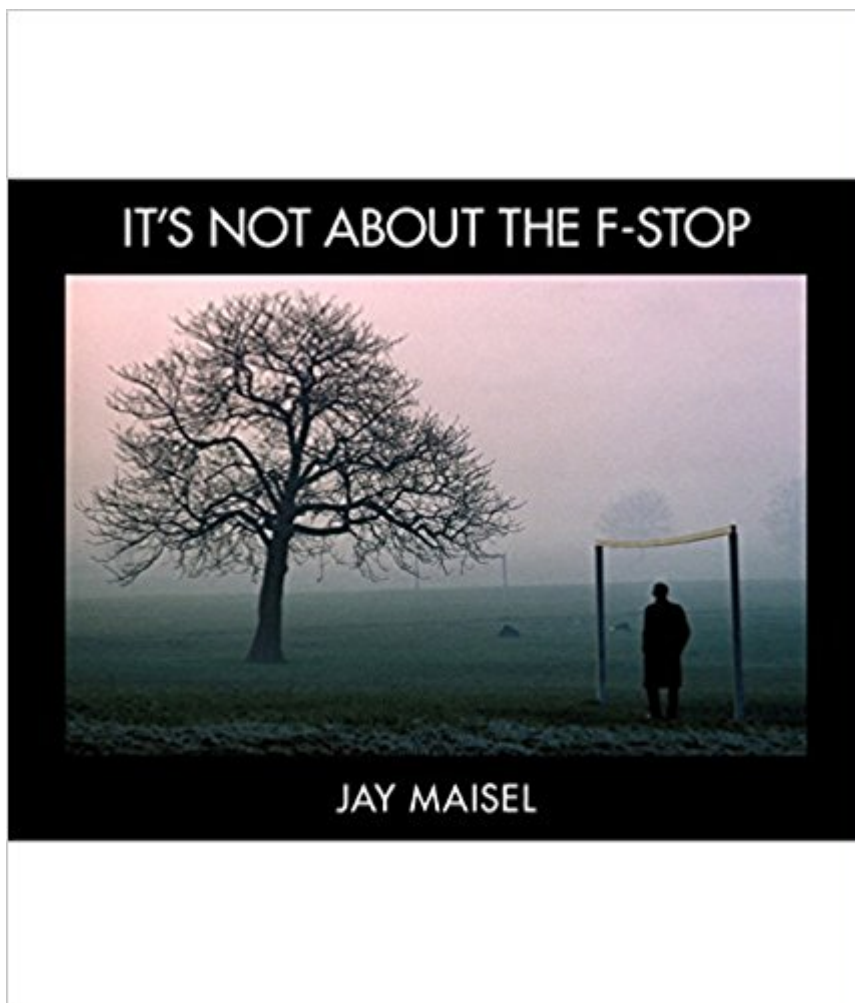


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# It's Not About The F-Stop (Voices That Matter)



## Synopsis

Jay Maisel has been hailed as one of the most brilliant and gifted photographers of all time. But he is also much more than that—he is a mentor, teacher, and trailblazer to many photographers, and a hero to those who feel Jay’s teaching has changed the way they see and create their own photography. He is a living legend whose work is studied around the world, and whose teaching style and presentation garner standing ovations and critical acclaim every time he takes the stage. In his first educational book, *It’s Not About the F-Stop*, Jay put his amazing insights and learning moments from a lifetime behind the lens into a book that communicated the three most important aspects of street photography: light, gesture, and color. Here, in *It’s Not About the F-Stop*, Jay builds on that success to take you beyond the buttons and dials on your camera to continue to teach you how to “see” like a photographer, and how to capture the world around you in a way that delights, intrigues, and challenges the viewer. Each page unveils something new and inspires you to rethink everything you know about the bigger picture of photography. This isn’t a book about f-stops or ISOs. It’s about seeing. And nobody communicates this, visually or through the written word, like Jay Maisel.

## Book Information

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## Customer Reviews

I know little about professional photography, but I am passionate about it. I am not that interested in the holy trinity - aperture, speed, light sensitivity. I am interested in mood, light, ambience and intuition. My teachers have been myself and books. Many books are quite good about the technical aspects - most in fact. But the subjective aspect is illusive and mysterious. It is quite personal. Some books help in this respect. Reading Jay's books, personally, gives me that mood. Thanks Jay, even though I do not know you. If you are into feel, intuition and no BS, read this book.

I purchased this book due to a clip I saw on YouTube pertaining to Jay Maisel. Jay, who is a giant in the world of photography, has been, and still is, my favorite photographer. He is our modern Ansel. After reading the book, it gives a great deal of introspection, revelation and insight into why certain photographs were taken, the situation or surroundings. Jay isn't beholden to the restrictive guidelines that impede most photographers who believe guidelines are gospel. Stepping not just outside but beyond conformity is why his work is seminal and will be for a great deal longer.

Jay Maisel has a unique eye and a unique voice. He is one of the greatest photographers of the modern era, and is unquestionably one of the pioneers of urban color photography. He is also a famous teacher, and his comments are notoriously wry, profane, and wise in equal measure. The photos in this book and in the companion "Light, Gesture, Color", also recently published by New Riders/KelbyOne, ranging over the decades of his career, are beautiful and nicely reproduced. The photos and commentary are different in the two volumes, but the beauty and inspiration are the same. This book, like its companion, is a treasure.

Some inspiring thoughts in this book. Helps the photographer to get back to the basics of composition and think of seeing through the viewfinder. Jay Maisel has had a long and illustrious career with many high profile clients and many great photos so his insights are most useful. Many of us, of course, won't have the opportunity to shoot in exotic locations with art directors or models but Maisel's approach to seeing is helpful even to those of us who never get to leave Podunk. A worthwhile read for sure.

All people new to photography should read this book, and look at it, carefully! It is instructive, serious, humorous. You never know what the next pair of pages will reveal. It presents a view of what photographers do, or should be doing, that is different from the usual class room and text book fare. There is much here, even for veteran photographers.

This book so sums up life! It is what I try to teach my students. In my advertisements for my classes, I tell them I will teach them to see the world around them as they've never done before. To date many of them have come back to tell me they now see things they never saw before. Well, this book has taught me to see things I never saw before!

Jay goes behind the pictures, he does not talk about technical details, not even composition just what goes into taking great pictures all the things that may go wrong.

Fantastic book. I've read it twice and will, after some time has passed, probably read it again. Jay Maisel has a wonderful way of expressing himself in his words as well as his photographs. What a fantastic voyage it would be to spend a day with him.

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