



WATSON- GUPTILL

SUMMER 2009

WATSON-GUPTILL

AMPHOTO BOOKS

BACK STAGE BOOKS

BILLBOARD BOOKS

LONE EAGLE



DEAR FRIEND,

This summer 2009 season, Watson-Guptill, a publisher of fine books on photography, art instruction, acting and stagecraft, crafts, and more, joins

the Crown Publishing Group. The Watson-Guptill publishing program dovetails perfectly with what we have done at the Crown Publishing Group, especially Potter and Potter Craft, yet expands it significantly into categories that, while new to us, are hugely popular with readers.

Founded in 1937 by Arthur Guptill, an architect and painter, and Ernest Watson, a painter and editor, Watson-Guptill was established as a publisher of art technique books covering all mediums. Over the years, it has also developed outstanding publishing programs in a wide range of categories such as photography, crafts, graphic design, performing arts, music, and comics and cartooning. Since Watson-Guptill's beginning, a combination of a deep commitment to editorial excellence and a stable of distinguished, award-winning authors have given their books the kind of authority that keep them in print for many years and make them a substantial part of your backlist business today.

Our summer list features diverse titles that embrace much of the imprint's past as well as their promising future. You will find the 45th Anniversary edition of *Drawing Lessons from the Great Masters* by Robert Beverly Hale alongside *Xtreme Art Ultimate Book of Trace and Draw Manga* from bestselling manga teacher Christopher Hart. Rheni Tauchid's *New Acrylics Essential*

Sourcebook is an absolute must for every painter as *Bryan Peterson's Understanding Photography Field Guide* is to beginning and serious amateur photographers alike. And let me not forget the fantastic craft books: *Polymer Clay Color Inspirations* is bound to inspire the millions of people devoted to this booming craft. Trond Anfinnsen's *HatHeads* is a delight that will keep knitters everywhere busy for seasons to come.

The addition of Watson-Guptill, along with its passionate staff of editors and publishing professionals, has been a great joy of discovery for me. Victoria Craven, its editorial director, often refers to Watson-Guptill titles as being "hard-working," the kind of books that are supposed to live off the shelf, in the studios and on the craft projects tables of artists and crafters across the country. We are honored to inherit Watson-Guptill's great traditions, but we are more excited about its even greater future.

With warm regards,

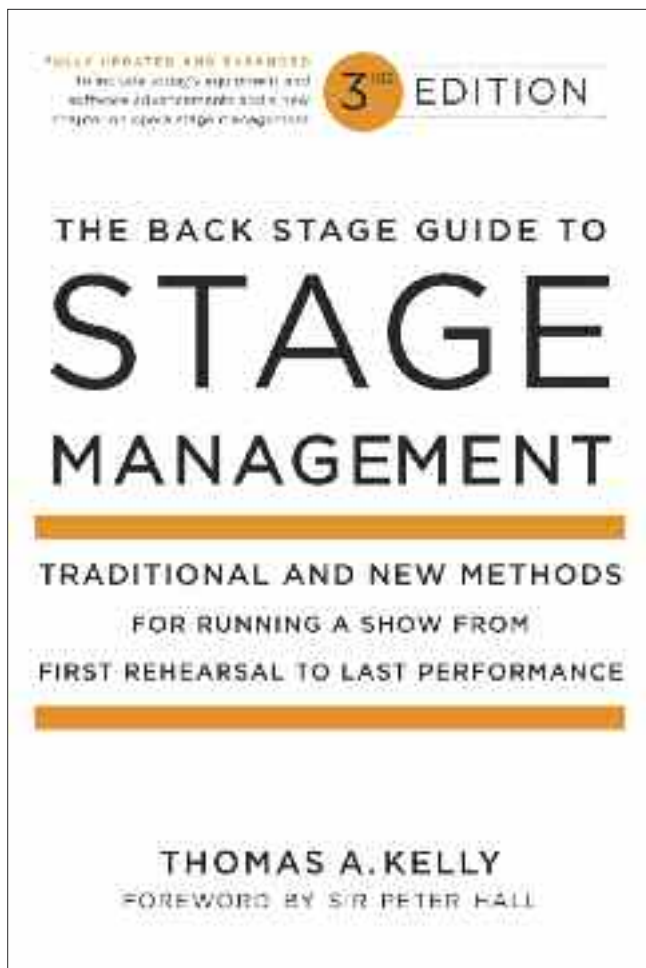
A handwritten signature in dark ink that reads "Lauren Shakely". The signature is written in a cursive, flowing style.

Lauren Shakely
Senior Vice President and Publisher, Clarkson Potter,
Potter Craft, Potter Style, and Watson-Guptill



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THE BACK STAGE GUIDE TO STAGE MANAGEMENT, 3RD EDITION

Traditional and New Methods for Running a Show from First Rehearsal to Last Performance

Thomas A. Kelly

The most widely used manual for both aspiring and veteran stage managers has been revised and expanded to include information on the newest stage technologies and an entirely new section on stage management for opera.

First published in 1991 and revised in 1999, this book is the next best thing to shadowing a Broadway stage manager. From preproduction planning and first rehearsals to opening night and final strike, every aspect of the stage manager's job is looked at here in a friendly, engaging style.

Author Thomas A. Kelly combines how-to information with personal experiences of his own and of other top-level stage managers to explain the entire theatrical process, including:

- Preproduction planning
- Organizing all rehearsals and performances
- Maintenance of the working script, cue sheets, and daily records
- Supervision of the technical aspects of the show
- Dealing with performers and crew members on all levels

All the latest stage machinery and computer software is discussed, as are tips for finding employment. The text is supported by sample documents, diagrams, and charts to demonstrate rehearsal schedules, scene breakdowns, cue sheets, prop lists, and more.

