



Westwood Light and Lens Bundle: Light and Lens: Photography in the Digital Age

Robert Hirsch

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Light & Lens: Photography in the Digital Age is a groundbreaking introductory book that clearly and concisely provides the instruction and building blocks necessary to create thought-provoking digitally based photographs. It is an adventurous idea book that features numerous classroom-tested assignments and exercises from leading photographic educators to encourage you to critically explore and make images from the photographers' eye, an aesthetic point of view.

Acquire a basic foundation for digital photography. Light and Lens covers the fundamental concepts of image-making; how to use today's digital technology to create compelling images; and how to output and preserve images in the digital world.

Explore the history, theory and methods of digital image-making. Light and Lens translates the enduring aesthetics of art photography into the digital realm. You'll view, capture and think about images from a new perspective.

Increase your ability to analyze, discuss and write about your own work and the images of others.

Learn with exercises and assignments by leading digital educators. Innovative techniques will train your eye to make the strongest visual statement.

Solve visual problems and overcome image challenges. Whether you use a digital SLR or a point-and-shoot camera, you'll get new strategies to master composition, design and light.

View the full range of the digital terrain with stunning images and commentary by over 190 international artists.

Robert Hirsch is a renowned photographer, educator, historian and writer. His book credits include *Photographic Possibilities: The Expressive Use of Ideas, Materials and Processes*; *Exploring Color Photography: From the Darkroom to the Digital Studio*; and *Seizing the Light: A History of Photography*. He has had many one-person shows and curated numerous exhibitions. Hirsch has also conducted many workshops and interviewed eminent photographers of our time. The former executive director of CEPA Gallery, he is now the director of Light Research in Buffalo, New York, and on the Visual Studies faculty of University of Buffalo/The State University of New York.

Robert Hirsch's new edition of **Exploring Color Photography** is also now available from Focal Press!

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