By Randall Webb and Martin Reed. This darkroom manual takes you step-by-step through each early process with a logical, friendly approach. It tells you everything you need to know—chemistry and formulas, negatives and papers, methods and materials, to tips and techniques, plus it provides a suggested shopping list of equipment and supplies. Beautifully printed with hundreds of examples of finished prints. This is the most complete and easy to understand guide to alternative processes. Deluxe softbound cover. 8-1/2 x 9-1/2". 160 pp. ISBN 1-883403-70-7</p>	\$27.95	616739037073
F 124	Applied Photographic Optics, 3rd Edition <i>NEW!</i>  <p>By Sidney F. Ray. The most extensive treatment of optics and its practical application to visual media gathered in one source. This third edition has been fully revised and expanded to include the rapid progress in the last decade in optical technology and advances in relevant electronic and digital forms of imaging. Includes line illustrations and diagrams. Hardbound. 7 x 9-1/2". 680 pp. ISBN 0-240-51540-4</p>	\$150.00	9780240515403
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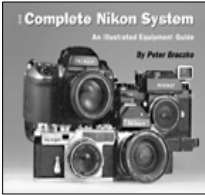
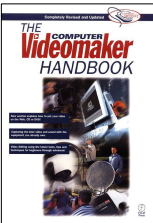

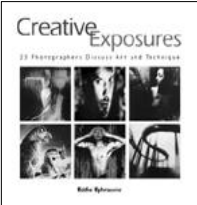
Catalog #	Product Name	LIST	UPC CODE
F 140	 <p>Basic Lighting Worktext for Film and Video By Richard K. Ferncase. Covers the fundamentals of light science for anyone needing to know more about film and video lighting. Includes film and exposure, light setups, color temperature shifts, etc. Includes line illustrations and diagrams. Softbound. 8-1/2 x 11". 109 pp. ISBN 0-240-80085-0</p>	\$44.99	9780240800851 ↑
F 144	 <p>Basic Photographic Materials and Processes, 2nd Edition By Leslie Stroebel, John Compton, Ira Current, and Richard Zakia. An essential resource for understanding how photography works and for solving the many problems photography is called upon to answer. This new edition of this classic book has been updated to include a new chapter on digital imaging. It covers, in depth, everything photographers need to know in order to be completely up-to-date on the digital aspects of photography. Heavily illustrated with helpful color and B & W photographs, line drawings, plus a special color insert. Softbound. 8-1/2 x 11". 410 pp. ISBN 0-240-80405-8</p>	\$59.99	9780240804057 ↑
F 151	 <p>Basic Photography, 7th Edition By Michael Langford. This book is a complete reference source which makes extensive use of color images, practical assignments, chapter summaries, and a project oriented study to teach the principles of photography. This new edition includes digital imaging techniques: from capturing images digitally to scanning and manipulation using software. Companion to <i>Advanced Photography</i>. Illustrated in color and B & W. Softbound. 7-1/2 x 9-3/4". 343 pp. ISBN 0-240-51592-7</p>	\$39.99	9780240515922 ↑
F 710	 <p>Basics of Video Lighting, 2nd Edition By Des Lyver and Graham Swainson. If you are considering a career in video or about to start a media course, this book provides information to enable you to understand the terminology and processes from day one. Includes line illustrations and diagrams, plus a glossary. Softbound. 5-1/2 x 8-1/2". 149 pp. ISBN 0-240-51559-5</p>	\$24.99	9780240515595 ↑
F 711	 <p>Basics of Video Production, 2nd Edition By Des Lyver and Graham Swainson. An introduction for anyone who needs to learn about video production. Readers will gain an understanding of the terminology and equipment used during a production and the responsibilities of those involved in each production team. Includes line illustrations and diagrams, plus a glossary. Softbound. 5-1/2 x 8-1/2". 150 pp. ISBN 0-240-51560-9</p>	\$24.99	9780240515601 ↑

Catalog #	Product Name	LIST	UPC CODE
F 712	 <p>Basics of Video Sound, 2nd Edition By Des Lyver. Great for beginners who wish to learn about recording sound for a video production. Beginning with a basic understanding of acoustics, microphones, and an introduction to some of the technical terms, this book goes further into the specific problems of capturing sound for a single camera shoot. Includes line illustrations and diagrams, plus a glossary. Softbound. 5-1/2 x 8-1/2". 148 pp. ISBN 0-240-51561-7</p>	\$24.99	9780240515618 ↑
F 152	 <p>Better Available Light Photography By Joe Farace. A practical guide to understanding the different kinds of lighting challenges that exist and how to overcome them in order to create outstanding photographs. User friendly and full of advice, this book will help both amateur and professional photographers create quality images under less than perfect available light situations. Illustrated in color and B & W. Softbound. 7 x 10". 156 pp. ISBN 0-240-80335-3</p>	\$29.99	9780240803357 ↑
H 907	 <p>Better Scrapbooking By Vanessa-Ann. Includes inventive ideas that will take your scrapbooking to the next level and reflect your artistic flair. With all the ideas included in this book, ranging from gold leafing to watercoloring, every page of your scrapbook will be better than ever before! Fully illustrated in color. Hardbound. 8-1/2 x 10". 128 pp. ISBN 0-8069-6605-X</p>	\$14.95	9780806966052
H 531	 <p>Beyond Basic Photography A Technical Manual By Henry Horenstein. This book answers the more technical questions of photographers who are already familiar with the basics. The author discusses in detail: the negative, photo chemistry, processing, techniques for control in both film and print processes, light, and view camera techniques. Illustrated with almost 200 drawings and photographs. Softbound. 8 x 8". 242 pp. ISBN 0-316-37312-5</p>	\$24.95	9780316373128
F 158	 <p>Beyond the Zone System, 4th Edition By Phil Davis. This book successfully bridges the gap between the science of sensitometry and the use of photography as an expressive medium. Updated to include a new chapter on control of image gradation, <i>Beyond the Zone System, Fourth Edition</i> goes beyond trail and error, and provides a thorough explanation of photographic material characteristics. Contains B & W photos, plus includes 135 line illustrations. Softbound. 8-1/2 x 11". 220 pp. ISBN 0-240-80343-4</p>	\$44.99	9780240803432 ↑