THOMAS A. KELLY has been a professional stage manager for more than 40 years, calling shows on Broadway and at Lincoln Center, at the Lyric Opera in Chicago, and at the Houston Grand Opera. He has taught stage management at Rutgers and Columbia Universities and is the recipient of a Lifetime Achievement Award from USITT.

National Publicity

Advertising

Back Stage

Online Promotion

Advertising and promotions on backstage.com

Featured Title at Association for Theatre in Higher Education Conference

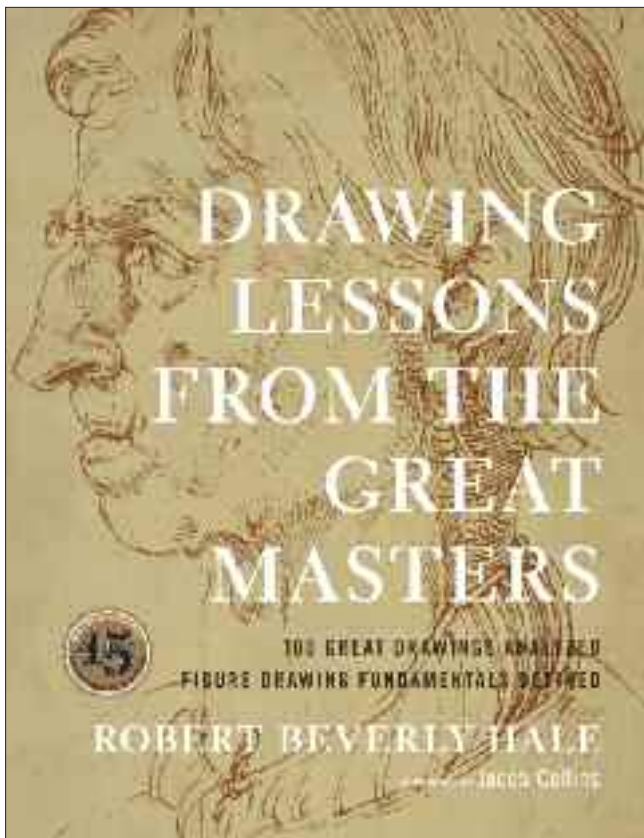
Academic Mailing to High School and College Theater Programs

Buzz Mailing to Theater Groups

Performing Arts—Theater—Direction & Production, Stage Craft (PER011010)
6 x 9; 304 pages
Paper ISBN: 978-0-8230-9802-6
\$19.95 (Canada: \$22.95)

On sale 5/5/2009

All rights: Crown



National Publicity

Advertising

American Artist magazine

Online Promotion

- Advertising on myamericanartist.com
- Promotion on artrenewal.org

Academic Mailing to Art Schools

DRAWING LESSONS FROM THE GREAT MASTERS

45th Anniversary Edition

Robert Beverly Hale

Foreword by Jacob Collins

Celebrating its 45th anniversary in print, *Drawing Lessons from the Great Masters* continues to inspire professional artists, serious aspiring artists, and the students and lovers of art history with its spot-on lessons from America's preeminent teacher of figure drawing.

A book whose sales have not diminished but rather increased dramatically since its publication 45 years ago, this bestselling classic is the ultimate manual of drawing taught by the late Robert Beverly Hale, whose famed lectures and classes at New York City's Art Students League captivated artists and art educators from around the world.

Faithfully reproducing and methodically analyzing 100 master drawings—including works of Michelangelo, Leonardo da Vinci, Rodin, Goya, and Rembrandt, among others—Hale shows how these artists tackled basic problems such as line, light and planes, mass, position and thrust, and anatomy. With detailed analytical captions and diagrams, every lesson is clearly delineated and illustrated. Throughout, also, is commentary that sheds light on the creative process of drawing and offers deep insight into the unsurpassed achievements of the masters.

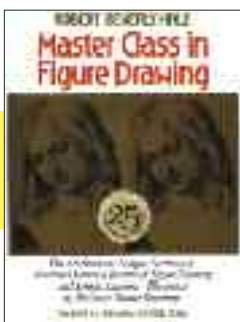
ROBERT BEVERLY HALE (1901–1985) was the Curator of American Paintings and Sculpture at the Metropolitan Museum of Art, a world-renowned teacher at New York Students Art League for 40 years, and Adjunct Professor of Drawing and Lecturer on Anatomy at Columbia University. He also co-authored *Anatomy Lessons from the Great Masters*.

JACOB COLLINS is a leading figure in the contemporary revival of classic painting.

Art—Techniques (ART028000)
8¼ x 10½; 272 pages
200 black-and-white illustrations
Paper ISBN: 978-0-8230-1401-9
\$23.95 (Canada: \$27.95)

