



Perception and Imaging: Photography--A Way of Seeing

By Richard D. Zakia



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How do you experience a photograph? What do you want a viewer to feel when they look at your image?

Perception and Imaging explains how we see and what we don't see. Relevant psychological principles will help you predict your viewer's emotional reaction to your photographic images, giving you more power, control, and tools for communicating your desired message. Knowing how our minds work helps photographers, graphic designers, videographers, animators, and visual communicators both create and critique sophisticated works of visual art. Benefit from this insight in your work.

Topics covered in this book: gestalt grouping, memory and association, space, time, color, contours, illusion and ambiguity, morphics, personality, subliminals, critiquing photographs, and rhetoric.

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Editorial Review

Review

This is a book on photography and seeing, not just for those who capture and create images, but also for those who use them and write about them. Richard Zakia has a way of writing about photographs that is practical and relevant to how we see things.

With many examples of important photographs, paintings and advertisements, he reminds us that we don't often see all that there is to see. Instead, we tend to limit ourselves to seeing what we expect to see, thus missing the richness of many photographs.

Take, for example, my photograph of "Push", which is on the cover of Zakia's book. One might look at it and dismiss it as just another photograph of a trash can on a beach. But read what he had to say about it. You will be surprised and delighted by what you will learn and be able to apply to your own photography.

I found this book highly interesting and challenging, and I recommend it to anyone working in photography or related visual disciplines. -Pete Turner

One of the many outstanding features of "Perception and Imaging" is its irresistible friendliness. The layout is engaging, the illustrations varied and absorbing, the quotations from artists delightful and provocative. Whether you are looking for technical information, historical data or graphic challenges you will find it here in an easy-to-access format. Dr. Zakia's vision is all-encompassing: he is equally familiar with a 2000-year-old Sicilian mosaic and the latest in digital concepts. You don't want to miss this one.

-Corrine Whitaker

About the Author

Richard Zakia is a 1956 graduate of the Rochester Institute of Technology (RIT). Some of his classmates at the time were Carl Chiarenza, Peter Bunnell, Bruce Davidson, Ken Josephson, Pete Turner and Jerry Uelsmann. Minor White was a member of the faculty and Beaumont Newhall was Adjunct. It was a great and enriching mix. After graduation he was employed as a photographic engineer in the Color Technology Division of Eastman Kodak. During the Sputnik era he decided teaching was his vocation and accepted a position with RIT where he served for 34 years. For a time he was Director of Instructional Research and Development and Chair of the Fine Art Photography Department and graduate program in Imaging Arts. He is a recipient of the Eisenhart Outstanding Teaching Award. Zakia has authored and co-authored thirteen books on photography and perception. He is also the co-editor with Dr. Leslie Stroebel of the third edition (1993) of The Focal Encyclopedia of Photography and a contributor to the fourth edition (2007). His most recent book is Teaching Photography with Dr. Glen Rand.

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