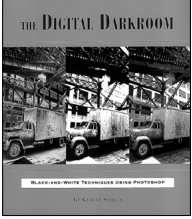
Catalog #	Product Name	LIST	UPC CODE
H 530	Black & White Photography, 2nd Edition, Revised A Basic Manual BESTSELLER! By Henry Horenstein. One of the best basic photography books on the market, now updated to include all the latest techniques, materials, and processes. Includes information on camera bodies, lenses and accessories, shutters, film exposure, and developing, printing, and alternative techniques. Fully illustrated in B & W. Softbound. 8 x 9-1/4". 230 pp. ISBN 0-316-37314-1	\$24.95	9780316373142
<hr/> BLACK AND WHITE PHOTOGRAPHY SERIES			
H 741	Landscapes Developing Style in Creative Photography By Terry Hope. This book will teach you the different styles and techniques in photographing black-and-white landscapes. A glance through the collection of incredible images in this book will show that black and white can be as equally impressive as color and the end results can be more breath-taking. Fully illustrated with black-and-white and duotone photos. Deluxe softbound cover. 9 x 10". 144 pp. ISBN 1-883403-68-5	\$29.95	616739036854
H 742	Portraits and Figures Developing Style in Creative Photography By Terry Hope. Learn how to take outstanding black-and-white portraits using the style and techniques shown in this book. It contains a collection of incredible images, which inspire you to create your own images. Fully illustrated with black-and-white and duotone photos. Deluxe softbound cover. 9 x 10". 144 pp. ISBN 1-883403-69-3	\$29.95	616739036939
F 703	The Camera Assistant's Manual, 3rd Edition By David E. Elkins. This nuts and bolts guide offers beginning camera assistants and students information on all aspects of this unique position within the film industry—from cinematography basics to interviewing for the job. It also includes information on new cameras, lenses, and accessories. Heavily illustrated, plus includes many useful checklists, tables, and sample forms. Softbound. 5-1/2 x 8-1/2". 394 pp. ISBN 0-240-80401-5	\$39.99	9780240804019 ↑
H 550	Celebrating the Negative By John Loengard. Includes negatives by some of the world's most famous photographers—Ansel Adams, Margaret Bourke-White, Paul Strand, and Edward Weston. Each negative is placed technically and historically and restored to its rightful place of honor in the art of photography. 43 duotone illustrations. Hardbound. 9-1/4 x 11-1/4". 112 pp. ISBN 1-55970-282-6	\$29.95	9781559702829

Catalog #	Product Name	LIST	UPC CODE
H 875	 <p>Choosing and Using Underwater Strobes By Jim and Cathy Church. This complete guide details the use of electronic flash underwater. It includes advice on choosing the right underwater strobe, getting correct exposure, taking close-ups, and multiple lighting techniques. It also gives excellent advice on keeping equipment in good working order. A "must" for the serious underwater photographer. Includes many color and B & W illustrations. Softbound. 5 x 8". 96 pp.</p>	\$9.95	N/A
H 871	 <p>Jim Church's Essential Guide to Composition <i>A Simplified Approach to Taking Better Underwater Pictures</i> This book will be a must-read for owners of all types of underwater and housed cameras. Topics covered: lenses and perspective, finding underwater subjects, basic wide-angle shots, composing close-ups, special lighting effects, and much more. Beautifully illustrated in color, plus includes 8 line drawings. Softbound. 6 x 9". 136 pp. ISBN 1-881652-18-1</p>	\$19.95	9781881652182
H 878	 <p>Jim Church's Essential Guide to NIKONOS Systems Jim Church takes you past the owner's manual and tells you how to get great underwater shots with Nikonos RS and V cameras. Includes charts and diagrams and over 90 color plates. Softbound. 5-1/2 x 8-1/2". 272 pp. ISBN 1-881652-04-1</p>	\$22.95	9781881652045
H 870	 <p>Jim Church's Essential Guide to Underwater Video, 2nd Edition This book provides everything one needs to know to take excellent underwater videos. This new edition is updated to cover the latest equipment, shooting techniques, storyboarding, editing, productions skills, and more. Illustrated with beautiful color examples. Softbound. 6 x 9". 211 pp. ISBN 1-881652-26-2</p>	\$19.95	9781881652182
H 879	<p>Jim Church's Nikonos How-To Cue Cards Perfect to take along on a dive, these quick reference cards provide advice on eleven common underwater picture-taking situations. A companion to <i>Jim Church's Essential Guide to Nikonos Systems</i>, the cards include exposure and guide number (GN) charts. Four plastic 5 x 7-1/4" cards printed on both sides and drilled for a belt clip. ISBN 1-881652-08-4</p>	\$12.95	N/A
H 904	 <p>Click! Book & Camera Kit Great for kids who want to learn how to take great pictures. This kit includes: a paperback copy of <i>Click! Fun with Photography</i>, a 35mm camera, and a mini photo album. It is all packaged in a durable storage case. Illustrated in color. Softbound. 8-1/2 x 11". 48 pp. ISBN 0-8069-3798-X</p>	\$19.95	049725037984