On sale 5/5/2009

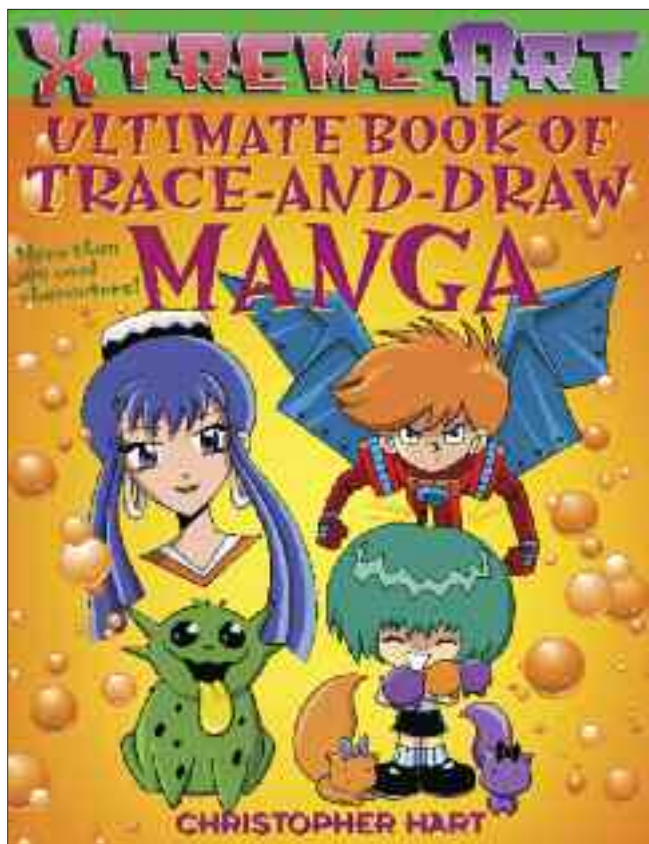
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Also by Robert Beverly Hale

Master Class in Figure Drawing

978-0-8230-3014-9 • \$21.95 (Canada: \$24.95)



XTREME ART ULTIMATE BOOK OF TRACE-AND-DRAW MANGA

Christopher Hart

Manga is the fastest growing section of the comics industry, and author Christopher Hart is the #1-selling author of how-to-draw books on the market today.

Manga, which is the Japanese word for *comics*, has become a worldwide phenomenon. Our Americanized version of manga (think *Pokemon*) is distinguished by its characters' huge, shiny eyes, and is wildly popular with adults and, especially, kids ages 8 and over.

In *Xtreme Art Ultimate Book of Trace-and-Draw Manga*, young fans and aspiring cartoonists get a compilation of three of Hart's bestselling books on drawing manga-style characters in four easy steps. Kids start by tracing or drawing what they see in step 1, then simply add the red lines in steps 2, 3, and 4. Characters range from manga kids to adorable "chibi"-style characters, and hilarious manga monsters. Also featured in the book are basic tips and techniques for drawing manga, like how to add shine to eyes or turn a regular animal into a manga-style monster.

CHRISTOPHER HART is the top-selling author of how-to-draw books, with 2.5 million copies in print in 20 languages. His book *Manga Mania: How to Draw Japanese Comics* was an instant bestseller and held the #1 spot on Bookscan's Top 50 art list for an entire year following publication. He also wrote the story for *The Reformed*, a graphic novel published by Del Rey.

National Publicity

Online Promotion

- Advertising and promotions on manga websites
- Promotion to mommy bloggers
- Promotion on author's website, chrishartbooks.com

Featured Title at American Library Association Conference

Juvenile Nonfiction—Art—Cartooning (JNF006010)
 8⁷/₁₆ x 11; 192 pages
 540 black-and-white and two-color illustrations
 Paper ISBN: 978-0-8230-9806-4
 \$21.95 (Canada: \$26.00)

On sale 6/2/2009

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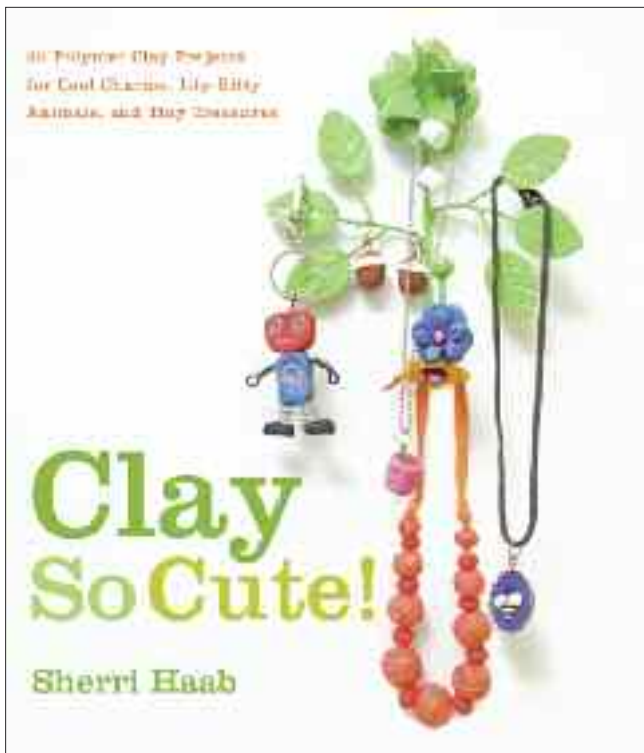
Also by Christopher Hart

Xtreme Art Draw Mini Manga
 978-0-8230-0373-0 • \$7.95 (Canada: \$8.95)

Xtreme Art Draw Manga Chibi
 978-0-8230-0368-6 • \$7.95 (Canada: \$8.95)

Kids Draw Big Book of Everything Manga
 978-0-8230-9509-4 • \$22.50 (Canada: \$24.95)





National Publicity

Author Events and Interviews

out of Salt Lake City

Online Promotion

- Advertising and promotions on makingfriends.com, creativegirlsclub.com, allykatzz.com, and other websites and blogs
- Feature on Read It Forward newsletter
- Promotion on author's website, sherrihaab.com

Featured Title at Craft and Hobby Association Expo

Mailing to Craft and Hobby Retailers

Outreach to Polymer Clay Guilds

CLAY SO CUTE!

25 Polymer Clay Projects for Cool Charms, Itty-Bitty Animals, and Tiny Treasures

Sherri Haab

Bestselling author and expert jewelry-maker Sherri Haab now turns her talents to teaching adorable polymer clay crafts for the hugely lucrative market of tween girls.

