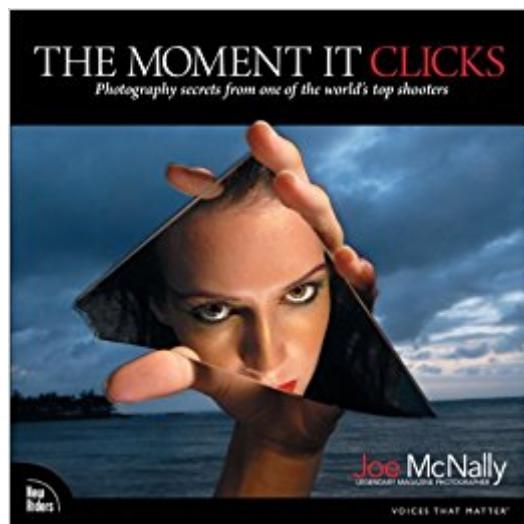


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# The Moment It Clicks: Photography Secrets From One Of The World's Top Shooters



## Synopsis

THE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THE CLASSROOM

Joe McNally, one of the world's top pro digital photographers, whose celebrated work has graced the pages of Sports Illustrated, Time, and National Geographic (to name a few), breaks new ground by doing something no photography book has ever done—blending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually found only in those rare, best-of-breed educational books. When Joe's not on assignment for the biggest-name magazines and Fortune 500 clients, he's in the classroom teaching location lighting, environmental portraiture, and how to *get the shot* • at workshops around the world. These on-location workshops are usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joe's sessions to life. What makes the book so unique is the *triangle of learning* • where (1) Joe distills the concept down to one brief sentence. It usually starts with something like, *An editor at National Geographic once told me* | • and then he shares one of those hard-earned tricks of the trade that you only get from spending a lifetime behind the lens. Then, (2) on the facing page is one of Joe's brilliant images that perfectly illustrates the technique (you'll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, lighting, accessories, etc.), along with the challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand photography and the art of making great photos at a level you never thought possible. This book is packed with those *Ah ha!* moments—those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense—*that moment it clicks.* •

## Book Information

Paperback: 256 pages

Publisher: New Riders; 1 edition (February 2, 2008)

Language: English

ISBN-10: 0321544080

ISBN-13: 978-0321544087

Product Dimensions: 8.9 x 0.7 x 8.8 inches

Shipping Weight: 1.4 pounds (View shipping rates and policies)

Average Customer Review: 4.3 out of 5 stars 300 customer reviews

Best Sellers Rank: #148,967 in Books (See Top 100 in Books) #26 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Lighting #75 in Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Digital Editing #184 in Books > Textbooks > Humanities > Visual Arts > Photography

## Customer Reviews

THE FIRST BOOK WITH ONE FOOT ON THE COFFEE TABLE, AND ONE FOOT IN THE CLASSROOM

Joe McNally, one of the world's top pro digital photographers, whose celebrated work has graced the pages of Sports Illustrated, Time, and National Geographic (to name a few), breaks new ground by doing something no photography book has ever done-blending the rich, stunning images and elegant layout of a coffee-table book with the invaluable training, no-nonsense insights, and photography secrets usually found only in those rare, best-of-breed educational books. When Joe's not on assignment for the biggest-name magazines and Fortune 500 clients, he's in the classroom teaching location lighting, environmental portraiture, and how to "get the shot" at workshops around the world. These on-location workshops are usually reserved for a handful of photographers each year, but now you can learn the same techniques that Joe shares in his seminars and lectures in a book that brings Joe's sessions to life. What makes the book so unique is the "triangle of learning" where (1) Joe distills the concept down to one brief sentence. It usually starts with something like, "An editor at National Geographic once told me..." and then he shares one of those hard-earned tricks of the trade that you only get from spending a lifetime behind the lens. Then, (2) on the facing page is one of Joe's brilliant images that perfectly illustrates the technique (you'll recognize many of his photos from magazine covers). And (3) you get the inside story of how that shot was taken, including which equipment he used (lens, f/stop, lighting, accessories, etc.), along with the challenges that type of project brings, and how to set up a shot like that of your own. This book also gives you something more. It inspires. It challenges. It informs. But perhaps most importantly, it will help you understand photography and the art of making great photos at a level you never thought possible. This book is packed with those "Ah ha!" moments-those clever insights that make it all come together for you. It brings you that wonderful moment when it suddenly all makes sense-that "moment it clicks."