Catalog #	Product Name	LIST	UPC CODE
F 168	 <p>Close-Up Photography By Alan Constant. A reference guide for anyone interested in learning the tricks and tips of close-up photography. It covers the technical side of close-up work, including the equipment required, how to meter in close-up work, special problems, lighting, and electronic flash. Heavily illustrated with diagrams, tables, and beautiful color photographs throughout. Softbound. 8-1/2 x 11". 136 pp. ISBN 0-240-80380-9</p>	\$39.99	9780240803807 ↑
H 532	 <p>Color Photography A Working Manual By Henry Horenstein. This richly illustrated hands-on manual for photographers at every level presents the latest techniques, materials, and technological innovations alongside beautiful photographs by distinguished color photographers such as Annie Leibovitz, Harry Callahan, William Wegman, and Joyce Tenneson. Includes sections on the origins of photography, photographing color, color theory, processing color films, and making color prints, as well as a glossary, bibliography, and index. Fully illustrated in color. Softbound. 8 x 9-1/4". 231 pp. ISBN 0-316-37316-8</p>	\$24.95	9780316373166 ↑
F 166	 <p>The Complete Film Production Handbook, 2nd Edition By Eve Light Honthaner. A comprehensive step-by-step guide covering the essentials of the business, from checklists and sample pre-production and post-production schedules to contracts and company policies relating to insurance, talent management, and even customs and immigration details. Both book and companion CD-ROM contain all essential SAG, DGA, and WGA forms, together with standard production forms, deal memos, and release forms. Includes 140 line illustrations. Softbound. 8-1/2 x 11". 516 pp. ISBN 0-240-80419-8</p>	\$54.99	9780240804194 ↑
H 724	 <p>The Complete Guide to Digital Photography NEW! By Michael Freeman. Covers everything you need to know to be successful in digital photography. Rank beginners and professional photographers alike will benefit from the sound advice on ways to enhance images, from removing red-eye and freckles, changing backgrounds or colors, and adding reflections, to creating artistic effects with collages, filters, and lighting techniques. Includes easy-to-follow projects for making calendars, business cards, Web sites, and more, along with sections on jargon-busting and useful addresses. Illustrated with over 600 color photographs. Deluxe softbound cover. 9-3/4 x 10-1/4". 224 pp. ISBN 1-883403-91-X</p>	\$29.95	616739403915

Catalog #	Product Name	LIST	UPC CODE
H 610	The Complete NIKON System <i>BESTSELLER!</i> <i>An Illustrated Equipment Guide</i>  <p>By Peter Braczko. This book offers a complete overview of the entire Nikon system, with detailed descriptions of each product. All camera models and lenses ever made are listed, as well as information on model variations and special editions. Not only are cameras and lenses covered in this book, but other important system components such as viewfinders, motor drives, macro accessories, filters, flash equipment, and connecting cables are also included. The author has developed a coding system especially for this book to make it easier for Nikon users and collectors to search for information about the world's most extensive photographic system. Fully illustrated with over 1200 photographs of Nikon cameras, lenses, and accessories. An essential reference for anyone interested in the Nikon system. Softbound. 9-1/2 x 8-1/2". 460 pp. ISBN 1-883403-85-5</p>	\$39.95	616739038551
F 460	The Computer Videomaker Handbook, 2nd Edition <i>A Comprehensive Guide to Making Video</i>  <p>From the editors of <i>Videomaker</i> magazine comes this exciting new book that takes the novice step by step through the elements that make up a quality video production. This new edition provides information on all the latest tools and techniques available to help you shoot like the pros. It examines the latest in digital production and the internet, including video streaming. 40 B & W illustrations. Softbound. 7 x 10". 352 pp. ISBN 0-240-80435-X</p>	\$24.99	9780240804354
F 399	Creative Camera Control, 3rd Edition  <p>By Peter Laytin. This book explains the creative potential of cameras, lenses, and film so they can be used to their best advantage. It gives clear, unique insights into difficult photographic concepts and provides guidance in mastering creative control. This new edition has been updated to include information for the digital camera user and new photo illustrations that show the use of black & white filters. Illustrated in B & W. Softbound. 6 x 9-1/4". 141 pp. ISBN 0-240-80426-0</p>	\$19.99	9780240804262 ↑
H 727	Creative Exposures <i>23 Photographers Discuss Art and Technique</i>  <p>By Eddie Ephraums. This unique book explores the creative process through the images and words of 23 photographers. It will assist you in developing both technique and creativity in photography. Each of the 100 fine-art photographs in this book is accompanied by dialog between Ephraums and the photographers about technique, art, and the medium of photography. Discussions about their working practices—both conceptual and practical, reveal how they arrive at the final image. Fully illustrated in color and B & W. Softbound. 9-1/2 x 9-1/2". 143 pp. ISBN 1-883403-71-5</p>	\$27.95	616739037158

