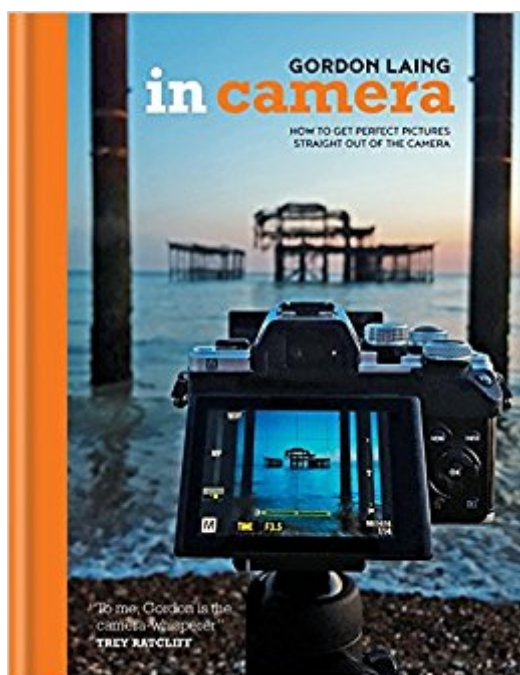


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# In Camera: Perfect Pictures Straight Out Of The Camera



## Synopsis

With amazing low-light capabilities, incredible definition, intelligent autofocus and a host of other features, it's fair to say that digital cameras have now become so powerful that they have left many of their users behind. Most photographers are able to take competent shots in a range of conditions, or fix imperfect exposures in Photoshop or Lightroom, but very few have the skill to really push their cameras to the limit and capture the perfect shot, under all conditions, with no post-processing required. In Camera is the perfect way to take your photography to that level; to master your camera, understand light, exposure and composition, and make amazing photographs, whatever your camera, without cheating after the event. 100 of Gordon's photos are given his own expert commentary; full settings and camera details are included, and a host of tips and tricks let photographers of any level learn something from every example. The shots are taken with a wide range of cameras, including mid-range, compact and mirrorless models, and the emphasis is on getting results by improving your own skills, not wasting money on expensive professional-level equipment and software.

## Book Information

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& Reference > Digital Editing

## Customer Reviews

Gordon Laing has been reviewing new digital cameras since the Apple Quicktake was launched in 1994. In the decades since, they have changed beyond all recognition, and Gordon has built a huge following with his in-depth review website, CameraLabs.com. With its impartial, real-world, expert

tests of new models, and huge archive, Camera Labs has become a unique and essential resource for anyone buying a new camera. In fact, it's a fair bet that Gordon's shot with more different camera models than any other living photographer. Pushing cameras of all kinds to their technical limits has given him a unique knowledge of hands-on shooting in real-world situations, and In Camera shares his expertise to the full. As of December 2015, Camera Labs serves over 1.5 million pages to over 500,000 unique visitors a month. Gordon's video reviews on YouTube have been watched over 32 million times, and he has a strong following on the leading social networks: over 6,000 subscribers on Twitter, 259,000 on Facebook, 1 million on Google+, 3,400 on Instagram and 88,000 on YouTube.

This is probably the best book I have purchased to give me a better understanding of how to use the settings on my camera. I like the single image format. You look at the picture and reference the settings Gordon gives you. You start to get a much better understanding of how the aperture, shutter speed, and ISO affect your shot. Gordon's short stories about each picture adds to your understanding, besides being entertaining. I spend time looking at each picture and looking at the setting and it starts to sink in what I need to do to my photographs to get the image I want to achieve. It is very easy to go back and take a quick look to refresh your memory. I like that each picture is independent of each other. I would highly recommend this book to anyone!

This book is interesting and egalitarian with some great writing, photos, and tips. Looking at this book inspires me to think about photographs that I'd like to try, and makes me want to get out and shoot, "Highly Recommended".

The book is inspiring and it offers numerous tips on how to taking photographs of certain scenes. I appreciate also the clear presentation of the technical data (EXIF information) used for shooting each photo. Well written, straight to the point and lots of useful information. The only drawback is the setup of the pages, at least in my Kindle PC viewer. Each section (chapter) of the book contains text explaining the photo and how it was made, and at the end there is the photo itself. In my viewer I can not examine the photo with the accompanying text on the same page. Instead I need to flip back and forth between the introductory text and the photo. Apparently there is some kind of a hard "page break" separating the text from the photo, ensuring that they can never be examined together. I would give the book 4 or 5 stars if this annoying feature did not stand in the way, but this is a sufficient drawback to leave it at 3 stars. Hope they will fix this and issue an update!

I really enjoy Gordon Laing's Camera Labs podcast, so I have been looking forward to his new book and it is excellent. The pictures are great and I love the details he includes with each photograph. He identifies the camera used and camera settings for each photograph and explains how he created each photograph without any post processing.

A good romp through lots of different photos and the thoughts behind the composition and the camera settings. A little repetitious on some of the photo styles, but still a good reference.

Examples and accompanying technique commentary are just what I have been looking for! Importantly, you have given us examples that we will find in ordinary day to day situations and on normal people travels, which we can readily use to help in getting more out of our cameras!

Appealing book by an experienced photographer. Beautiful images and useful information about cameras and picture-taking

I really like Gordon and his reviews of products and his style. I like this book, great images and explanations of his settings, his experience and feeling when taking the images.

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