



Advertising Photography: A Straightforward Guide to a Complex Industry

By Lou Lesko, Bobbi Lane

Download now

Read Online ➔

Advertising Photography: A Straightforward Guide to a Complex Industry

By Lou Lesko, Bobbi Lane

If you are an aspiring or professional photographer looking to break into advertising, "Advertising Photography: A Straightforward Guide to a Complex Industry" will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. Advertising Photography strips away the glitz and presents a candid and complete picture with solid advice to newcomers. You'll learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. The book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, you'll learn smart business practices to apply to your own work, giving you time to focus on the creative aspects of your craft, which is what will ultimately lead you to a successful advertising photography career. Learn from the experiences--good and bad--of those who have been there! -Practical how-to tips, information, and examples from each of the top genres -Learn how to get your business started, including writing a business strategy, licensing and copyright information, creating branding for websites and portfolios, insurance and legal issues, and more - Essential industry resources for estimating and invoicing software, professional organizations, marketing services, and creative consultants

 [Download Advertising Photography: A Straightforward Guide t ...pdf](#)

 [Read Online Advertising Photography: A Straightforward Guide ...pdf](#)

Advertising Photography: A Straightforward Guide to a Complex Industry

By Lou Lesko, Bobbi Lane

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane

If you are an aspiring or professional photographer looking to break into advertising, "Advertising Photography: A Straightforward Guide to a Complex Industry" will provide you with an honest and uncensored look at this highly competitive and lucrative business. While working in the advertising photography industry can be glamorous and financially rewarding, it can also be intimidating and difficult to break into, requiring networking savvy, financial know-how, and marketing and business skills on top of photographic talent. Advertising Photography strips away the glitz and presents a candid and complete picture with solid advice to newcomers. You'll learn how to get your business started, including writing a business strategy, successfully negotiating a bid, what to expect during the shoot, post production and delivery tips, and how to properly invoice your clients. The book explores several business management styles supported by the real-world experiences of veteran advertising photographers, illustrated with stunning full-color images of the work that got them where they are today. By examining the methods and strategies used by those who have already made it in the industry, you'll learn smart business practices to apply to your own work, giving you time to focus on the creative aspects of your craft, which is what will ultimately lead you to a successful advertising photography career. Learn from the experiences--good and bad--of those who have been there! -Practical how-to tips, information, and examples from each of the top genres -Learn how to get your business started, including writing a business strategy, licensing and copyright information, creating branding for websites and portfolios, insurance and legal issues, and more -Essential industry resources for estimating and invoicing software, professional organizations, marketing services, and creative consultants

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane
Bibliography

- Rank: #757273 in Books
- Brand: Brand: Course Technology PTR
- Published on: 2007-10-23
- Original language: English
- Number of items: 1
- Dimensions: .63" h x 9.18" w x 7.35" l, 1.51 pounds
- Binding: Paperback
- 256 pages

 [Download Advertising Photography: A Straightforward Guide t ...pdf](#)

 [Read Online Advertising Photography: A Straightforward Guide ...pdf](#)

Download and Read Free Online Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane

Editorial Review

From the Author

If you have a keen grasp of the obvious you've gathered that the book is about the advertising photography industry. But not from a pedantic do-these-things-to-become-successful perspective. I write about many of the stupid things that I did that you shouldn't do. There is no correct way to become a successful photographer, but there are all kinds of things you can do to tank yourself. Also featured is the work of twelve other successful photographers and their stories about how they got into, and succeeded in this fabulous business.

About the Author

Lou Lesko started shooting fashion photography in San Francisco in 1984 when he was 19 years old, and he has also worked as a successful photojournalist and commercial director. He is currently the managing editor at the National Geographic Assignment Blog. Lou is one of the founders of PhotoCine News and the founder and chief chaos master at Blinkbid Software, business software for creative professionals.

Bobbi Lane is a commercial photographer specializing in creative portraits in studio and on location. Bobbi's multi-faceted approach to photography incorporates over 30 years of technical experience with innovative artistic interpretation. She shoots primarily people on location for editorial, corporate, and advertising accounts as well as photographing "real people" and travel for stock. Her stock photography has sold worldwide for ads, posters, and billboards. Bobbi's clients include: Warner Bros., PricewaterhouseCoopers, Samsung, Bose Corp., Neutrogena, Ricon, Mattel, Maui Music Festival, McDonnell/Douglas, Sears' Tower Skydeck, and the Morro Bay Natural History Museum. She is a regular contributing photographer to both Ridgefield and Bedford Magazines. As a dedicated photo educator, she brings insight and enthusiasm to her hundreds of students every year. Bobbi's excellent rapport and communication with her students inspires and motivates, while her straight-forward teaching style reaches students of many different skill levels. Bobbi teaches at the Santa Fe Workshops, the Maine Workshops, the Julia Dean Workshops, and the International Center for Photography in New York City. She is the Chair of the Education Committee for Advertising Photographers of America, and the creator of their Successful Emerging Photographer's program. Bobbi is a Contributing Editor to Photo Techniques magazine, and author of the book, Creative Techniques for Color Photography, published by Amherst Media. Her new instructional DVD, Portrait Lighting Techniques with Bobbi Lane is available through Calumet.

Users Review

From reader reviews:

Michael Griffin:

Here thing why that Advertising Photography: A Straightforward Guide to a Complex Industry are different and reputable to be yours. First of all reading a book is good but it depends in the content from it which is the content is as scrumptious as food or not. Advertising Photography: A Straightforward Guide to a Complex Industry giving you information deeper and in different ways, you can find any reserve out there but there is no guide that similar with Advertising Photography: A Straightforward Guide to a Complex Industry. It gives you thrill looking at journey, its open up your eyes about the thing that will happened in the world which is probably can be happened around you. It is possible to bring everywhere like in area, café, or even

in your approach home by train. For anyone who is having difficulties in bringing the paper book maybe the form of Advertising Photography: A Straightforward Guide to a Complex Industry in e-book can be your choice.

Ernest Poole:

The particular book Advertising Photography: A Straightforward Guide to a Complex Industry has a lot of knowledge on it. So when you read this book you can get a lot of help. The book was published by the very famous author. The writer makes some research ahead of write this book. This kind of book very easy to read you can get the point easily after reading this book.

Josefina Roundtree:

Reading a book being new life style in this 12 months; every people loves to examine a book. When you study a book you can get a lot of benefit. When you read publications, you can improve your knowledge, because book has a lot of information onto it. The information that you will get depend on what sorts of book that you have read. If you would like get information about your examine, you can read education books, but if you want to entertain yourself you are able to a fiction books, these kinds of us novel, comics, and also soon. The Advertising Photography: A Straightforward Guide to a Complex Industry will give you a new experience in reading through a book.

Jason Davis:

What is your hobby? Have you heard which question when you got learners? We believe that that problem was given by teacher to the students. Many kinds of hobby, Everyone has different hobby. So you know that little person such as reading or as reading become their hobby. You should know that reading is very important and book as to be the factor. Book is important thing to add you knowledge, except your personal teacher or lecturer. You see good news or update concerning something by book. Numerous books that can you choose to adopt be your object. One of them are these claims Advertising Photography: A Straightforward Guide to a Complex Industry.

**Download and Read Online Advertising Photography: A
Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi
Lane #ZVI7OWFH2J1**

Read Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane for online ebook

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane books to read online.

Online Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane ebook PDF download

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane Doc

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane Mobipocket

Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane EPub

ZVI7OWFH2J1: Advertising Photography: A Straightforward Guide to a Complex Industry By Lou Lesko, Bobbi Lane