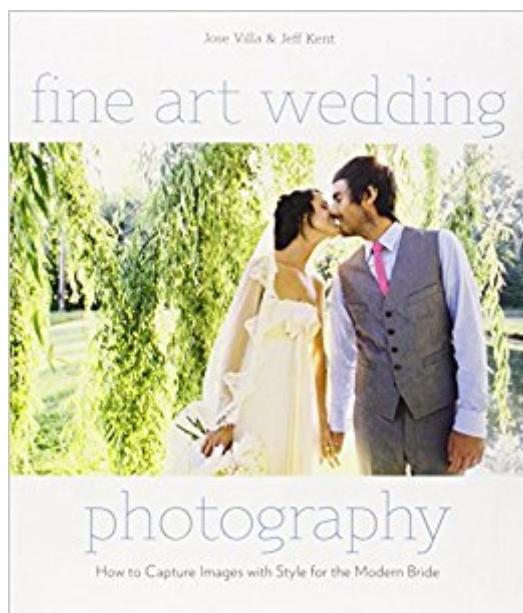


The book was found

Fine Art Wedding Photography: How To Capture Images With Style For The Modern Bride



Synopsis

Many semi-pro and professional wedding photographers are looking to "wake up" their style, stay current, and stimulate business. And today, that means lifestyle photography, also referred to as "fine art wedding photography." Fine art wedding photography isn't just a catchy phrase; it's a modern approach in which design is paramount. Fine art wedding images are more graphic and stylized than traditional wedding photojournalism, as if they were pulled from the pages of a glossy wedding or lifestyle magazine. Acclaimed wedding photographer Jose Villa was a pioneer in fine art wedding photography before it became a trendy buzzword. Here, he shares his secrets for bringing a stylized sense of composition, lighting, posing, and most important, design, to your images, while still keeping them organic and narrative. You'll learn Jose's trademark technique of capturing the more natural moment after a pose, and tips for getting images right in-camera to avoid the need for heavy postproduction. Final chapters show you how to integrate design through the delivered product, whether an album or slideshow, and continue nurturing clients after the wedding by expanding to baby and family portraiture. Packed with real-life examples, solid techniques, and stunning images from one of the wedding industry's brightest stars, this book will both educate and inspire photographers seeking to update their work and satisfy a new generation of brides.

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Customer Reviews

Jose Villa has been named one of the top 10 wedding photographers in the world by American

PHOTO, one of the *hottest* young photographers in today's wedding industry • by Rangefinder, and among the *most inspirational* wedding photographers in today's industry • by Photo District News. His images have been published in Martha Stewart Weddings, InStyle Weddings, Grace Ormonde Wedding Style, Brides, Cosmopolitan Bride, Vogue Bride, Town and Country Weddings, American Photo, PDN, Rangefinder, and many more. He can be found at www.josevilla.com. Jeff Kent is the former managing editor of Professional Photographer and PEI>Photo Electronic Imaging magazines, and the current editor at large for PPA Publications. He has published more than 500 articles on professional photography in such magazines as Professional Photographer, American PHOTO Wedding and Portrait Guide, and Destination I Do. Jeff can be found at www.jeff-kent.com.

Jose Villa's fine art wedding photography comprised of three parts. In the first part, Villa discusses about his style. He shares his preference on light, exposure, color and composition. The second part discusses on a typical western style wedding: getting ready, ceremony, bridal & family portrait and so on. The last part talks about marketing. In the first and the second part, Villa emphasizes on creating a consistent photography style. His style can be created by using specific gears (he uses medium format film camera and 80mm f/2 lens most of the time). As a result, most of his images has shallow depth of field and pastel color. He also suggest that color, composition, exposure should be consistent. Throughout the book, there are many Jose Villa's signature style photos. Most photos has shallow depth of field, semi-posed, over exposed and has pastel color. I also love that Villa shares his real-life mistakes and how he handle it. In the last part of the book, Jose share his marketing approach. It is a straightforward tips and quite obvious. For example he discusses the plus and minuses on marketing media such as magazine advertisement, website, blog, etc. He also share tips about pricing and how to get business referral. Overall, I enjoy reading and looking at the photos and layout design. However, I feel the content (text) is very basic and light. More experienced photographers who like to learn in-depth about wedding photography techniques should look for other book. After reading the book, it is tempting to copy Jose Villa's style. But I think, it is better to use the book as an inspiration to design your own photography style.

Jose Villa is one of, or if not the best wedding photographer of today's generation. It is common for photographers of Villa's skill and talent level to keep the secrets to their success to themselves, but with this book, Villa does the complete opposite. He freely shares with the reader everything he has learned, and provides step-by-step instructions on how to replicate his trendsetting look. This is no

book of rhetoric or theory. It is a book of application whereby Villa provides stunning fine-art imagery of weddings/engagements he has documented in the past with examples explaining his method (s). Classic and timeless, these breathtakingly beautiful captured moments of tranquility effectively show the reader what can be achieved by following the books instructions effectively. Villa has produced a must read for beginning or professional wedding photographers alike who aspire to produce high-quality fine art wedding images with film. It is simply written and full of useful advice that photographers of all genres can use as a source of inspiration and education to satisfy today's generation of brides. It is for the aforementioned reasons the I am thrilled to recommend, "Fine Art Wedding Photography: How to Capture Images with Style for the Modern Bride", by Jose Villa for film photographers interested in learning his craft as based on his experiences. Respectfully, Jamusu.

As a professional photographer, I'm comfortable with both my equipment, and my ability to attain the results I'm looking for. As I read this book I found myself saying "yep", "absolutely", "do that all the time". And then... I also found myself saying "cool idea", "wonder why I didn't think of that", and "I'm definitely going to do that from now on!". This book is a "must read", not just for wedding photographers, but for anyone that is photographing people. When talking about Jose Villa the conversation always ends in some sort of undisputed agreement that he is an immensely talented artist/photographer, which he is. Unfortunately, you can't read a book and then go out and shoot like Jose Villa :-(But, I gotta tell ya.. He has shared so much of his hard-earned, and insightful information, that if you read this book you will, no question about it, make better, more beautiful images, both digital or film. - Then who knows? I'm going to read it again, and most likely again. #buythisbook

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