Specifically designed with the tween (10–12-year-old) girl in mind, *Clay So Cute!* shows how one of the easiest mediums—polymer clay, which need only be baked in the oven—can be sculpted into quick, simple, totally fun jewelry and accessories.

Given our proven track record in selling polymer clay DIY books to the adult market, and Haab's wide fan base and successful previous books, *Clay So Cute!* will be an instant success with girls (and their mothers and grandmothers) looking for projects that are more sophisticated than “kid stuff,” but trendier and more age-appropriate than the pieces in adult clay books.

Using simple, step-by-step illustrated techniques, few tools, and updated colors to make tween-friendly projects like mini-cupcake charms, robot key chains, polka-dot ponytail holders, Japanese-style animals, and a wide assortment of necklaces, bracelets, and earrings, *Clay So Cute!* is a sweet discovery for tween girls.

SHERRI HAAB is the bestselling author of *The Art of Metal Clay*, *Designer Style Jewelry*, and *The Art of Resin Jewelry*. Her books for tweens include *The Hip Handbag Book*, *Way to Crochet*, and *Dangles and Bangles*. Her *Incredible Clay Book* and *Nail Art* each sold more than 1 million copies. In all, she has more than 2.5 million books in print around the world.

Juvenile Nonfiction—Crafts & Hobbies (JNF015000)
7¾ x 9; 112 pages; 150 full-color photos
Paper ISBN: 978-0-8230-9899-6
\$14.95 (Canada: \$17.50)

On sale 6/23/2009

All rights: Crown



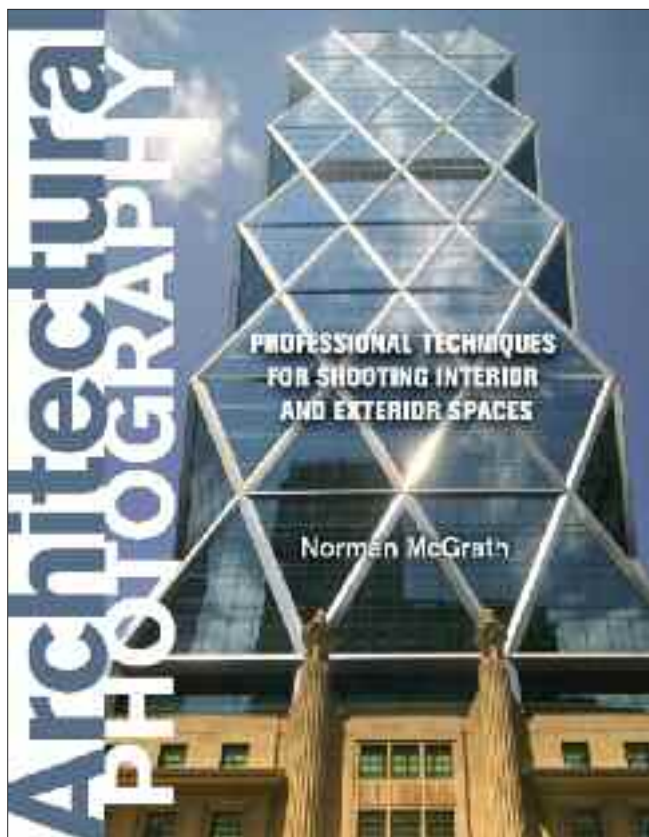
Also by Sherri Haab

Dangles and Bangles

978-0-8230-0064-7 • \$9.95 (Canada: \$10.95)

Way to Crochet

978-0-8230-1053-0 • \$12.95 (Canada: \$14.95)



ARCHITECTURAL PHOTOGRAPHY

Professional Techniques for Shooting Interior and Exterior Spaces

Norman McGrath

Industry leader Norman McGrath follows up his classic *Photographing Buildings Inside and Out* with this definitive and up-to-date guide to modern architectural photography.

Looking to achieve artistic and commercial success in architectural photography? Norman McGrath's long-awaited guide is the only one you'll need. Here, McGrath fully revamps and expands on the basics covered in *Photographing Buildings Inside and Out* to include the most up-to-date information—from changes in the industry to equipment, techniques, and technologies.

Architectural Photography covers it all: interiors, exteriors, skyscrapers, residential, office buildings, restaurants and hotels, religious buildings, museums, historic buildings, and specialized subjects such as staircases, sculpture, and ceilings. It also includes master McGrath's sage, real-world advice. Most important, this guide is filled with spectacular and often iconic photography that captures the power and impact of these spaces—the ultimate goal of the architectural photographer.

NORMAN MCGRATH'S photographs have appeared in *Architectural Digest*, *Architectural Record*, *Progressive Architecture*, *Domus*, *Interior Design*, *Interiors*, *HG*, *New York*, *Life*, and *Art in America*. His clients include the Museum of Modern Art, the New York Philharmonic, Schlumberger, and many others.

