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Autore	Gookin Dan
Titolo	eBay photos that sell [[electronic resource]] : taking great product shots for eBay and beyond / / Dan Gookin and Robert Birnbach
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Altri autori (Persone)	BirnbachRobert
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Note generali	Includes index.
Nota di contenuto	eBay Photos That Sell: Taking Great Product Shots for eBay and Beyond; Front matter; Acknowledgments; About the Authors; Contents; Introduction; Chapter 1: Selling Your Image; Say "Cheese"; Aunt Flo versus the Professional; All Sales Are Emotional; Rules for Taking the Best Picture; Keep It Simple, Stupid; Less Is More; Choose Your Approach; Thoughtful Setup; Do It Right the First Time; The Results; Chapter 2: Your Own Photo Studio; A Place for Your Studio; Stuff to Get; The Miraculous Shower Curtain Liner; Cheap, Old, Ugly Lamps; Clothespins and Clamps; Drawing Paper; Foam Core Board A Can of AirA Ladder; Helpful Studio Techniques; Creating an Infinite Horizon; Propping Things Up; Lighting Techniques; Chapter 3: Basic Photography; Choosing a Digital Camera; The Megapixel Question; Some Must-Have Camera Features; Get a Good Lens; Get a Tripod!; Finding the Focus; Controlling the Exposure; Setting the Aperture; Using the Correct Shutter Speed; Understanding Depth of Field; Positioning the Camera; Setting the Right Angle; Zooming (or Not); Framing the Image; Setting Image Resolution; Lighting Your Object; Shedding Some Light on Your Subject; Eliminating Reflections and Glare Dealing with ShadowsShooting Objects Outside; Chapter 4: Photo

Editing; Basic Photo-Editing Techniques; Zooming Your Image; Rotating Images; Cropping Portions of Images; Resizing Images; Saving in a Specific Image Format; Fixing the Color, Tone, and Balance; The Nifty Auto Smart Fix Command; Fixing Off-Color Images; Setting the Levels; Fixing the Brightness and Contrast; Targeting Brightness and Contrast; Sharpening the Focus; Blurring Stuff You Don't Want Focused; Bye-Bye Background; Compositing an Image; What Is a Composite Image?; Taking the Product Shot; Capturing the Screen Image
Creating the Final Result
Creating a Watermark; eBay's Watermark Feature; Creating a Simple Text Watermark; Using Your Company Logo As a Watermark; Chapter 5: Creating Images with the Subjective Approach; Using the Subjective Approach; Shooting Small Objects; Preparing an Environment for Jewelry; Working with Small Jewelry; Midsized Objects (Smaller Than a Breadbox); Incorporating Fantasy Environments; Using Realistic Environments; Avoiding the Hideously Realistic; Borderline Objective Approach; Solving Tough Problems by Having a Bit of Fun; Capturing Large Objects
Chapter 6: Creating Images with the Objective Approach
When the Objective Connection Comes into Play; It's Flat; Using Infinite Horizon for Collectors' Items; A White Infinite Horizon Example; A Black Infinite Horizon Example; Beyond Black and White Horizons; Give a Little, Take a Little; Shooting Clothes Using the Objective Approach; Chapter 7: Storing Images; From the Camera to Your Computer; Media Card Madness; The Media Card Reader; Mounting the Media Card; Unmounting the Media Card; Building a Place for Your Images; The Main Pictures Folder; Creating a Main Folder for the Stuff You Sell
Organizing and Using the Folders

Sommario/riassunto

"I've been an admirer of Dan Gookin since he wrote DOS For Dummies and spawned the For Dummies phenomenon. He takes things to a new level with this amazing and much needed book on practical product photography. Use his advice and you'll simply make more money. Highly recommended."-John C. Dvorak, columnist, PC Magazine
Anyone can sell their stuff online. The challenge is to do it better than the competition and get the best possible results, every time. If you're attempting to sell your guitar on eBay, a photo of Aunt Pearl June strumming it in the backyard isn't likely t
