

Focal Press - Recent Releases & Popular Titles

Adobe Photoshop CS3 For Photographers

Martin Evening



Adobe's Photoshop CS3 comes with powerful new features with huge payoffs. But it can be overwhelming to learn, even for professional photographers, graphic designers, keen amateurs, and others who already have an initial grasp of Photoshop. Acclaimed photographer Martin Evening, who wrote the best-selling previous books, 'Adobe Photoshop for Photographers', makes it easy with this new, thoroughly updated edition.

Includes FREE DVD with:

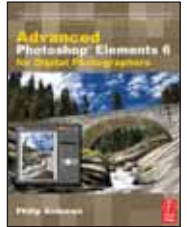
- * QuickTime movie tutorials for MAC and PC
- * Searchable tips on tools, palettes layer styles, and shortcuts
- * Includes images selected for you to experiment with to get you up to speed with everything in the book, including the new Photoshop CS3 features, fast!
- * Updated Camera Guide to help you decide which will best suit your needs, plus bonus Digital Capture chapter in printable PDF format

May 2007
 ISBN: 9780240520285
 Paperback
 704pp
 Focal Press
 RRP A\$80 • RRP NZ\$94



Advanced Photoshop Elements 6 for Digital Photographers

Philip Andrews



As Photoshop Elements becomes bigger and better with each new version, users who have already mastered the fundamentals are looking for ways to get more out of the program without having to upgrade to the full Photoshop suite. This book tells them exactly how to do it. Full of tips and techniques to help the advanced Elements user expand their artistic capabilities and streamline their productivity, world-renowned Elements expert Philip Andrews provides a unique insight into this powerful software and shows users how to transform their everyday images into works of art. Long on ideas but short on fluff, Philip cuts right to the chase so readers can start using Elements to its fullest potential in no time.

Feb 2008
 ISBN: 9780240520971
 paperback
 424pp
 Focal Press
 RRP A\$65.00 • RRP NZ\$76.00



Adobe Photoshop Elements 6

A Visual Introduction to Digital Photography

Philip Andrews



Philip Andrews is the go-to guy for Elements advice, hands-down. While other (much larger) Elements titles bulk up their pages with lots of empty filler, Philip cuts to the chase and provides inexperienced Elements users with everything they need to know to get up to speed fast with this superb software. From the frazzled business owner who has to draw up promotional flyers with no time (and no budget), to the busy mom who just wants to clean up a few family snaps, it's all here in this beautifully packaged book and CD set. Philip uses clear, step-by-step instructions, inspirational images, and excellent video tutorials to make learning Elements fun - the way it should be!

Dec 2007
 ISBN: 9780240520995
 paperback
 424pp
 Focal Press
 RRP A\$55.00 • RRP NZ\$65.00



Adobe Photoshop Elements 6 Maximum Performance

Unleash the hidden performance of Elements

Mark Galer



Photoshop Elements is the cut-down, low-price version of Adobe's powerful Photoshop software, attracting more than 100 million users worldwide and outselling the full version of Photoshop 30:1. In this unique book and DVD package, Mark Galer shows readers how to unleash the hidden potential of the budget Elements software for professional-quality image editing without the need to upgrade to the full version of Photoshop. Using real-world projects presented in step-by-step tutorials, this guide to Elements' less-known and most powerful post-production editing techniques allows imaging professionals and photographers to circumnavigate the missing features and create stunning results. Each project is supported by movie tutorials and high resolution images, available on the DVD that accompanies the book.

Dec 2007
 ISBN: 9780240520926
 paperback
 328pp
 Focal Press
 RRP A\$48.00 • RRP NZ\$56.00





ELSEVIER

Media Technology

Creative Photoshop

Digital Illustration and Art Techniques

Derek Lea

Derek Lea, one of the world's top 100 digital artists, shows you how to use Photoshop in unorthodox ways to transform the ordinary into the extraordinary. His work is a unique combination of original photography, traditional illustration, and digital art.

If you are a digital artist, illustrator, cartoonist, graphic artist or designer who is familiar with Photoshop, but want to push the program to the limit, this book is for you! Learn how to get professional results from the paint features in Photoshop and This book/CD package provides clear, step-by-step tutorials that make it easy to emulate Lea's techniques in your own work. With all the images from the book to play with, you'll be creating stunning artwork in no time! Be sure to visit the book's website at <http://www.creativephotoshopthebook.com/> for more information, and join the reader forum to share your ideas with digital artists from around the world.

