

Dodd, Robert (ELS-BUR)

From: Joan T. Sherwood [jsherwood@ppa.com]
Sent: Tuesday, February 03, 2009 4:50 PM
To: Dodd, Robert (ELS-BUR)
Subject: Re: need Light Science and Magic cover

Thank you. The review has been posted already. I'll add the cover.

<http://www.ppmag.com/web-exclusives/2009/02/book-review-lightscience-and-m.html>

Joan

Professional Photographer Magazine

Joan T. Sherwood
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From: "Dodd, Robert (ELS-BUR)" <R.Dodd@elsevier.com>
Date: Tue, 3 Feb 2009 15:16:46 -0600
To: "Joan T. Sherwood" <jsherwood@ppa.com>
Conversation: need Light Science and Magic cover
Subject: RE: need Light Science and Magic cover

Hi Joan,

Sorry for the late reply. Please find attached a jpeg of the cover for Light- Science and Magic.

Best Regards,

Bob Dodd
Publicity Assistant
Elsevier
781-313-4726

From: Joan T. Sherwood [<mailto:jsherwood@ppa.com>]
Sent: Friday, January 30, 2009 12:00 PM
To: Dodd, Robert (ELS-BUR)
Subject: need Light Science and Magic cover

Robert,

I've got a review I'm going to publish in our Web Exclusives for Focal Press' "Light – Science and Magic."

Can you send me a JPEG of the cover?

Joan

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From: "Dodd, Robert (ELS-BUR)" <R.Dodd@elsevier.com>
Date: Fri, 11 Jan 2008 10:17:38 -0600
To: "Joan T. Sherwood" <jsherwood@ppa.com>
Conversation: Confirming Receipt of New Book "Light an Lens"
Subject: RE: Confirming Receipt of New Book "Light an Lens"

Dear Joan,

The book was sent to your attention. The details of the delivery are as follows:

Tracking Number: 915215879825
Signed for by: A. Johnson
Ship Date: Oct. 5, 2007
Delivery Date: Oct. 9, 2007 1:47 p.m.
Status: Delivered
Reference: C50 7285172401
Destination: Atlanta, GA
Service Type: Express Saver

Thank You,

Bob Dodd
Elsevier
Publicity Assistant
30 Corporate Drive, Suite 400
Burlington, MA 01803
Phone: 781-313-4726
Fax: 781-221-1615
Email: r.dodd@elsevier.com

From: Joan T. Sherwood [<mailto:jsherwood@ppa.com>]
Sent: Thursday, January 10, 2008 11:31 AM

To: Haigh, Mary Ellen (ELS-BUR)
Subject: Re: Confirming Receipt of New Book "Light an Lens"

Mary,

I haven't received this one. I did see a box from Elsevier in the Director of Pubs' office before we left for convention, but I don't know what it contained. Not sure when she'll be back in the office to ask.

Joan

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From: "Haigh, Mary Ellen (ELS-BUR)" <M.Haigh@Elsevier.com>
Date: Thu, 10 Jan 2008 10:22:13 -0600
Conversation: Confirming Receipt of New Book "Light an Lens"
Subject: Confirming Receipt of New Book "Light an Lens"

Dear Editors,

Recently you were sent a copy of *Light and Lens* by Robert Hirsch for review, excerpt, or other publicity opportunity. I would like to confirm that you received the book, and to see what you thought about this title. If the title did not arrive, or perhaps went to the wrong contact, please let me know. If you need additional information, need me to answer any questions you might have, or if I can put you directly in touch with the author, don't hesitate to ask.

Thank you for your time and consideration, and I look forward to hearing from you at your earliest convenience.

Mary Ellen Haigh
Publicity Assistant
Elsevier
Science & Technology Books
30 Corporate Drive, Suite 400
Burlington, MA 01803
Tel. 781-313-4773
Fax 781-313-4882

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Book Review: Light - Science and Magic, An Introduction to Photographic Lighting

Light—Science and Magic, An introduction to Photographic Lighting

by Fil Hunter, Steven Biver and Paul Fuqua
3rd Edition, Focal Press, 2007

"What we do have to offer you is a set of tools. This book is about technology. Science ... Learn about light and the science. The magic will happen." —Hunter, Biver & Fuqua

This is the indispensable guide to photographic lighting for photographers at all stages of their craft.

My first impression had been, "Just great, exactly what I don't need, one more lighting cookbook," and I avoided reading it for years because of what I thought was a hokey title. Well, you know what they say about the fallacy of judging books by their cover.

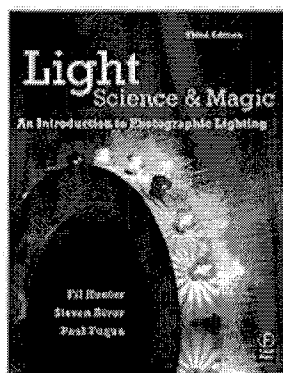
"Light -Science and Magic" explains not so much where to put lights as how photographic light works the way it does, and how that determines what type of lighting modifier to use and where to put it. That knowledge in turn leads to an understanding of how to quickly and repeatedly create and use, or even just find, great lighting for studio and location work, from products to portraits, from architecture to events.

"All the world's a stage," Shakespeare wrote, and that is doubly true in photography, a constructed word which made its first appearance in 1839 and has linguistic roots in the Greek words for light and writing, and is handy term to describe a theater of the frozen visual gesture. Your productions need a great lighting designer, and since lighting is a skill you can learn, this book is a fine place to start. Applying the principles in this book will definitely take your game up a couple of notches, no matter where you are in your career, and whatever tools you use to create light.

—Ellis Vener

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bayph



Posted by Joan Sherwood on February 1, 2009 4:46 AM | Print this article | Permalink

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