Catalog #	Product Name	LIST	UPC CODE
H 909	Darkroom Basics By Roger Hicks and Frances Schultz. Make your own darkroom prints, even without access to a darkroom. Makeshift or dual-purpose spaces will work, if you follow the basics of the black-and-white developing techniques shown in this book. See how to process a negative and turn out work prints, test strips, contacts, and proofs. The techniques for making a final print cover cropping, dodging, burning, preflashing, soft focus, borders, vignetting, spotting, and retouching. Illustrated in full-color. Hardbound. 8-1/2 x 11-1/2". 128 pp. ISBN 1-85585-812-6	\$24.95	9781885858122
F 173	The Darkroom Cookbook, 2nd Edition BESTSELLER! By Stephen Anchell. Complete source for both common and rare photographic formulas. Recipes for 170 photographic formulas, 20 of which are new to this edition, that cover film developing, paper developing, toners, stop baths, fixers, negative reductions, print reductions, negative intensifiers, paper intensifiers, and more. New information has been added on pyro developer, amidol developer, monobaths, pushing film, and low contrast development. Softbound. 7 x 10". 287 pp. ISBN 0-240-80423-6	\$34.99	9780240804231 ↑
F 174	Darkroom Dynamics A Guide to Creative Darkroom Techniques By Jim Stone. A complete guide to making creative images in the darkroom. Includes toning, montage, infrared, liquid emulsions, etc. Illustrated in color and B & W. Softbound. 8-1/2 x 11". 199 pp. ISBN 0-240-51767-9	\$44.99	9780240517674 ↑
H 800	Daybreak 2000 Offers nature and book lovers a collection of photos from over 100 internationally-acclaimed nature photographers—all taken between midnight and noon on New Year's Day morning. Beautifully illustrated in color. Hardbound. 10-7/8 x 10 x-7/8". 144 pp. ISBN 0-55971-740-8	\$24.95	052944153014
H 910	Decorating with Family Photographs Creative Ways to Display Your Treasured Memories NEW IN PAPERBACK! By Ryne and Teresa Hazen. "Scrapbook" the walls of your home with sensitively displayed photographs! With these creative, inspiring design ideas, develop a unique decorating style. Make a statement by blowing up a treasured photo or by placing small pictures into large mats. From wildly unique ideas to non-traditional photographic techniques, here's a new perspective on using photographs for decorating. Illustrated in full color. Softbound. 8-1/2 x 10". 128 pp. ISBN 0-8069-4455-2	\$14.95	049725044555

Catalog #	Product Name	LIST	UPC CODE
H 821	 <p>Design Essentials, 3rd Edition <i>Professional Studio Techniques</i></p> <p>By Luanne Seymour Cohen. Shows how to produce traditional graphic and photographic effects using Adobe Photoshop, Adobe Illustrator, and Adobe ImageReady software. This book is a quick, how-to recipe book for artists familiar with the basic tools and commands in the programs. This third edition offers all new illustrations, concise and easy-to-follow instructions, 48 classic design techniques, and Macintosh and Windows coverage. Fully illustrated in color. Softbound. 12 x 9". 122 pp. ISBN 1-56830-472-2</p>	\$39.99	752059304720
H 650	 <p>Digital Camera Solutions</p> <p>By Gregory Georges. This book is for anyone wanting to learn about digital cameras and how digital images can be used, enjoyed, and shared with others. It offers information on how to edit and enhance photographs, manage and archive digital images, use your images in creative projects, share images on the Internet, and much more. Fully illustrated in color. Softbound. 7 x 9". 357 pp. ISBN 0-9662889-6-3</p>	\$29.95	9780966288964
F 188	 <p>Digital Cinematography</p> <p>By Paul Wheeler. This book informs both film cameramen and students of the principles of digital cinematography. It covers the high end digital world of camcorders that can truly challenge the film camera in many of the technical, artistic, and emotional aspects of what we think of as "cinematography". It also discusses the rapidly emerging world of High Definition. Illustrated in color and B & W. Softbound. 7-1/2 x 9-3/4". 188 pp. ISBN 0-240-51614-1</p>	\$34.95	9780240516141
F 180	 <p>Digital Colour in Graphic Design</p> <p>By Ken Pender. A practical guide to handling color graphics on the desktop—from the scanning, creation and manipulation of images to processing from different color output devices. Whether you are using a Mac or PC, this is a handy book enabling you to achieve more professional results in color. Includes a CD-ROM of images. Illustrated in color. Softbound. 7 x 10". 216 pp. ISBN 0-240-51527-7</p>	\$44.99	9780240515274 ↑
H 709	 <p>The Digital Darkroom <i>BESTSELLER!</i> <i>Black-and-White Techniques Using Photoshop</i></p> <p>By George Schaub. This book discusses using digital imaging to create traditional darkroom effects and expand creative possibilities. Conventional photographic techniques, such as contrast control and selective exposure, are translated to digital imaging and demonstrated for creating effective black-and-white images. A wide variety of images are used to show how both "problem-solving" and creative interpretation might be handled in the digital darkroom. Creative options and special effects are explored for insight into how digital imaging can yield effective and exciting results. Also includes an extensive workshop section with instructions for various techniques. Illustrated with over 125 color and B & W photographs. Softbound. 10 x 10". 144 pp. ISBN 1-883403-51-0</p>	\$29.95	616739035109

