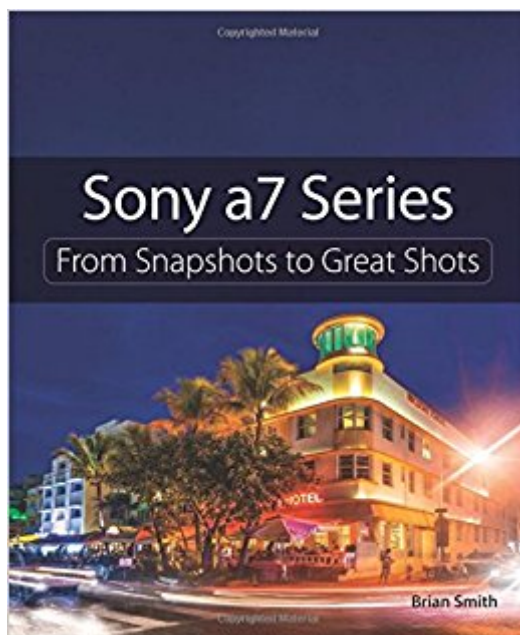


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Sony A7 Series: From Snapshots To Great Shots



Synopsis

While your camera manual explains what the camera can do, it doesn't show exactly how to use the camera to create great images! That's where *Sony A7 Series: From Snapshots to Great Shots* comes in. Starting with the top ten things users need to know about the camera, author Brian Smith carefully guides readers through the operating features. Readers get practical advice from a pro on which settings to use when, great shooting tips, and end of chapter assignments. ã Å This book updates from the *Sony A7 / A7R: From Snapshots to Great Shots* (2014) for all five Sony a7 series cameras: Sony a7, a7R, a7S, a7II and a7RII.

CHAPTER 1: THE SONY A7 SERIES TOP TEN LIST
Set Your JPEG Image Quality * Configure Your LCD and Viewfinder * Set Your Autofocus Area and Mode * Set the Correct White Balance * Set Your Color Space * Know How to Override Autofocus * Review Your Shots

CHAPTER 2: FIRST THINGS FIRST
Choosing the Right Memory Card * Formatting Your Memory Card * Updating a7-Series Firmware * Cleaning the Sensor * Using the Right Format: RAW vs. JPEG * Lenses and Focal Lengths * Understanding Exposure * Motion and Depth of Field

CHAPTER 3: MENU SETTINGS
Camera Settings * Custom Settings * Wireless * Application * Playback * Setup

CHAPTER 4: CUSTOMIZING YOUR CAMERA
Using the Control Wheel to Select an AF Point * Avoid ISO Surprises * Setting Up Back-Button AF * Configuring the Function Menu * Saving Custom Key Settings * Saving Custom Shooting Modes

CHAPTER 5: SHOOTING MODES
Intelligent Auto Mode * Scene Selection Modes * Sweep Panorama * Why You May Never Want to Use the Full Auto Modes Again * Picture Effects * P: Program Auto Mode * S: Shutter Priority Mode * A: Aperture Priority Mode * M: Manual Mode * My Camera Settings

CHAPTER 6: PORTRAIT PHOTOGRAPHY
Auto Portrait Mode * Using Aperture Priority Mode * Metering Modes for Portraits * Using the AE Lock Feature * Focusing: The Eyes Have It * Classic Black-and-White Portraits * The Portrait Creative Style for Better Skin Tones * Using Face Detection and Registration * Portraits on the Move * The Rule of Thirds * Tips for Shooting Better Portraits

CHAPTER 7: MOVING TARGET
Stop Right There! * Using Shutter Priority (S) Mode to Stop Motion * Using Aperture Priority (A) Mode to Isolate Your Subject * Keep Them in Focus with Continuous AF * Autofocus Area Selection * Keeping Up with Continuous Shooting Mode * Manual Focus for Anticipated Action * A Sense of Motion * Tips for Shooting Action

CHAPTER 8: LANDSCAPES & STREETSCAPES
Stop Right There! * Using Shutter Priority (S) Mode to Stop Motion * Using Aperture Priority (A) Mode to Isolate Your Subject * Keep Them in Focus with Continuous AF * Autofocus Area Selection * Keeping Up with Continuous Shooting Mode * Manual Focus for Anticipated Action * A Sense of Motion * Tips for Shooting Action

CHAPTER 9: MOOD LIGHTING
Raising the ISO: The Simple Solution * High ISO Noise Reduction * Using Fast Glass *

Using OSS Lenses * Mark II: 5-Axis Sensor-Shift Stabilization * Focusing in Low Light * Shooting Long Exposures * Using Flash * Compensating for the Flash Exposure * Flash Modes * Using an External Flash * Taming Flash Reflections CHAPTER 10: ADVANCED TECHNIQUES Spot Meter for More Exposure Control * Manual Mode * Avoiding Lens Flare * Using the Sun Creatively * Macro Photography * High Dynamic Range Photography * Using Dynamic Range Optimizer * Wireless Remote Capture App * Installing and Updating Sony PlayMemories Camera Apps * Share Photos with Send to Smartphone * One-Touch Connection with an NFC-Enabled Android Smartphone * Tethering Your a7-Series Camera CHAPTER 11: LIGHTS, CAMERA, ACTION It's All About the Lenses * Movie Shooting Modes * Getting a Shallow Depth of Field * Giving a Different Look to Your Videos * Picture Profiles * Shooting 4K * Accessories for Video * Tips for Better Video * Watching and Editing Your Video PLUS THREE BONUS DOWNLOAD CHAPTERS

