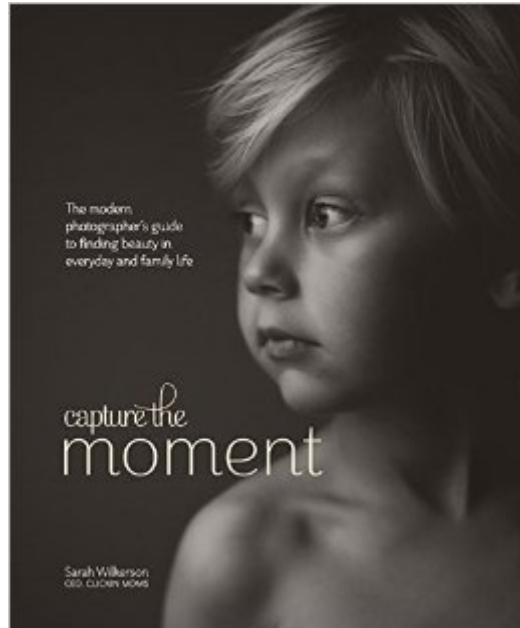


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# Capture The Moment: The Modern Photographer's Guide To Finding Beauty In Everyday And Family Life



## Synopsis

Turn everyday photos into stunning works of art, with this essential guide to photography. Featuring gorgeous photographs taken by the members of the photography industry's largest social network of female photographers, Clickin Moms, this accessible and gift-worthy guide provides both the inspiration and skills every photographer needs to capture life's beautiful moments as frameable pieces of art—from breakfasts to birthday parties and first steps to first days of school. With big, bold images paired with short, easy-to-follow tips progressing from elementary to advanced, this book is perfect for amateurs and professionals alike, covering equipment, composition, posing, low light, natural light, black and white, still life, and lifestyle photography. Assignments for experimenting with lighting and shooting locations round out the chapters, and advice based on photographs from over 100 contributors include these priceless suggestions:

- Channel the old masters—painters such as Rembrandt and DaVinci are great inspiration
- Anticipate emotion—watch for laughter and surprise
- Embrace harsh lighting, backlighting, dappled sunlight and shade and use them to your advantage
- Emphasize texture and seek out patterns—repetition can be striking and bold
- Shoot from unexpected angles—sometimes the best shot is from below, behind, or above

Clickin Moms is contributing 100 percent of the royalties from *Capture the Moment* to the Ronald McDonald House, which provides accommodation for the families of seriously ill or injured children near the facility where a child is hospitalized.

## Book Information

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## Customer Reviews

(Full disclosure: I received a free copy of this book for review through Blogging for Books.) According to its website, Clickin Moms was founded by Kendra Okolita, who wanted a safe place to talk photography with her friends. Over the years, itâ€™s evolved into a âœœcommunity of over 16,000 professional photographers, aspiring professionals, and women who are simply passionate about capturing the lives of their children.â€• Written (or perhaps âœœcompiledâ€• is a better word) by company CEO Sarah Wilkerson, CAPTURE THE MOMENT is a photography guide that couples tip and tricks with large, bold images contributed by Clickin Moms community members, thus capturing the spirit of the website. CAPTURE THE MOMENT is divided into six chapters, each focused on a discrete aspect of photography: Natural Light; Composition; Storytelling; Fine Art; Black & White; and Low Light. Each page features one tip paired with an image for illustration; in some cases, the spread takes up two full pages. Along with the photographerâ€™s name, each photo includes information about the camera, lens aperture, shutter speed, and ISO employed in the creation of said image. The result is a photography guide thatâ€™s aesthetically pleasing, but sparse on text: nice to look at, but with a minimum of instruction. As a beginner, I found a wealth of inspiration here â€œ but more advanced photographers may be disappointed (or outright bored). I canâ€™t help but notice that this book has already undergone a revision: Goodreads lists a 2014 edition that was published as CAPTURING THE MOMENT: INSPIRATION AND TECHNIQUES FOR THE MODERN PHOTOGRAPHER, and in 2015 it was rebranded as CAPTURE THE MOMENT: THE MODERN PHOTOGRAPHERâ€™S GUIDE TO FINDING BEUTY IN EVERYDAY AND FAMILY LIFE.

While I consider myself an inexperienced camera user, I can certainly appreciate a good photo and wish I could better capture the moments in our family's life. My 15 year old daughter seems to have the knack that eludes me and I thought this book would give her some helpful tips for getting the best possible pictures out of our mediocre camera. After perusing this book, I think there is hope for even me as Wilkerson condenses volumes of photographic wisdom into bite-sized pieces on each page. From the very first page, readers are treated to magnificent photos. The title page, the copyright page, the table of contents page are all first and foremost gorgeous photos that create the focal point for each page. The book is comprised of six chapters that cover the following topics: Natural Light, Composition, Storytelling, Fine Art, Black & White, Low Light. What makes this book so fabulous is that it can be utilized on many different levels. This book is so absolutely gorgeous, it can be appreciated on the most basic level as a showcase for photographic talent. Now if you actually want to grow as a photographer, this book is genius in that within each section, photos are

arranged by skill level--from beginner to advanced. So for someone just beginning, they will find tips and instructions for improving in each content area with some photos that exemplify the concept. Later in each chapter, more advanced techniques are available for the more experienced. I love the format of the photo being the main focus on each page spread. Each page is bordered simply in white with a succinct explanation of how the shot was created or an explanation of the concept.

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