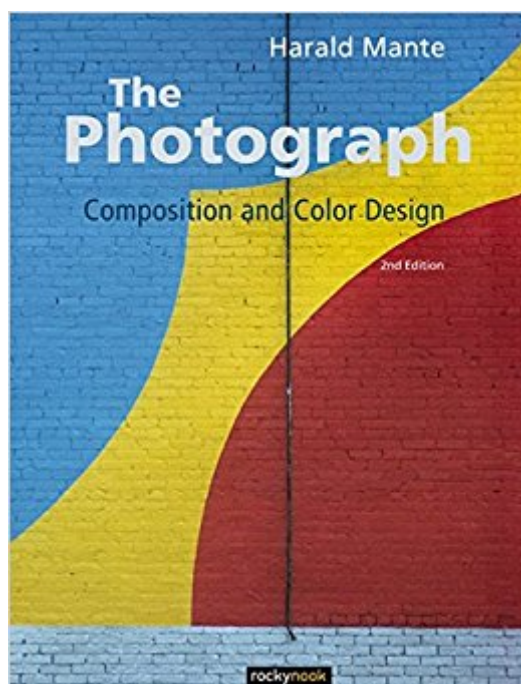


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# The Photograph: Composition And Color Design



## Synopsis

Harald Mante, one of the most distinguished teachers of the photographic arts in Germany and an internationally recognized master of photography, brings his teaching to us in the English language for the first time in more than 30 years. In *The Photograph* Mante explains the elements that are essential to achieving the highest level of visual design in photographs. This book is geared toward the serious intermediate and advanced photographer who strives to create outstanding images. While a deep understanding of photographic techniques is required in order to master photography, technical knowledge alone is not sufficient to create outstanding images. Beyond the technical aspects, the crucial elements that determine the quality and strength of a photograph are the content of the image and its organization within the image frame. This is where the "art" of photography comes into play. Truly creative photography is based upon knowledge and mastery of design, and insight into how the viewer perceives images. The creative photographer can exploit this knowledge and push image making in new directions. In this book, Mante explores the principles of line, shape, point, color, contrast, composition, and design in significantly greater depth and at a higher level than most any book available to date. He also covers a number of techniques to enhance expressiveness in a photograph and support the photographer's intentions. These in-depth lessons are beautifully illustrated with more than 750 images from Mante's own portfolio, including over 160 diagrams. *The Photograph* is a unique book that is sure to become an invaluable reference for anyone involved in photography—from the hobbyist to the professional; for both the digital and analog photographer; and for those practicing, studying, criticizing, or administering in the visual arts. This second edition has been extensively revised and updated, and includes 60 new images and illustrations. Also included are new chapters that cover analyzing shapes and colors and a discussion of the square image format.

## Book Information

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## Customer Reviews

Born in Berlin in 1936, Harald Mante studied graphic design and painting at Werkkunstschule Wiesbaden. He taught Photographic Design at Dortmund Polytechnic and at the European Art Academy in Trier, as well as many seminars and workshops. Professor Mante has authored numerous art books and textbooks. His photographic work has been exhibited in museums and private collections world-wide, and his books and calendars have become collector's items.

Everything said in the other reviews is spot on. Though "Photograph" is the largest word on the cover, this book is about design. I'm very glad that I purchased it. To me, the "basics" (exposure, aperture, shutter speed, ISO, depth of field, etc.) that so many books focus on can be quickly figured out by spending a few minutes with google and shooting a couple rolls of film. If you're going to spend money on a book about photography, it makes sense to get a book that's filled with not-as-easily-found information. Especially when it presents it really well. It contains tons of pictures and diagrams, and the text uses them to explicate concepts of design. However, the editor failed to ensure that the diagram references in the text always match up with the correct diagram. For example, on page 18 the three diagrams are labelled G, H, and J. Then, on page 21, the author refers to diagram I (which doesn't exist), and clearly means to reference diagram J. This isn't all that big of a deal, but when you couple it with the fact that you're already having to often flip between pages to find which diagram is being referenced, it's pretty annoying whenever it happens. I'd still recommend this book whole-heartedly, but I'd also recommend having a pen nearby to make the occasional correction. And while I'm recommending things, I'd also recommend the new Vampire Weekend album and Left Hand's Polestar Pilsner as being the perfect summer combination.

Great product!! We love it, but please do not buy from this dealer - antonline....they overprice stuff and do not honor the Low Price guarantee, ripped me off for 200\$ on a TV which we bought. So watch out and get it somewhere else...thanks!

Pretty good book, all about how our eyes see. A very technical look at lines and shapes and how

they would work in a image. This book is all about what we see rather than how to capture the image on camera. Good image examples given to support this books purpose.

A must have for anyone interested in improving their understanding of composition and the way of viewing things. Perfectly detailed and with tons of insight into the style elements of photography.

Book contains a lot of interesting information on design and composition of photographs including working with color. Only negative is that one must keep referring back to photographs and diagrams as one reads through the chapter - turning pages back and forth is a little cumbersome. Otherwise think it's a great.

Still trying to understand this one, but worth the money. A bit obscure for the novice.

This was for my wife and she is reading it as I write this

this book is a required text book in my photography class in college. they sell it at my school for 50. i got it cheaper at so thats pretty good. and this book has lots of great details and pictures of pretty much themes that you would like to take pictures of like for example shape and lines. i would recommend it to beginning photographers.

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