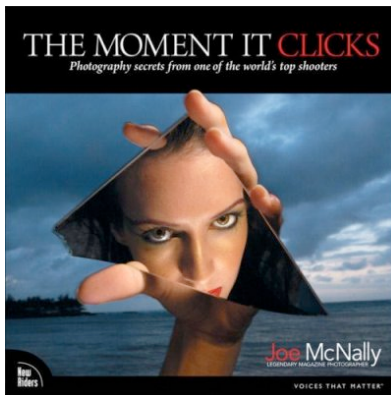


Book review

Peter Fitchett

Is it a Coffee Table book of photos? Is it a story book? Is it a technical manual for taking photos? No! It is “The Moment it Clicks, Photography secrets from one of the worlds top shooters”, a book of impact photographic moments that is now making its own impact.

It began with a digital photography workshop in Vermont with big-name photographers such as Moose Peterson and Laurie Excell. The final presenter was Joe McNally, a captivating public speaker, a brilliant teacher, and an outstanding internationally acclaimed photographer with 30 years experience shooting for magazines such as Time, Sports Illustrated and National Geographic to mention just a few. Following the Workshop, Scott Kelby and his buddy, Dave Moser were so inspired that they decided that they wanted to see the presentation transformed into a book presentation, and they convinced Joe McNally to turn author as well. The result is this book.



Picture a great photographer throwing out a small nugget of golden inspiration - a one liner. Now illustrate that with a WOW full page photo that illustrates the wisdom, and add a story that teaches not only how he got the shot, but also teaches how you can get the shot as well. This is a clever three-pronged approach that packs a punch. And it is repeated over and over again on each pair of pages in the book.

On one level, this is an illustrative book of some of the life of an outstanding photographer. You can just sit down and read snippets of his life, and look at some really expressive photos, and enjoy the experience.

If you have an interest in photography as a technical art, you can examine a wide collection of photos, some landscapes but mostly portraits, and you can discover the techniques that make the photo work.

But if you take either of these approaches, I think that you are wasting the potential of this book to teach you so many insights that may improve how you look at potential subjects of your photos.

“The Moment It Clicks, Photography secrets from one of the worlds top shooters” by Joe McNally, is published by New Riders. The book is developing a fan following with photos, a podcast series and a photography contest at Flickr:

<http://www.flickr.com/groups/themomentitclicks/>