

D



Foundation



F



Introductory



039  
The Fundamentals of  
Creative Photography

B



Intermediate



040-041  
Basics Creative Photography  
01 Design Principles

R



Required Reading Range  
Course Reader



Required Reading Range  
Module Reader



Creative Photography

**Jeremy Webb**  
photographer / educator



Jeremy Webb is the author of *Basics Creative Photography: Design Principles* (see page 40). He is a photographer and tutor with over 25 years' experience.

AVA titles have been very successful and widely adopted. What do you think are the factors that make our titles stand out?

AVA books combine a wealth of knowledge and insight with a very accessible approach to design. I think it's a combination that is very powerful and draws readers in. They are also written by experienced professionals who can use real world examples to illuminate their text, and this makes them highly readable as coursework books. It's that extra edge which offers readers something that other titles just can't offer.

How is *Basics Creative Photography: Design Principles* relevant to the courses you teach, and how does it compare with titles that you currently use?

This book, like all AVA titles, is current and up-to-date in its illustration of commercial and art-based practice. One of the strengths of AVA books is that they span both worlds with ease, without alienating one from the other. The contents are very focused on real needs and current issues, and this is the major factor that seems to set them apart.

What is the key point that you want students to take away from reading your book?

It offers readers the opportunity to become reacquainted with design as the driving force behind strong visual art. Whether it's artistic or commercial, photography has to communicate with real conviction in order for it to reach its audience, and being mindful of the power of design allows photographers from both worlds to communicate their vision with dynamism, craft and integrity.

How, in your opinion, does the book reflect current photography practice?

Many artists, professional photographers and students find themselves exploring diverse paths within the medium of photography, but the need for strong design is always in demand, right across the board – no matter how many fleeting fashions within the visual arts come and go.

I've found this to be as true today as it's always been: art editors and publishers the world over continue to seek out strong and unique visions that are built upon strong principles of design. This book gives both professional photographers and those learning their trade in colleges and universities the chance to tap into this valuable and vital resource.



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**Introductory**

**The Fundamentals of Creative Photography**  
David Präkel

David Präkel runs his own photographic training workshops in Northumberland, UK. He has enjoyed a successful and diverse career in journalism, photography and education and has taught at all levels in universities, colleges, schools in both the UK and the US as well as the prestigious Kodak Imaging Training Centre in Harrow, London.

**Key features**

**Offers students a comprehensive introduction to the world of applied creative photography.**

**Explores the basic principles that underpin photography, and guides the student through the practical considerations involved in executing shots.**

**Concerned with photography in a professional context – images that are to be used in the fulfilment of a brief, rather than those created solely for self-expression.**

**Offers practical, industry advice, such as the importance of communication.**

**Includes guidance on acquiring and developing new skills, the practice of self-promotion and self-administration, and a discussion of the image workflow.**

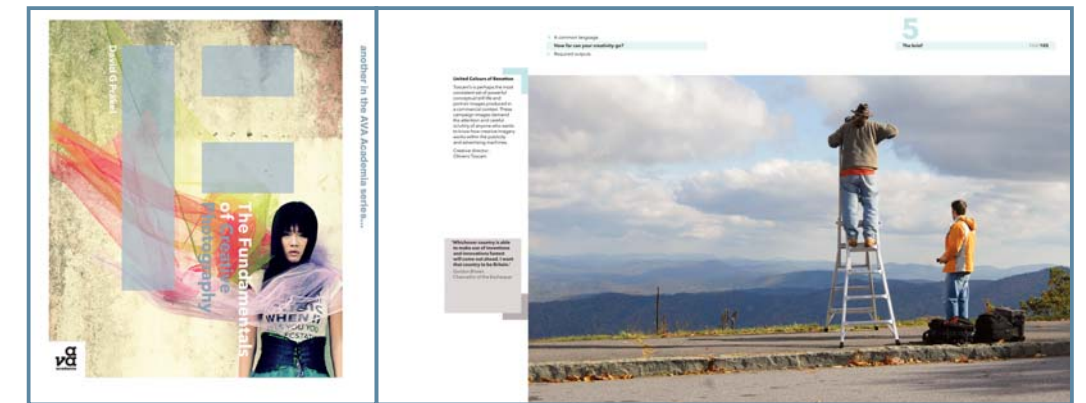
**Accompanied by a wide range of case studies and examples of work from contemporary photography.**

**Readership**

**Introductory**

The discipline-specific titles in our Fundamentals range are aimed at students embarking on further education and offer a thorough grounding in the subject.

This book provides students with a comprehensive discussion of basic photographic theory and practice, as well as practical advice on operating as a professional photographer. It is ideal for those studying professional practice modules within a lens-based visual arts course.



**NEW!**



Series

Intermediate

### Basics Creative Photography

#### Key features

Addresses key areas of creative photography with in-depth guides, supported by student exercises and resources.

Includes a variety of case studies and examples of work from historical and contemporary photographers.

Presents information in a consistently engaging visual style.

The *Basics Creative Photography* series is a comprehensive introduction to the fundamental aspects of creative photography. The titles explore areas from basic theory to the practical considerations of image creation. The text is supported by historical and contemporary examples, as well as by case studies. Each title includes student activities, guides, glossaries and resource directories. When taken together, the series forms an in-depth reference text for students of all academic levels.

Intermediate

### 01 Basics Creative Photography: Design Principles Jeremy Webb

#### Key features

Discusses the application of design principles in the creation of original and impactful photography.

Demonstrates how a range of design principles can be used in photographic image-making, including the use of line, shape, color, space, texture and light.

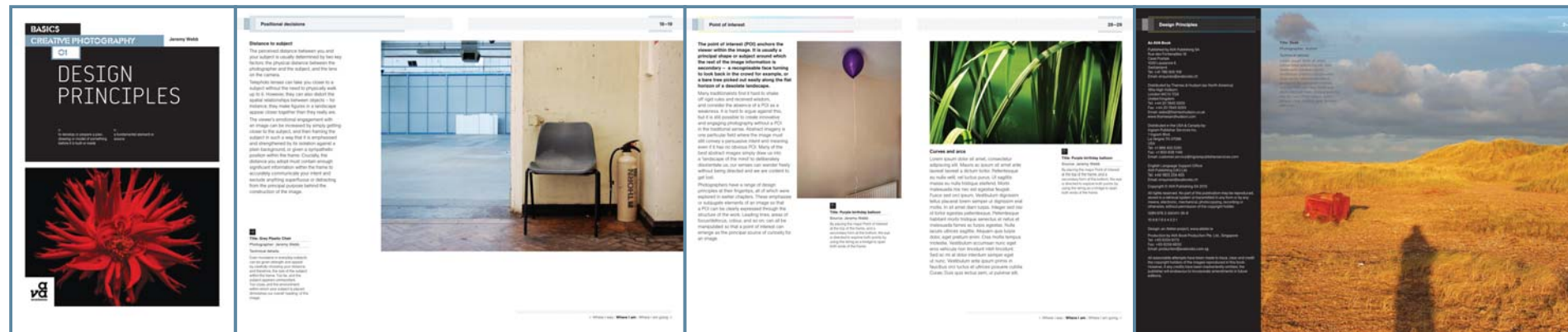
Introduces students to a more considered approach that can add dynamism and impact to photography, whatever the style or genre.

#### Readership

##### Intermediate

Our Basics books provide readers with an in-depth exploration of each of the topics introduced in the Fundamentals titles. These books offer both a theoretical and practical approach, supported by examples and exercises.

Individual titles can form the basis of specific modules, while the series as a whole functions as a comprehensive reference tool, and can be called upon at any stage of a student's education.



# NEW!