Photography (PHO018000)
8½ x 11; 224 pages; 200 full-color photos
Paper ISBN/EAN: 978-0-8174-2455-8
\$29.95 (Canada: \$34.00)

On Sale 8/18/09

All rights: Crown

National Publicity

Author Interviews

out of New York

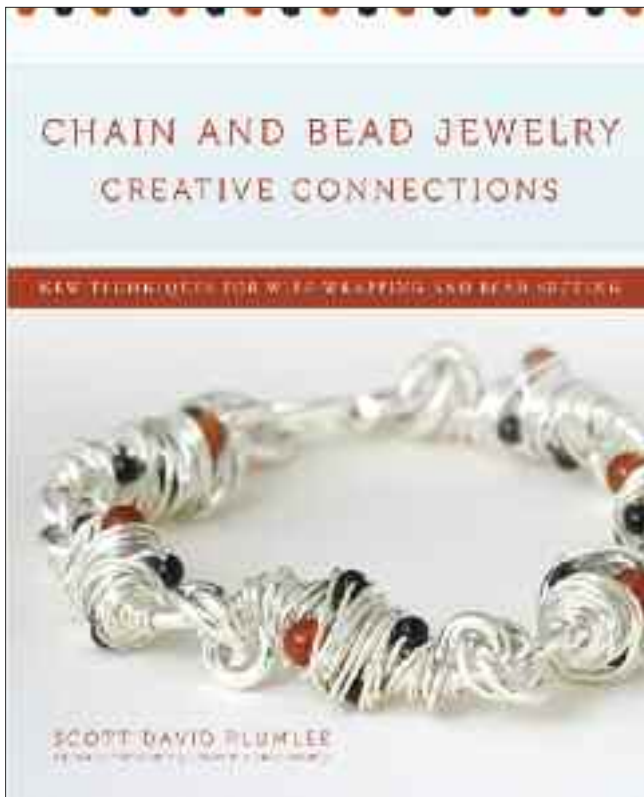
Tie-in with Author's Appearances and Workshops

Online Promotion

- Advertising and promotions on AIA.org (American Institute of Architects)
- Promotion on *ViewCamera.com*
- Outreach to photography blogs

Featured Title at PhotoPlus Expo

Academic Mailing to Photography and Architecture Schools



National Publicity

Tie-In with Author's Appearances and Workshops

Online Promotion

Advertising on jewelryartistonline.com and beadandbutton.com
Promotion on author's website, davidchain.com

Project Postcard for Craft and Jewelry Retailers

Featured Title at Craft and Hobby Association Expo

CHAIN AND BEAD JEWELRY CREATIVE CONNECTIONS

New Techniques for Wire-Wrapping and Bead-Setting

Scott David Plumlee

Wirework jeweler, teacher, and author Scott David Plumlee presents new techniques for incorporating beads into chainmail designs.

Far from its original utilitarian use—to create armor—the chain-mail technique has been adapted over time to create beautiful, unique jewelry. In *Chain and Bead Jewelry Creative Connections*, chain-mail expert Scott David Plumlee shows jewelry makers, beaders, and crafters at all skill levels how to incorporate beads into a variety of chain-mail weaves to create showstopping pieces.

First, Plumlee walks readers through basic skills and provides detailed information on traditional chain designs. He then presents more than 20 wire-wrapping and bead-setting techniques that incorporate beads seamlessly into a variety of designs, from the creative “Chaos” wire-wrapped bead to the sinuous Snake.

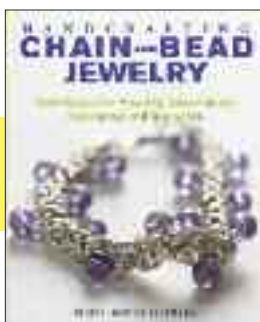
With step-by-step instructions for assembling age-old chain patterns—from simple to complex—and gorgeous designs that can be executed using only simple hand tools, *Chain and Bead Jewelry Creative Connections* is sure to inspire jewelry artisans at all levels to expand the creative possibilities of their work.

SCOTT DAVID PLUMLEE has led more than 140 workshops at crafts venues nationwide since 2001. He is the author of *Handcrafting Chain and Bead Jewelry*, and his work has been featured in *Bead&Button* and *Art Jewelry* magazines.

Crafts & Hobbies—Jewelry (CRA014000)
8½ x 10½; 160 pages; 450 full-color photos
Paper ISBN: 978-0-8230-2485-8
\$22.95 (Canada: \$26.95)

On Sale 7/21/2009

All rights: Crown



Also by Scott David Plumlee

Handcrafting Chain and Bead Jewelry
978-0-8230-2299-1 • \$19.95 (Canada: \$21.95)



National Publicity

Online Promotion

- Advertising in Comics Buyers Guide e-newsletter
- Advertising on Facebook.com
- Promotion on author's website, millidge.com
- Promotion on comics blogs

Featured title at Comic-Con International

Buzz Mailing to Graphic Novel Groups

COMIC BOOK DESIGN

The Essential Guide to Creating Great Comics and Graphic Novels

Gary Spencer Millidge

In this lucrative comic book market, there's an overwhelming interest from fans and artists in learning how to produce comics successfully. *Comic Book Design* fulfills that desire by offering not only soup-to-nuts instruction but also little-known rules and techniques of the trade.

Comic books and graphic novels have seen unprecedented sales in the last two years—and generated billions of dollars in film and TV adaptations. It's no surprise then that there is a groundswell of artists and writers aspiring to create their own bestselling comics. In *Comic Book Design*, Gary Spencer Millidge, the award-winning creator of the *Strangehaven* comics, guides you through specific design elements exclusive to comic books, such as:

- Creating and designing characters and background locations
- Page layouts and grid structures
- Lettering and word balloons
- Color
- Cover and publication design and much more!