Catalog #	Product Name	LIST	UPC CODE
F 181	Digital Graphic Design By Ken Pender. This book is a guide to creating a wide range of graphic effects, from scanning and manipulating photographs to exciting 3D graphics and the creative use of typography. Written for both PC and Mac platforms. Illustrated in B & W. Softbound. 8-1/4 x 11-5/8". 323 pp. ISBN 0-240-51477-7	\$44.99	9780240514772 ↑
F 184	Digital Imaging <i>Tips, Tools, and Techniques for Photographers</i> By Joe Farace. This book looks at digital photography through the eyes of a photographer. The tips, tools, and techniques covered all show, through step-by-step examples and case studies, exactly how to produce a specific image or effect. Also included is a CD-ROM that contains over 100 full-color images of all the steps outlined in the book. Illustrated in color and B & W. Softbound. 7 x 10". 195 pp. ISBN 0-240-80297-7	\$44.99	9780240802978 ↑
F 182	The Digital Imaging A-Z By Adrian Davies. This handy pocket sized book gives you quick and easy access to all the mind boggling terms associated with digital imaging. It contains up to 1000 terms and definitions in an alphabetical listing. Softbound. 4-3/4 x 7-1/4". 169 pp. ISBN 0-240-51500-5	\$19.99	9780240515007 ↑
F 185	Digital Imaging for Photographers, 4th Edition By Adrian Davies and Phil Fennessy. This new fourth edition provides today's photographer with practical advice on digital technology and how they can best make use of it. It has been completely updated to include even more information on digital image capture, image enhancement, and printing techniques. The accompanying CD-ROM also provides a valuable source of images from the book for readers to work with when practicing the techniques. Fully illustrated in color. Softbound. 7-1/2 x 9-3/4". 218 pp. ISBN 0-240-51590-0	\$39.95	9780240515908
H 722	The Digital Photographer's Pocket Encyclopedia NEW! By Peter Cope. Explains the terms and concepts of digital and traditional photography in an accessible, straightforward style, supported by detailed illustrations and screenshots. It is organized into seven categories, including photography, computers, image manipulation, printing, and the Web, and it is thoroughly cross-referenced. This comprehensive guide links related information, making it more than just a dictionary. Contains 3000 terms defined with over 400 color illustrations. Spiral-bound. 5-1/2 x 8-1/2". 256 pp. ISBN 1-883403-90-1	\$24.95	616739039015

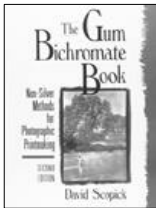
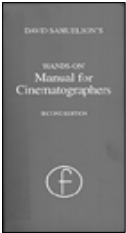
Catalog #	Product Name	LIST	UPC CODE
H 911	Digital Photography A No-Nonsense, Jargon-Free Guide for Beginners By Steve Bavister. A practical beginners guide for those who are just starting out in digital photography. Written in easy-to-understand, non-technical language, it takes you stage by stage from choosing a camera and taking your first pictures to creating eye-catching manipulated images. Hundreds of practical tips and simple techniques accompany over 300 digital images to inspire your imagination. Fully illustrated in color. Softbound. 6-1/4 x 10-1/2". 160 pp. ISBN 1-85585-781-2	\$19.95	9781855857810
H 711	The Digital Photolab NEW! Advanced Black-and-White Techniques Using Photoshop By George Schaub. In his follow-up to <i>The Digital Darkroom: Black-and-White Techniques Using Photoshop</i> , George Schaub explores advanced techniques for creating fine black-and-white prints with Photoshop. Using step-by-step examples, Schaub explains how to digitally emulate the results of split-contrast printing, infrared photography, advanced toning effects, and more. The book covers restoration, reproducing the look of classic black-and-white printing papers, and hand-coloring techniques. Illustrated with over 125 B & W photographs. Softbound. 10 x 10". 144 pp. ISBN 1-883403-75-8	\$29.95	616739037585
F 728	Directing Film Techniques and Aesthetics, 2nd Edition By Michael Rabiger. This is the first in-depth treatment of how to make fiction films and videos. It teaches the essentials of filmmaking from the perspective of the director. Over 80 illustrations. Softbound. 7 x 10". 543 pp. ISBN 0-240-80223-3	\$49.99	9780240802237 ↑
H 895	Director 8 for Macintosh and Windows Visual QuickStart Guide By Andre Persidsky. This guide cuts through the complexities of the Director 8 program with step-by-step instructions and hundreds of screenshots to get you up and running. Completely revised, this edition features brand new graphics and covers what's new in version 8 on both the Macintosh and Windows platforms. Illustrated in color and B & W. Softbound. 7 x 9". 448 pp. ISBN 0-201-70258-4	\$19.99	785342702583
H 652	eBay Online Auctions By Neil J. Salkind with Bruce Frey. This book will teach you everything you need to know on effective buying and selling with eBay in a simple question-and-answer format. It fully explains the bidding, buying, and selling process for items, handling payment, and obtaining the auctioned items. Also describes the different types of auctions, options available for bidders and sellers, and limitations of each format. Includes line illustrations and a glossary. Softbound. 5 x 8". 215 pp. ISBN 0-9662889-4-7	\$14.95	9780966288940

