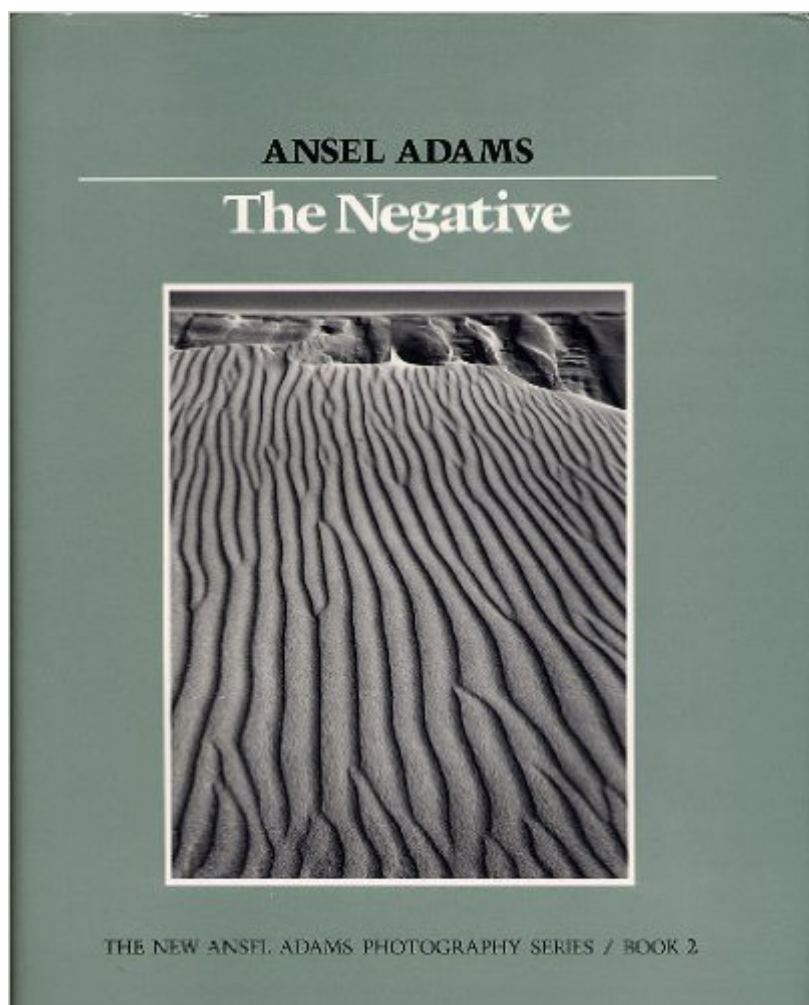


The book was found

# The Negative (The New Ansel Adams Photography Series, Book 2)



## Synopsis

Little, Brown and Company, the sole authorized publisher of Ansel Adams' books, calendars, and posters, in redoubling its efforts to ensure that this legendary artist's work remains fresh and appealing to bookstore customers into the next century. The new elements in this revitalized publishing program, which is authorized and supervised by the Publishing Rights Trust established by Ansel Adams, include:

## Book Information

Series: The New Ansel Adams Photography Series, Book 2 (Book 2)

Hardcover: 271 pages

Publisher: New York Graphic Society (1981)

Language: English

ISBN-10: 0821211315

ISBN-13: 978-0821211311

Product Dimensions: 1 x 8 x 9.8 inches

Shipping Weight: 2.3 pounds

Average Customer Review: 4.8 out of 5 stars [See all reviews](#) (102 customer reviews)

Best Sellers Rank: #232,543 in Books (See Top 100 in Books) #31 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Darkroom & Processing](#) #325 in [Books > Arts & Photography > Photography & Video > Equipment, Techniques & Reference > Reference](#) #1391 in [Books > Arts & Photography > Individual Artists](#)

## Customer Reviews

There are a number of good reviews here, and I recommend to you especially the one by S. White. This is a great book, a classic that is important both historically, because it defines the zone system as no other work can, and practically, because it gives you the best combination of practice and theory available in print (at least that I have found). For the uninitiated, in the "zone system" you stop thinking about "the" one correct exposure for a photograph (which is usually the correct exposure for a single subject in the photograph) and instead think about the range of exposures needed across a scene with a variety of subjects with different colors, textures, and light characteristics. This approach is made possible by the observation that a one-stop shifts in exposure, in black and white photography, ultimately create 10 "zones" for aesthetic purposes - that is, the full range of grays between black and white can be associated with 10 stops of exposure. I don't want to make this review just an echo of the praise offered by others, so let me point out

several things about this book that may be helpful if you haven't yet decided to purchase it: First, the zone system advocated by Ansel Adams is the most influential approach to taking black and white photographs out there. There are advocates and detractors, and this book is inspired in part by Adam's advocacy of this technical and painstaking technique. Because he is an advocate, he works very hard to make the system comprehensible, while retaining fidelity to its technical and intellectual side. He also does not give you the full story on the criticism of his method.

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