Joe McNally is an internationally acclaimed photographer, whose career has spanned 30 years and

included assignments in over 50 countries. Although the majority of his career has been spent shooting for magazines such as Time, Sports Illustrated, and National Geographic, in the mid-1990s Joe served as Life magazine's staff photographer, the first one in 23 years. He also has shot commercial assignments for Target, Nikon, and Sony, to name a few. Joe is a recipient of the Alfred Eisenstaedt Award and has been honored by Pictures of the Year International, World Press Photo, The Art Directors Club, American Photo, Communication Arts, and Graphis. He conducts numerous workshops around the world as part of his teaching activities. One of Joe's most notable projects, Faces of Ground Zero - Giant Polaroid Collection, has become known as one of the most significant artistic responses to the tragedy at the World Trade Center.

I'm a huge fan of Joe McNally, and have read a couple of his other books over the years. I have always appreciated his creative approach to lighting and use of multiple speed lights to shape the light and do things that are not easily done with conventional studio lights. With that said, I didn't get a lot out of this book, perhaps because I've heard it all before, or maybe because I've figured it all out myself already. Of course, there were a few tidbits that maybe made me say to myself, "very clever", but overall I didn't learn much photographically. I think that his readers would benefit from more detailed info on his setups, thought processes... perhaps even some lighting diagrams. With that said, I'm probably different than most of the readers of this book, having shot professionally for 25+ years in the areas of portraiture, fashion, glamour and editorial work with multiple speed lights and full studio lighting setups.

... reach higher. If you want to know what this book is about, read the forward by Scott Kelby. It is an absolutely perfect description. In fewer words and to save you from looking it up -- this book is like a combination of a program given at a professional photographers' convention and the discussion that takes place in the bar afterward. It is a collection of "Aha!" moments or, as the title says, "Moments that 'it' clicks" ('it' being not the sound of the shutter, but the flash of a concept that suddenly makes sense.) McNally assumes that the reader has a certain level of expertise. He will not talk down to you, though he does offer a helping hand along the way by explaining jargon that might not be familiar if you're just starting out. He will not offer a one-size-fits-all magical combination of aperture, shutter speed and ISO to get the amazing images that grace these pages. He would be doing a disservice if he did. It does not exist. If you're looking for wisdom from a very talented and experienced photographer and page after page of golden nuggets, grab this book. If you're looking for a cookbook, this ain't it. It's ok if this isn't the book for you. It \*is\* the book for me and for a lot of

other people. In fact, we won't be offended if you wander off to take more pictures of your cat.

When this book arrived I discovered that the primary subject matter is photography of the human form - Sports figures, celebrities, candid, posed, etc. etc....If that's what you're into I suppose the book has its moments but as an amateur (intermediate level) nature/landscape photographer - . This book has very little to offer.

When I saw this book, I remembered seeing a TV piece of Joe McNally's work, *Faces of Ground Zero-Giant Polaroid Collection*. Being an avid photographer it was only natural for me to purchase this paperback book. I have just completed reading this book and I must say the photography secrets that I have gotten are second to none. The writing approach that Joe uses is one of the things that makes me love this book. He will start off with a description of a photo and the history behind it, he then presents a picture that serves as the topic and finally the techniques that went into taking the shot. This includes the challenges you are likely to face when taking this or related shots. The approach resonates with the "For Dummies" approach of teaching although Joe takes it a notch higher with his in-depth analysis of specific photography techniques. There are no topics that are left hanging. Everything that was meant to be covered in the book is dealt with. This is an informative book that will challenge and inspire at the same time. My advice is to have a notebook and a pen handy as you read through. Like I pointed out earlier, this is an inspiring piece and you will get the idea bulbs every so often. After you are done reading you will definitely want to try out some of the tricks. You will appreciate the dynamism that is in each image. Every image should have a story and this book will teach you on how to take pictures that tell self-explanatory stories. Joe's workshops are worth an arm and a leg and are always packed. Am glad though because for only \$35.83 I was able to acquire the expertise of an acclaimed photographer with prestigious honor to back it up! I have to point out that this is not a beginners' guide to photography. Joe points out specific techniques he used when shooting some of his pictures. It is the story that will let you in on the techniques that he used. I would have loved it if he went easy on the stories and more on the various photography techniques. A single shot can't explain all the techniques but again the book offers real insights on specific topics and the book is worth it since Joe is a brilliant photojournalist and it counts for a good read.

I have been lucky to meet Joe and to learn in two of his seminars in Italy. Reading this book is like having him in front of you talking, experimenting and demonstrating. I really enjoyed the reading and

I keep going back to it. Don't expect too much technicalities and stuff like that - you need to know your basics about lighting and photography to get the most out of this book. It is much more valuable than that: it helps you see what photography is about, how it is a form of art, and how it is rooted in your own creativity, ideas and continuous experimentation. And yes, every beautiful image is explained and has the instructions on how it was produced.

It really is an enjoyable and insightful journey into the life of a successful photographer! Humor and juicy details carry more weight than just getting a job done. "That's OK Daddy. Just do your best." The authors young daughters wisdom!

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