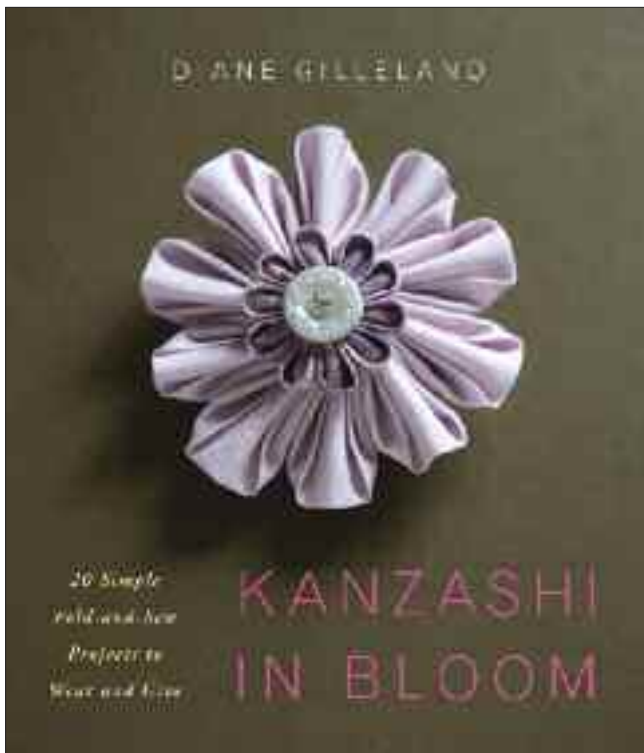
With focuses on putting together an original design and storyline concept, drawing with both traditional (penciling and inking) and new technology methods (digitally), and profiles of leading comic artists and designers like Chris Ware and Chip Kidd, *Comic Book Design* is poised to become today's go-to guide for up-and-coming comic book creators.

In addition to his self-published *Strangehaven* comic book series, **GARY SPENCER MILLIDGE** also published, co-edited, and contributed to *Alan Moore: Portrait of an Extraordinary Gentleman*, drew a strip for *Bart Simpson's Treehouse of Horror*, and co-wrote *Draw Fantasy Figures!*

Art—Techniques (ART028000)
 10 x 11; 160 pages; 250 full-color photos
 Paper ISBN: 978-0-8230-9796-8
 \$24.95 (Canada: \$28.95)

On sale 7/7/2009

British: Ilex Press
 Translation: Ilex Press
 1st Serial: Crown
 Audio: Ilex Press



National Publicity

Author Events and Interviews

out of Portland, OR

Advertising

- *Craft* magazine

Online Promotion

- Advertising on craftster.com and craftzine.com
- Podcasts and promotion on author's website, craftypod.com
- Outreach to craft bloggers
- Feature in PotterCraftNews.com

Featured Title at Craft and Hobby Association Expo

Mailing to Craft and Hobby Retailers

KANZASHI IN BLOOM

20 Simple Fold-and-Sew Projects to Wear and Give

Diane Gilleland

A fresh, contemporary take on a traditional Japanese craft that combines simple sewing techniques with contemporary Japanese style to create 20 pretty wearables and gifts.

Kanzashi tsumami is the Japanese art of folding delicate squares of silk into three-dimensional flower petals. Painstakingly, petal by petal, Kanzashi artists build intricate flowers, which are incorporated into the elaborate head-dresses worn by geisha. In the United States, the online craft culture has sprouted a renewed interest in making Kanzashi, with American crafters devising simplified ways to create these gorgeous fabric flowers, and incorporating more user-friendly materials like cotton and synthetic fabrics along with the traditional silks.

Kanzashi in Bloom takes the American interpretation of Kanzashi a step further, presenting modern, simplified flower designs as elements in a variety of fun, hip craft projects. The book offers instructions for four simple Kanzashi components, and demonstrates how these elements can be mixed and matched to create 20 diverse projects, including jewelry, fashion embellishments, ornaments, and home décor items.

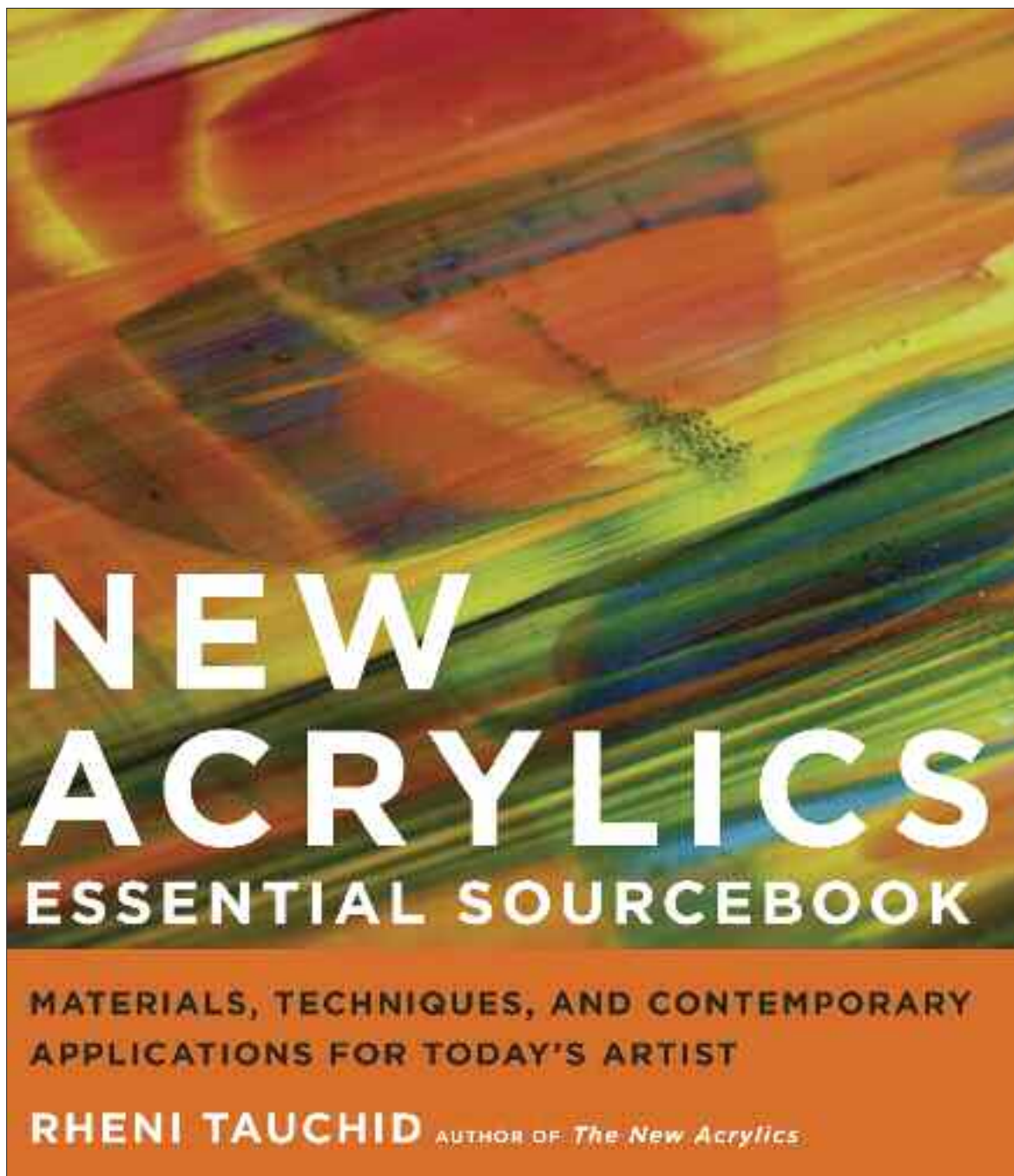
DIANE GILLELAND produces a popular blog and podcast, craftypod.com, and diyalert.com, a calendar of crafts classes and events in Portland, Oregon. As of early 2009, she will also produce kanzashi-in-bloom.com. This is her first book.

