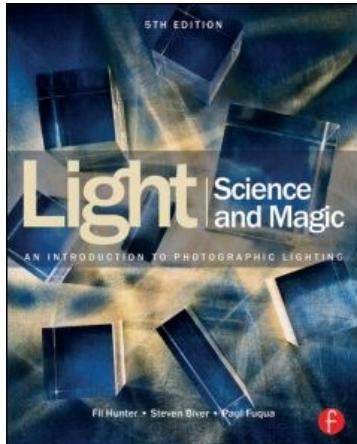


March 2015

Boston, USA

Light Science & Magic, the beloved and celebrated guide to photographic lighting, now in its fifth edition, continues to demystify and educate.



Even with the most high-tech gear, photographers still need to put a lot of thought and vision into lighting their photographs in order to get great results. This key skill has the power to dramatically and quickly improve photographs.

Light Science and Magic: An Introduction to Photographic Lighting, now in its fifth edition, provides you with a comprehensive theory of the nature and principles of light, with examples and instructions for practical application.

Featuring photographs, diagrams, and step-by-step instructions, this beloved book speaks to photographers of varying levels. It provides invaluable information on how to light the most difficult subjects, such as surfaces, metal, glass, liquids, extremes (black-on-black and white-on-white), and portraits.

Styles of lighting continue to change, but the nature of light will always remain the same. Once photographers understand the basic physics of lighting, they can apply that knowledge to a broad range of photographic styles.

Author Bios:

Fil Hunter was a highly respected commercial photographer specializing in still life and special effects photographs for advertising and editorial illustration. During a career spanning over three decades, he worked for such clients as America Online, *US News*, Time-Life Books, *Life Magazine* (27 covers), the National Science Foundation, and National Geographic. He taught photography at the university level and served as technical consultant on a number of photographic publications. Mr. Hunter won the Virginia Professional Photographer's Grand Photographic Award three times.

Steven Biver has over twenty years of experience as a commercial photographer specializing in portraits, still life, photomontage, and digital manipulation. His client list includes Johnson & Johnson, USDA, William & Mary College, Condé Nast, and IBM. He has been honored with awards from Communication Arts, Graphis, HOW Magazine, and Adobe, who have also included his work on a Photoshop 'extras' disc to inspire other photographers.

Paul Fuqua has worked as an editorial and wildlife photographer for more than thirty-five years. He started his own production company in 1970 and is dedicated to teaching through the use of visuals. Paul has written and produced educational and training material in a variety of fields including law, public safety, history, science, and the environment. For the last ten years he has produced educational material dealing with the natural sciences and the need for global habitat stewardship.

Visit the book page at: <http://bit.ly/LightScienceandMagic>

9780415719407 | \$44.95 / £28.99 in paperback | March 2015

For more information and to request a review copy please contact:

Sloane Stinson, Marketing Manager, Focal Press

Tel: 760-294-8758 | Email: sloane.stinson@taylorandfrancis.com

About Focal Press

Focal Press has been a leading publisher of Media Technology books for 75 years. We provide essential resources for professionals and students in many areas including: film and digital video production, photography, digital imaging, graphics, animation and new media, broadcast and media distribution technologies, music recording and production, mass communications, and theatre technology. For information about Focal Press visit www.focalpress.com.