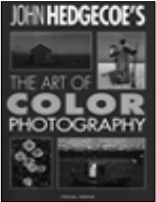

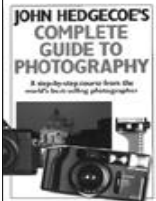
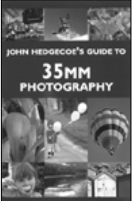
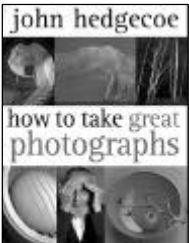
Catalog #	Product Name	LIST	UPC CODE
F 195	 <p>The Elements of Black-and-White Printing, 2nd Edition Going Beyond Darkroom Basics By Carson Graves. Provides practical techniques and procedures for mastering black-and-white printing. Includes exposure and developing formulas, altering contrast, toning prints, choosing papers and paper developers, salvage techniques, and enlarger alignment. In addition to explaining the procedures, this unique book contains exercises that help you calibrate these procedures with your own equipment with the materials you prefer. Illustrated with color and B & W photographs, plus line illustrations. Softbound. 8-3/8 x 11". 209 pp. ISBN 0-240-80312-4</p>	\$34.99	9780240803128 ↑
H 912	 <p>Essential Darkroom Techniques, 3rd Edition By Jonathan Eastland. Complete guide to developing and printing images at home. This new edition includes: darkroom design and layout, recommended hardware and equipment, a guided tour of the enlarger, black-and-white processing and print-making, including variable contrast printing, color negative processing and print-making, and a special guide to the digital darkroom. Helpful captioned photos and clear instructions show you each step of every process. 40 color and 85 B & W illustrations. Softbound. 7-1/4 x 9". 208 pp. ISBN 0-304-35086-9</p>	\$24.95	9780304350865
H 915	 <p>Essential Guide to Bird Photography NEW! By Steve Young. One of the world's top bird photographers, whose work has appeared in Birdwatch and Outdoor Photography, offers enthusiasts a comprehensive introduction to bird photography. He offers invaluable advice on choosing the right camera, lenses, film, and accessories for the job, selecting the best location and approach, and how to improve your technique. A "surgery" section demonstrates how to learn from mistakes, troubleshoot, archive your pictures, and submit work to publications. Illustrated with stunning color photographs. Softbound. 10 x 10". 168 pp. ISBN 1-86108-193-6</p>	\$19.95	9781861081933
F 190	 <p>Every Frame a Rembrandt Art and Practice of Cinematography By Andrew Laszlo, A.S.C. The author explains the day-to-day activities of a cinematographer before, during, and after filming the project, discussing equipment, film stocks, testing, labs, unions, budget requirements, and working with the director and producer. Illustrated in color and B & W. Softbound. 6 x 9-1/2. 253 pp. ISBN 0-240-80399-X</p>	\$39.99	9780240803999 ↑

Catalog #	Product Name	LIST	UPC CODE
H 913	Faces <i>The Creative Process Behind Great Portraits</i> NEW IN PAPERBACK! By Jane Brown. One of the world's finest portrait photographers, working exclusively in black-and-white and using only natural light, has been the visual "biographer" of some of the late-20th century's most famous people. Using some of her most compelling images, Brown reveals the secrets of her craft, with its technicalities and creative possibilities. Illustrated with over 100 B & W photographs. Softbound. 8-1/4 x 10". 160 pp. ISBN 1-85585-865-7	\$19.95	9781855858657
H 916	Family Photocrafts NEW! <i>Preserving Your Treasured Past in Special Ways</i> By Marie Browning. Don't let treasured photographs languish unseen in dusty albums. A picture frame, a document box, a clear glass vase, even an article of clothing make great showcases for telling your life story in pictures. All the techniques for cutting, cropping, copying, and preservation are explained. Contains over 40 unique projects including a personalized calendar, baby door sign, beaded photo purse, and much more. Fully illustrated in color. Softbound. 8-1/2 x 11". 128 pp. ISBN 0-8069-3915-X	\$14.95	049725039155
F 199	Max Ferguson's Digital Darkroom Masterclass Written by one of the most successful printers, Max Ferguson offers a modern technique-led approach to photographic post-production, showing how darkroom and digital techniques go hand in hand to creating an image. It covers analog and digital methods of print manipulation and output. Includes a free tutorial CD-ROM and a quick-reference product guide which lists substrates, emulsions, software, suppliers, and relevant websites. Illustrated in color and B & W. Softbound. 7-1/2 x 9-1/2". 214 pp. ISBN 0-240-51569-2	\$44.99	9780240515694
H 917	Field Guide to Landscape Photography DUE MAY! By Peter Watson. When you take your camera in hand and head outdoors, have the knowledge you need to shoot a spectacular image. From composition to technical considerations, such as selecting a lens, choosing shutter speed, and expressing movement, you'll discover dozens of photographic tips and tricks in this book, along with dozens of inspirational examples. Superbly illustrated in full color. Softbound. 5-3/4 x 8-1/4". 96 pp. ISBN 1-86108-285-1	\$14.95	9781861082855
F 200	The Film Developing Cookbook, 2nd Edition BESTSELLER! By Steve Anchell and Bill Troop. An up-to-date manual for modern film development techniques. Companion volume to the best-selling <i>The Darkroom Cookbook, 2nd Edition</i> , this book concentrates on films, their characteristics, and the developers each requires for maximum control of the resulting image. It addresses the difficult subject of T-grain film development and includes rarely found information on film development and the nature of film developers. Spiral-bound. 7 x 10". 163 pp. ISBN 0-240-80277-2	\$34.99	9780240802770 ↑