Crafts & Hobbies—Sewing (CRA035000)
8½ x 10; 144 pages; 250 full-color photographs
Paper ISBN: 978-0-8230-8481-4
\$21.95 (Canada: \$26.00)

On sale 7/21/2009

British: Howard Morhaim Literary Agency
Translation: Howard Morhaim Literary Agency
1st Serial: Crown
Audio: Howard Morhaim Literary Agency

Focusing on specific technical and application processes, this invaluable resource demonstrates techniques that can be used to achieve a variety of effects and painting styles when using this most versatile of all painting media.



NEW ACRYLICS

ESSENTIAL SOURCEBOOK

MATERIALS, TECHNIQUES, AND CONTEMPORARY APPLICATIONS FOR TODAY'S ARTIST



RHENI TAUCHID is the head of product development at Tri-Art, a manufacturer of acrylic artist paints and mediums. An accomplished artist, she conducts workshops and lectures on acrylics throughout the United States and Canada.

National Publicity

Advertising

Art Materials Retailer Magazine

Online Promotion

Advertising on artistsmagazine.com

Cross-Promotion with Tri-Art Education Program

Featured Title at College Art Association Conference, Craft and Hobby Association Expo, and National Art Materials Trade Association Show

Academic Mailing to Art Schools

Mailing to Art Supply Retailers

Rheni Tauchid's bestseller **THE NEW ACRYLICS** was an overview of modern acrylics. Her **NEW ACRYLICS ESSENTIAL SOURCEBOOK** is a more in-depth resource for today's working acrylic artist.

NEW ACRYLICS ESSENTIAL SOURCEBOOK's

main focus is on the vast array of paints and paint mediums that are available today. It places special emphasis on documenting a variety of paint and medium combinations, showing in side-by-side comparisons how such "recipes" can alter and affect the final result. Because acrylic paints are available in so many formulas, ranging in consistency from liquid to high viscosity, the variety of effects and painting styles is virtually infinite. The choice in mediums is even greater and can be used to create glazes, build texture, and work as gluing agents for collage. Through the author's own artwork and that of leading acrylic artists, each effect is gorgeously illustrated.



Art—Techniques (ART028000)
8 $\frac{3}{4}$ x 10; 192 pages; 450 full-color illustrations
Paper ISBN: 978-0-8230-9926-9
\$24.95 (Canada: \$28.95)

On sale 7/14/2009

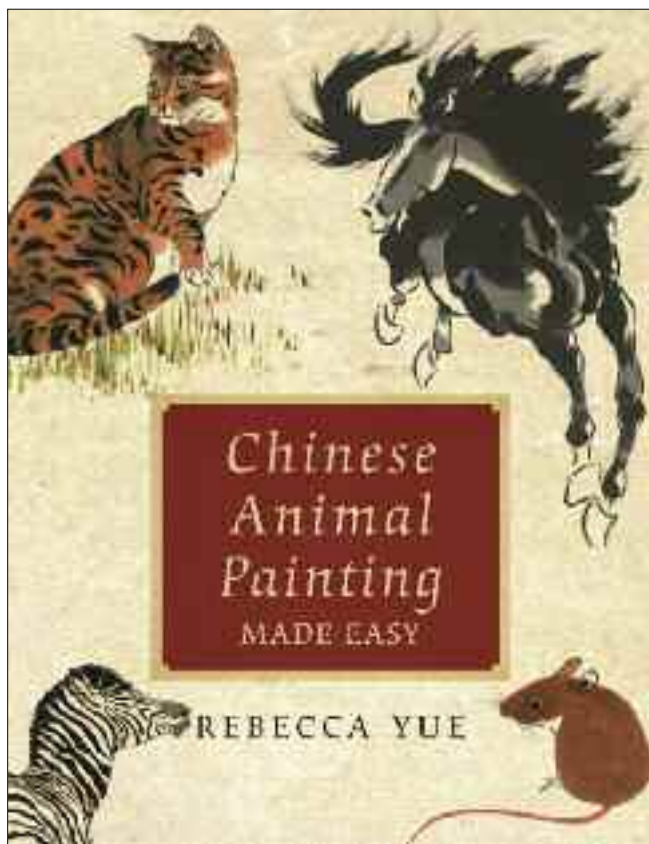
All rights: Crown



Also by Rheni Tauchid

The New Acrylics

978-0-8230-9159-7 • \$24.95 (Canada: \$27.95)



CHINESE ANIMAL PAINTING MADE EASY

Rebecca Yue

The third book in Rebecca Yue's popular Chinese painting series, this one focuses on animals. A complete guide to painting pandas, horses, elephants, and 47 other beloved creatures in the traditional Chinese brush-style.

