



**Rick Sammon's Creative Visualization for Photographers: Composition, exposure, lighting, learning, experimenting, setting goals, motivation and more**

*Rick Sammon*

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The difference between seeing and looking is essential?much like the difference, in music, between hearing and listening. In *Creative Visualization*, master photographer, photo educator and photo instructor Rick Sammon presents his proven methodology for creative digital photography. His signature inspiring and motivating approach opens creative avenues for photographers in a variety of genres.

With easy-to-follow examples, Sammon shows you how simple changes?with visualization, composition, post-processing, and more?can mean the difference between a snapshot and a great shot. This book, illustrated with more than 300 of Rick's photographs, includes invaluable information about exposure, composition, subject choice, lighting, mood, and depth.

In the *Food for Thought* section, Rick offers guidelines for setting goals, getting motivated, connecting with a subject, learning, painting with light, thinking like a painter and more. In *Develop Your Creative Vision*, Rick takes you on an exploration of composition, exposure, making images with impact, creating a mood, altering reality, and pursuing your passion. Corrective and creative image processing techniques, as well as HDR, EDR, panoramas and black-and-white imaging, are covered in *the Image Processing Specialties section*.

Rick also shares a chapter on self-assignments – photo challenges – that you can use to expand your photographic horizons.

- Canon Explorer of Light and master photographer Rick Sammon shares the secrets behind learning to see photographically, to make the necessary changes that will have a noticeable impact on your photographs
- Includes easy-to-follow instruction for post-processing techniques in Lightroom and Photoshop. Tips for making the best HDR and EDR images are also included, as well as illustrations of how plug-ins can help photographers awaken the artist within.
- Uses clear, visual examples of "photo failures" photographs side-by-side with successful ones, outlining the small, but important changes?to composition, framing, exposure, etc.?that can immediately make a significant difference

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