



Architectural PhotographyùThe Digital Way

Gerry Kopelow

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More than ever, particularly in this day of online media, architects and designers are increasingly faced with exciting and critical marketing and publishing opportunities. Simply documenting a project is no longer enough. Successful design practices are providing high-quality images to architecture magazines, newspapers, and websites. But well-executed professional photography can be expensive and, depending on the project, you might not always want to spend the extra money. Fortunately, the digital revolution in photography has made it possible to do-it-yourself, and in a way that is compatible with the new demands of digital printing and presentation.

Architectural Photography the Digital Way teaches the reader how to take first-rate photographs of buildings, inside and out. Step-by-step instructions help you learn how to choose the right kind of camera, to use it effectively, and to enhance and manipulate your images. This complete course begins with an introduction to the world of digital imagery and its unique aesthetic considerations. Included are detailed instructions on how to photograph building exteriors and interiors of every scale and in any lighting condition. Advanced chapters cover areas such as perspective correction and other features made possible by image-editing software. Illustrated with a wealth of color photographs and diagrams, this clearly written, easy-to-use handbook will be your indispensable guide whenever you pick up the camera.

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