Book Information

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Customer Reviews

Now that you've bought a Sony a7 series camera, you need a book that goes beyond a tour of the camera's features to show you exactly how to use the camera to take great pictures. With Sony a7 Series: From Snapshots to Great Shots, you get the perfect blend of photography instruction and camera reference that will take your images to the next level! Beautifully illustrated with large, vibrant photos, this book teaches you how to take control of your photography to get the image you want every time you pick up the camera. Follow along with your friendly and knowledgeable guide,

Pulitzer Prize-winning photographer and author Brian Smith, and you will:

- * Learn the top ten things you need to know about shooting with the Sony a7 series cameras
- * Learn to use the camera's advanced camera settings to gain full control over the look and feel of your images
- * Master the photographic basics of composition, focus, depth of field, and much more
- * Learn all the best tricks and techniques for getting great action shots, landscapes, and portraits
- * Find out how to get great photos in low light
- * Learn the basics behind shooting video with your a7 series camera and start making movies of your own
- * Understand the nuances of your menu settings and how to customize your camera
- * Grasp all the concepts and techniques as you go, with assignments at the end of every chapter

For the past 30 years, Pulitzer Prize-winning photographer Brian Smith's bold, iconic portraits of famous celebrities, athletes, and executives have appeared in advertising and graced the covers and pages of such magazines as LIFE, Sports Illustrated, ESPN the Magazine, Time, Forbes, New York Times Magazine, and British GQ. Smith won the Pulitzer Prize for his photographs of the Los Angeles Olympics and was a Pulitzer finalist for his photographs of Haiti in turmoil. He is a Sony Artisan of Imagery, Lowepro Lowe Professional, X-Rite Coloratti, and he is president of Editorial Photographers, an organization of the top magazine photographers and newspaper photojournalists from around the world.

I bought this book by Brian Smith a year after I bought The Sony a7 and a7R: The Unofficial Quintessential Guide by Matsumoto and Roullard. The Matsumoto-Roullard book is a good technical guide to the a7 cameras that I found very useful. I have frequently visited to Brian Smith's website for information about lenses for the a7, and decided to buy his book--this book--for a refresher on the sophisticated camera that I bought more than a year ago. I am very grateful to the author for the care he has taken in writing this book. He is a fabulous photographer and ties each camera function to his own craft in a way that gives extra information and direction about each subject, each control, each wheel and button. The Matsumoto-Roullard book is competent and technical, but it does leave you on your own. Brian Smith's book provides more depth and guidance to the user. I am a recreational photographer who switched to the a7 after 40 years using Nikons, from the FTN in the 1960's to D1X in 2001, when it first came out. I found both these books to be useful in becoming competent in the Sony technology and use of the Sony a7 menus. But Brian Smith's writing on the subject makes me feel as though I am part of a small seminar, learning the camera and learning how to be a better photographer. Thank you, Brian.

I buy very few self help type books because I'm always disappointed. Read most of this one and I'm disappointed. The Sony A7 series has tons of features but very poor documentation from Sony. I was hoping Mr. Smith's book would shed new light on how and why to use features as opposed to a laundry list that is just like Sony's horrible menus. There isn't a lot out there about the A7 cameras so if you are totally bewildered by the camera this book will help. If you are looking for the whys and what for of the camera this book will disappoint.

This is a very detailed reference manual on the Sony a7 Series. It covers a very vast field: all the a7 series models and versions, features, how to access and use the various options on the different models, accessories and links. However I had difficulty in navigating through the menu and options in my a7R II. When shooting in the field, it is so easy to forget where the option is in the menu or it has been greyed out because incompatibility with present settings. I do not know what is the solution. Perhaps some printed cards with suggested step by step settings for shooting say birds in flight, landscape, macro or portrait. Each set of cards could be for a particular model/version and can be easily carried in the pocket for quick reference. Thank you Brian for writing this wonderful and useful manual and I look forward to future updates.

I decided to buy it for my Sony A6000 as they have a similar menu system although the Sony a7 has more features that are not available on the A6000. All told a very educational and worthwhile purchase.

This works very well with my a6000. Since the camera is similar to the 7a, this book comes in very handy. Even better if I upgrade.

A must have for anyone who owns a Sony A series mirrorless camera. The writing is excellent and easy to understand and of course there are examples to inspire confidence, that we can do it also. I recommend visiting the author's web site for up to date information.

Very nice product..

The text reads well, but I was more interested on a text that would more exclusively target the A7Rm2 I had recently aquired. will have to wait untill next year 2016 to see such title.

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