



## Mastering Exposure: How Great Photography Begins

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In photography, every decision, creative and technical, rides on achieving a good exposure. When shooting portraits or products, landscapes or architecture, we must control our camera's settings to ensure that just the right amount of light is allowed into the camera. When we strike the right balance in our exposure, we have a full range of tones, from pure white to deep blacks. We have rich visual detail. We have a sense of dimension. The colors and tones and contrast in our images weave the visual story of our subject and scene in a way that visually computes. As a result, we see just the image we strove to create, rendered perfectly in a way that satisfies our creative vision. In this book, Mark Chen shows you how to take full control over the science of exposure, providing you with the foundational skill-set you need to maximize your artistic vision.

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