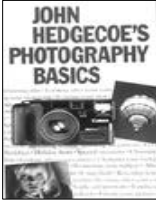

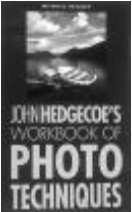
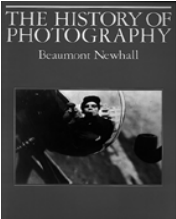
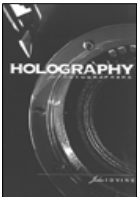
Catalog #	Product Name	LIST	UPC CODE
F 201	Film Directing Shot by Shot By Steven D. Katz. This handbook will expand the stylistic vocabulary of any working film or videomaker. Expertly illustrated. Softbound. 5-1/2 x 8". 325 pp. ISBN 0-941188-10-8	\$26.95	9780941188104
H 854	 Final Cut Pro 2 for Macintosh <i>UPDATED!</i> Visual QuickPro Guide By Lisa Brenneis. Step-by-step instructions and plentiful screenshots lead you through the basics of Final Cut Pro 2. Now updated to include the improvements and features in version 2. The book walks you through the entire life cycle of a project: from setting up the program and preparing to edit, to refining an edited sequence and taking it through post-production. Illustrated in color and B & W. Softbound. 7 x 9". 600 pp. ISBN 0-201-71979-7	\$24.99	785342719796
H 853	 Fireworks 4 for Windows and Macintosh Visual QuickStart Guide By Sandee Cohen. Learn how to design, create, optimize, and output Web graphics from Fireworks with clear, step-by-step instructions and many screenshots. Includes updated coverage of animation, scripting Fireworks and Dreamweaver, writing JavaScript commands, and exporting graphics to Macromedia Director. Illustrated in color and B & W. Softbound. 7 x 9". 416 pp. ISBN 0-201-73133-9	\$18.99	785342731330
H 897	 Flash 5 Advanced for Windows and Macintosh Visual QuickPro Guide By Russel Chun. This thorough reference covers the advanced features and techniques of Flash and demonstrates ways to approach animation and interactivity. Illustrated in color and B & W. Softbound. 7 x 9". 424 pp. ISBN 0-201-72624-6	\$29.99	785342726244
H 898	 Flash 5! Creative Web Animation By Derek Franklin and Brooks Patton. Covers all the newest software enhancements, including a brand new interface, Smart Clips, Movie Explorer, keyboard shortcuts, and the fundamental of programming with ActionScript. Includes a CD containing all the files for the practice exercises and a trial version of Flash 5. Illustrated in color and B & W. Softbound. 7 x 9". 568 pp. ISBN 0-201-71969-X	\$39.99	785342719697

Catalog #	Product Name	LIST	UPC CODE
H 856	Flash 5 for Windows and Macintosh <i>Visual QuickStart Guide</i> By Katherine Ulrich. With step-by-step instructions for creating Flash movies, incorporating sound, and adding other multimedia effects to your site, this thorough, concise guide is intended for seasoned pros and eager novices alike. Filled with screen shots, the tips and techniques will make it a welcome addition to any Web designer's collection. Illustrated in color and B & W. Softbound. 7 x 9". 523 pp. ISBN 0-201-71614-3	\$21.99	785342716146
H 721	Flower & Garden Photography BESTSELLER! By Derek Fell. Written by well-known professional garden photographer and writer, Derek Fell, this book will teach you the techniques and business strategies. The author provides lists of the most photogenic flowers, flowering trees, wildflowers, and indoor plants and offers advice on the best ways to capture them on film, where to find them, and the best time of year to shoot them. Also included is information on close-ups, electronic flash, lighting, and marketing photos to greeting card companies, magazines, etc. Beautifully illustrated with stunning color photographs. Softbound. 8-1/2 x 11". 144 pp. ISBN 1-883403-65-0	\$29.95	616739036502
F 241	The Focal Encyclopedia of Photography, 3rd Edition Edited by Leslie Stroebel and Richard Zakia. This one-volume encyclopedia offers detailed information on photography techniques, technologies, and business. Includes nearly 5,000 entries carefully cross-referenced. Softbound. 6-3/4 x 9-3/4". 914 pp. ISBN 0-240-51417-3	\$64.99	9780240514178 ↑
F 245	The Focal Handbook of Commercial Photography By Gerry Kopelow. An up-to-date, practical career guide that will help both aspiring and established photographers make appropriate, cost-effective choices regarding business and technical strategy. Softbound. 6 x 9". 355 pp. ISBN 0-240-80214-4	\$39.99	9780240802145 ↑
H 601	A Guide to Photographing the Canadian Landscape By Daryl Benson and Dale Wilson. Reflects the authors' simple, imaginative, and often humorous approach to landscape photography. This book unlocks the secrets to some of the most scenic photo locations in Canada and includes a useful travel and resource information for each location. Contains over 140 breathtaking photographs of the Canadian landscape, with detailed information about how they were made. Softbound. 10-3/4 x 8-3/4". 151 pp. ISBN 0-9684576-0-6	\$29.95	9780968457603