August 2007
ISBN: 9780240520469
Paperback
376pp
Focal Press
RRP A\$72.50 • RRP NZ\$85.00



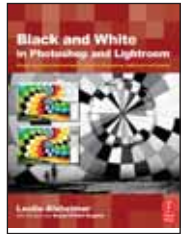
Black and White in Photoshop CS3 and Photoshop Lightroom

Leslie Alsheimer & Brian O'Neil Hughes

Black and white photography has come a long way in the digital world. Feeling overwhelmed by the endless conversion options in (and around) Photoshop, Lightroom and beyond? If so, you are not alone, and this is definitely the book for you!

In this thoroughly up-to-date book that covers all of the new features of Photoshop CS3 and Lightroom, you'll learn how to use methods within an application or raw converter, scripts, plug-ins, and more. Leslie Alsheimer and Bryan O'Neil Hughes show you everything you need to know to uncover the secrets to successful black and white conversion and printmaking. Let the stunning images (presented in both color and black and white) show you just what is possible when you master these powerful tools.

October 2007
ISBN: 9780240520841
Paperback
272pp
Focal Press
RRP A\$48 • RRP NZ\$56



Digital Photography in Available Light

Essential Skills

Mark Galer



Digital Photography in Available Light is an inspirational guide as well as a structured learning tool for mastering the essential techniques. Learn how to choose the most appropriate digital camera for your workflow, manage your image files and process images using camera RAW. Try key capture techniques including exposure, framing the image and how to work with the available light in all situations. Explore different styles: panoramas, landscapes, environmental portraits and photo journalism. Understand ethics and law, how to plan a shoot and sell your work. Throughout you'll learn the importance of image design, communication of content and essential techniques for competent and consistent image capture and creation. Includes a full glossary of terms.

April 2006
ISBN: 9780240520131
Paperback
248pp
Focal Press
RRP A\$59.95 • RRP NZ\$71.00



Digital Restoration From Start to Finish

How to Repair Damaged Photographs

Ctein

This book guides you step-by-step through the entire process of restoring old photographs and repairing new ones using Adobe Photoshop, plug-ins, and Picture Window. Nothing is left out, from choosing the right hardware and software and getting the photographs into the computer, to getting the finished photo out of the computer and preserving it for posterity.

With this book you will learn how to: scan faded and damaged prints and films; correct uneven exposure and do dodging and burning-in with Curves adjustment layers; scan and recover nearly blank photograph; fix skin tones with airbrush layers; clean up dust and scratches; repair small and large cracks with masks and filter; eliminate tarnish and silvered-out spots from a photograph; minimize unwanted print surface textures; erase mildew spots; eliminate the dots from newspaper photographs; increase sharpness and fine detail in a photograph; and much more.

November 2006
ISBN: 9780240808147
Paperback
480pp
Focal Press
RRP A\$71.50 • RRP NZ\$84.00



Popular Titles from Focal Press

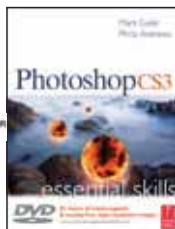


ELSEVIER

Media Technology

Photoshop CS3 Essential Skills

Mark Galer, Philip Andrews



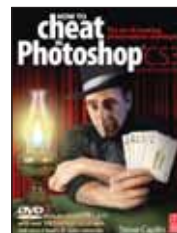
An inspirational guide to creative image editing offering a highly structured approach to mastering the essential tools of Photoshop CS3. Brimming with full color images, this book/DVD package guides the reader through exciting projects to enhance photographs creatively and professionally. Written by two internationally recognized authors and Adobe Photoshop Ambassadors, this established book cuts through the complexities of Photoshop to deliver essential, clear guidance on how to get the best results. Fully updated with the latest CS3 features, it also contains cutting edge information on the latest hot topics, including working with RAW files. Now has a FREE DVD! Packed with over 8 hours of detailed video tutorials to boost learning, royalty free hi-resolution images to download, indispensable RAW files and much more!

May 2007
ISBN: 9780240520643
paperback
448pp
Focal Press
RRP A\$59.00 • RRP NZ\$69.00



How to Cheat in Photoshop CS3

The Art of Creating Photorealistic Montages



Steve Caplin

When you're short on time with crunching deadlines, but there's no way you can sacrifice quality, this book/DVD comes to the rescue. Nobody knows more about how to work fast under pressure and still produce top-notch photographic images than hands-on graphic artist and journalist, Steve Caplin. With a lifetime of practical experience in photo-montage Steve is the go-to person for professional designers, graphic artists, illustrators, photographic retouchers, and students of design media and illustration who want to create photorealistic effects using Photoshop.

