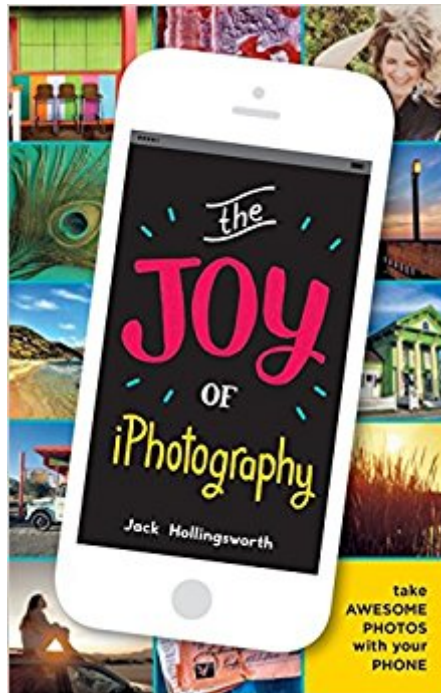




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# The Joy Of IPhotography: Smart Pictures From Your Smart Phone



## Synopsis

Forget all the tech-talk about workflow and archiving, Apple have given us all a camera that takes care of all this for us, so now it's time to take great photos. This book will show you the best ways to approach every possible subject with your iPhone, offering tips as clear and simple as the iPhone's interface. Additionally you'll see some great effects that you won't find in Instagram (but your followers will love).

## Book Information

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## Customer Reviews

Photographer Jack Hollingsworth shares his tips on fully exploiting your smartphone's camera. --  
Lucy Feldman \* The Wall Street Journal \*

Jack Hollingsworth is easily one of photography's most well known names, thanks not only to his years experience in World Lifestyle, Travel, Portrait and Stock Photography, but his popular @photojack twitter account.

Well, I was intrigued by the title, and the price was low enough, so I decided to splurge! The book is super basic when it comes to photography; a seasoned or pro shooter will get bored with a lot of this book. I was pleased by the sharing of apps and usage. there are thousands of iPhone apps for post processing, sharing etc. I have been looking at the books and trying to weed through and find the apps that are the most commonly used. For an amateur, a teen, or others who have little to no

experience with image making, this book will do a great job of getting you started. Replete with great images, Hollingsworth shares some great moments, as well as some superb techniques. However, if you have ever shot with a DSLR or quality Rangefinder, this will probably be a good book for a few ideas, and some nice pics to look at. But, I always tell people - even if it is simplistic - if you get one idea or new technique - or if the bloody book just makes you THINK - then it's worth it!

If you are looking for a book that will explain some of the technical aspects of the iPhone ----- this is not the book for you. You will have to figure out on your own how to get from point A to point B, when trying to take some of those spectacular shots. A very basic (small) book for absolute beginners.

I was expecting much more emphasis on using various apps for post-processing, rather than general photo advice.

If you are just starting out, this is a good basic guide from an excellent photographer and educator. Jack is a huge supporter of the photographer community and he deserves your support.

Helpful for future travel

Nice overview to iPhotography but no actionable insights. I think he's saving those for his workshops. More a celebration of his pics and a collection of his thoughts than a guide for the aspiring photographer.

I enjoyed it. Planning on going through it again.

I'm a bit torn when it comes to reviewing this book. On one hand the author is very enthusiastic about photography in general and iPhone photography in particular and he's very keen on encouraging everyone to get out there and have fun taking pictures but on the other hand it doesn't include much in the way of helpful advice for how to go about getting great results. There are lots of stunning pictures included but Jack Hollingsworth is a professional photographer with years of experience under his belt so it's very unlikely the average layman would get anywhere near the same results without years of practise. I wouldn't be surprised if this book was actually sponsored by Apple because it's so overtly in your face that iPhones are the best thing since sliced bread and

everyone should own one. What I REALLY wish is that the author had included tips on how the various camera settings work beyond not-so-helpfully telling you to "Invest a weekend of learning the technical aspects of the iPhone camera" without giving any clue where to find this information. Likewise there are many apps mentioned but hardly any detail given about what each app can be used for or how you'd choose which ones might be the best for the effects you're looking to achieve. You could spend a fortune buying all these apps (& extra equipment recommended like a tripod, additional lenses, bluetooth camera flashes etc) but if you don't know when or how best to use them it's just wasted money. Of course you can learn a lot by trial and error but you don't spend nearly £10 on a book just to be told the first 10,000 pictures you take will probably be rubbish but keep trying and you'll get good results eventually. There are some interesting facts and figures included and flicking through to look at the photos included might give you some ideas regarding composition for taking your own images but don't expect much in the way of practical advice on how to actually take great photos with your iPhone or any other camera. Source: Received from Vine in exchange for an honest review

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