Catalog #	Product Name	LIST	UPC CODE
F 247	 Gum Bichromate Book, 2nd Edition Non-Silver Methods for Photographic Printmaking By David Scopick. Master the techniques of the gum-bichromate printing process for beautiful, flexible results. Over 100 illustrations. Softbound. 7 x 10". 150 pp. ISBN 0-240-80073-7	\$44.99	9780240800738 ↑
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H 884	 The Hand Exposure Meter Book BESTSELLER! By Martin S. Silverman, Jim Zuckerman, and Bob Shell. Explains the many reasons that make hand exposure meters essential equipment for professional photographers and serious amateurs. Written by three well-known photographers, this book covers every important aspect of determining the best possible exposure and describes the preferred methods, techniques, and useful tricks of each photographer. Also includes a removable Neutral Gray Card on the back cover. Illustrated in full-color throughout. Softbound. 8-1/2 x 11". 84 pp. ISBN 0-9671523-0-5	\$19.95	9789671523056
F 250	 'HANDS-ON' Manual for Cinematographers, 2nd Edition By David Samuelson. Contains a wealth of information, theory, and tables on all aspects of cinematography. Everything you need to know about cinematography can be found in this book—from camera choice, maintenance and threading diagrams, to electricity on location, equipment checklists, film stock, lenses, light, and color. This second edition has been updated to include even more useful information with new sections on special techniques, utilities, and venue techniques. Includes line illustrations and diagrams. Softbound. 5 x 10-1/2". 400 pp. ISBN 0-240-51480-7	\$54.99	N/A
F 256	 The Hasselblad Manual, 5th Edition BESTSELLER! By Ernst Wildi. This edition has been completely rewritten and updated throughout to include the current Hasselblad line of cameras and accessories. It discusses all the information necessary for operating the equipment and obtaining successful results. Illustrated in color and B & W. Hardbound. 6 x 9-1/4". 416 pp. ISBN 0-240-80385-X	\$59.99	9780240803852 ↑

Catalog #	Product Name	LIST	UPC CODE
F 501	 John Hedgecoe's The Art of Color Photography Includes John Hedgecoe's latest innovations, including computer manipulation and new digital cameras. Over 600 color photographs and diagrams reveal the theory and practice of all the essential techniques for using cameras, lenses and filters, choosing color film, and composing the perfect shot. Fully illustrated in color. Softbound. 7-1/2 x 11-1/2". 208 pp. ISBN 0-240-80344-2	\$34.99	9780240803449 ↑
H 921	 John Hedgecoe's Complete Guide to B & W Photography Over 200 high-quality photographs help teach the secrets of photographing landscapes, portraits, still lifes, and action shots in B & W. Explores aesthetic elements—composition, choice of subject, mood, and atmosphere. Hardbound. 6-5/8 x 10". 160 pp. ISBN 0-8069-0886-6	\$19.95	9780806908861
H 924	 John Hedgecoe's Complete Guide to Photography <i>A Step-by-Step Course from the World's Best-Selling Photographer</i> In 70 assignments, this book teaches everything from how a camera works to advanced photographic techniques. Over 500 photos illustrate how to convey a person's character, capture action, shoot successful still lifes, and photograph the natural world. Softbound. 7 x 10-5/8". 224 pp. ISBN 0-8069-8427-9	\$19.95	9780806984278
H 925	 John Hedgecoe's Guide to 35mm Photography This book will show you how to achieve professional results you'll be proud of in a convenient, pocket-sized guide to 35mm photography. Covers how a camera works, buying a new and used camera, film, exposure, and lighting, including sunlight and flashes. Includes a visual guide to different types of lenses and their characteristics. Fully illustrated to include over 400 full-color photographs. Softbound. 5-7/16 x 8". 128 pp. ISBN 1-85585-714-6	\$12.95	9781855857148
H 919	 John Hedgecoe's How to Take Great Photographs <i>NEW!!</i> This unique series of hands-on exercises prepares you to work on your skills in the comfort of your own home at your own pace. Begin by getting to know your camera and its functions, including focusing, depth of field, and shutter speed. Once you feel comfortable behind the camera, you're ready to move on to more challenging areas of photography such as bringing out particular qualities in an object and capturing fast-moving or poorly lit subjects. A final section offers details on the latest equipment and specialist techniques. Illustrated with more than 200 superb color photos. Hardbound. 8-1/2 x 11". 160 pp. ISBN 1-85585-913-0	\$24.95	9781855859135

Catalog #	Product Name	LIST	UPC CODE
F 500	 <p>John Hedgecoe's New Introductory Photography Course This book teaches the art of photography in an enjoyable way, through "hands-on" experience. Numerous subjects are covered, from dramatic landscapes to candid portraits. Over 400 color and B & W photographs. Softbound. 7-3/4 x 12". 207 pp. ISBN 0-240-80346-9</p>	\$34.99	9780240803463 ↑
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Catalog #	Product Name	LIST	UPC CODE
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F 519	 John Hedgecoe's Workbook of Darkroom Techniques A perfect introduction to home processing and printing. This book provides information on a variety of equipment, materials, and techniques. Color and black-and-white film processing and printing techniques are also discussed. Includes troubleshooting sections and a glossary. Illustrated in color. Softbound. 4-3/4 x 8-5/8". 168 pp. ISBN 0-240-80321-3	\$19.99	9780240803210 ↑
F 510	 John Hedgecoe's Workbook of Photo Techniques A complete compact guide to creative photography. Packed with hints and tricks, this book is an authoritative resource for using your camera equipment to its best advantage. Chapters include camera basics, people, nature, landscapes, light and color, and places. Illustrated in color. Softbound. 4-3/4 x 8-5/8". 168 pp. ISBN 0-240-80323-X	\$19.99	9780240803234 ↑
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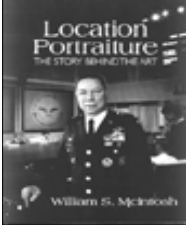

Catalog #	Product Name	LIST	UPC CODE
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Catalog #	Product Name	LIST	UPC CODE
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