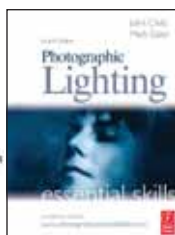
Updated for Photoshop CS3, this must-have resource is also backwards compatible - relevant to any version of Photoshop. Crammed with gems that other books simply don't cover, this book/DVD excels in practical tips to turn the ordinary into the awe-inspiring, quickly. Don't miss how to create new artwork from scratch from starting points that aren't always obvious.

May 2007
ISBN: 9780240520629
Paperback
416pp
Focal Press
RRP A\$67.00 • RRP NZ\$79.00



Photographic Lighting Essential Skills

John Child and Mark Galer



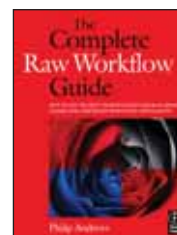
Photographic Lighting: Essential Skills offers practical coverage of everything you need to know to understand the characteristics of light and the foundations of photographic lighting, including film, filters, exposure, compensation, zone system and an array of creative techniques. Students and committed amateurs will find sound technical knowledge with inspiring projects. Developing professionals in need of a refresher or a reference need look no further. The authors use terminology that is easy to understand and explain techniques in a clearly written, no nonsense manner. Photographic Lighting: Essential Skills ensures all the fundamentals of lighting are learnt and applied to help improve the use of light in photography and encourage visual expression.

April 2008
ISBN: 9780240520957
Paperback
216pp
Focal Press
RRP A\$42.00 • RRP NZ\$49.00



The Complete Raw Workflow Guide

How to get the most from your raw images in Adobe Camera Raw, Lightroom, Photoshop, and Elements



Philip Andrews



Whether you are a beginner just starting to explore the intricacies of shooting raw, or a seasoned pro looking for a better workflow, this book provides all of the information you need to know to create stunning images from your raw files. As well as covering the most popular raw software packages such as Adobe Camera Raw and Lightroom, it provides general information that you will find useful no matter which software you prefer. Clear, precise step-by-step instructions will help you get from start to finish with essential tips and tricks along the way. Packed with inspirational images and clearly marked screenshots pointing out the exact information you need, you'll be on your way to creating a better, faster, and more efficient raw workflow in no time.

October 2007
ISBN: 9780240810270
368pp
Focal Press
RRP A\$55.00 • RRP NZ\$65.00



Popular Titles from Focal Press



ELSEVIER

Focal Press - Bestsellers

Account#.....

Name.....

Address..... Suburb.....

State..... Postcode..... Order No..... Date.....

Title	Author/Editor	ISBN	A\$ Inc GST	NZ\$ Inc GST	Qty
Focal Press Popular Titles					
Adobe Photoshop CS3 for Photographers	Evening	9780240520285	\$80.00	\$94.00	
Advanced Photoshop Elements 6 for Digital Photographers	Andrews	9780240520971	\$65.00	\$76.00	
Adobe Photoshop Elements 6 Introduction	Andrews	9780240520995	\$55.00	\$65.00	
Adobe Photoshop Elements 6 Maximum Performance	Galer	9780240520926	\$48.00	\$56.00	
Creative Photoshop	Lea	9780240520469	\$72.50	\$85.00	
Black & White in Photoshop CS3 and Photoshop Lightroom	Alzheimer	9780240520841	\$48.00	\$56.00	
Digital Photography in Available Light	Galer	9780240520131	\$59.95	\$71.00	
Digital Restoration from Start to Finish	Clein	9780240808147	\$71.50	\$84.00	
Photoshop CS3 Essential Skills	Galer	9780240520643	\$59.00	\$69.00	
How to Cheat in Photoshop CS3	Caplin	9780240520629	\$67.00	\$79.00	
Photographic Lighting Essential Skills	Child	9780240520957	\$42.00	\$49.00	
The Complete Raw Workflow Guide	Andrews	9780240510270	\$55.00	\$65.00	



ELSEVIER

Elsevier Australia
 A division of Reed International Books Australia Pty Ltd
 • ABN 70 001 002 357
 • Tower 1, 475 Victoria Ave, Chatswood, NSW 2067, Australia
 • Telephone (02) 9422 8500 • Fax (02) 9422 8501



Phone orders can be placed, for the cost of a local call, from anywhere in Australia on **1800 263 951** and New Zealand on **0800 170 165**



Fax **AUS (02) 9422 8501**



Mail Elsevier Australia
 Locked Bag 7500, Chatswood DC, NSW 2067



Email customerserviceau@elsevier.com