Chinese animal painting is an ancient form characterized by its simplicity and natural elegance. Chinese masters spent years, if not lifetimes, mastering the time-honored technique. Fortunately for artists interested in learning it, author Rebecca Yue has developed a systematic, simple approach to painting animals in this traditional tonal (non-outline) style.

By first demonstrating key brushstrokes that must be mastered, Yue then gives detailed step-by-step illustrated instructions for painting 50 animals, whether they be rendered in simple outline sketches or more advanced expressive styles.

Full of Yue's own beautiful animal paintings, this book will both inspire and teach beginners as well as advanced students of Chinese painting.

REBECCA YUE began studying Chinese painting as a child under three master painters. She is the author of *Chinese Calligraphy Made Easy* and *Chinese Landscapes Made Easy*.

National Publicity

Online Promotion

Advertising and promotions on myamericanartist.com

Academic Mailing to Art Schools

Mailing to Art Supply Retailers and Museum Stores

Art—Techniques (ART028000)

7½ x 9¾; 176 pages; 200 full-color illustrations

Paper ISBN: 978-0-8230-9797-5

\$24.95 (Canada: \$28.95)

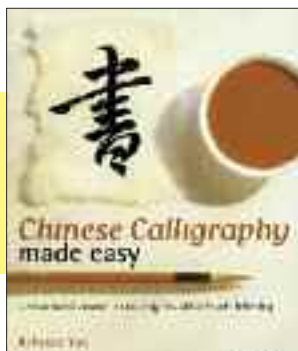
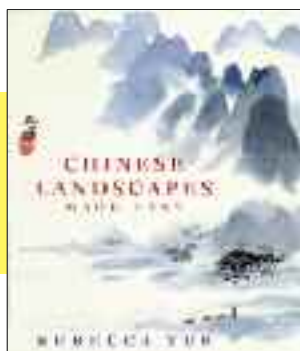
On sale 8/4/2009

British: Anova Books

Translation: Anova Books

1st Serial: Crown

Audio: Anova Books



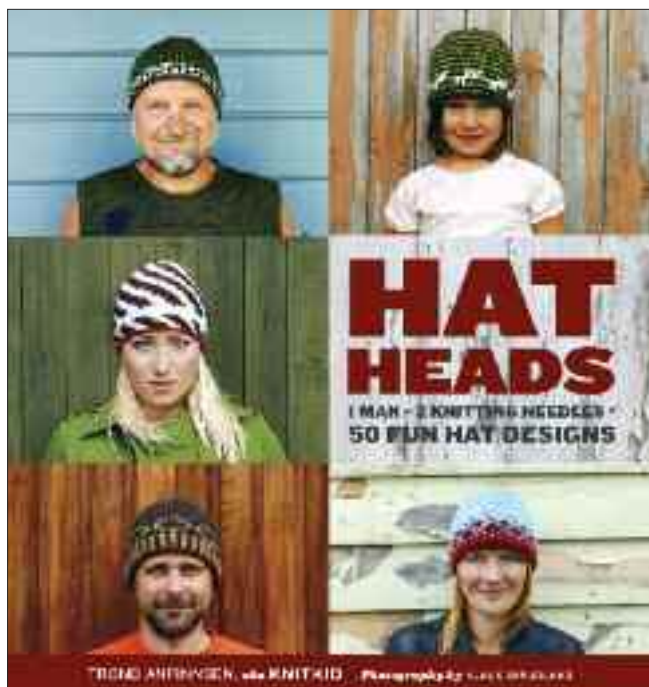
Also by Rebecca Yue

Chinese Landscapes Made Easy

978-0-8230-0606-9 • \$24.95 (Canada: \$28.95)

Chinese Calligraphy Made Easy

978-0-8230-0556-7 • \$24.95 (Canada: \$28.95)



National Publicity

Online Promotion

- Advertising on sites such as craftster.com, craftzine.com, and ravelry.com
- Promotion on author's website, knitkid.no
- Feature and promotion in PotterCraftNews.com
- Outreach to knitting market and bloggers

Featured Title at Craft and Hobby Association Expo and The National Needlework Association Market

HATHEADS

*1 Man + 2 Knitting Needles =
50 Fun Hat Designs*

Trond Anfinnsen

This collection of 50 knit hat designs is a comprehensive how-to, as well as a humorous, affectionate ode to knitting and the joys of a “close-knit” community, inspiring knitters to make the perfect hat for someone they love.

After teaching himself to knit, author Trond Anfinnsen found that pull-on hats—aka beanies or skullies—were the perfect-size project. As his pile of hats grew, so did his knitting skills, and soon he began personalizing the hats for family, friends, and friends of friends. Each person received a unique hat designed to suit his or her coloring, personality, and style—all for free. Trond eventually teamed with photographer Klaus Skrudland to document what had become an interactive art project, taking portraits of each recipient in his or her hat. Together, the two created, gave away, and photographed more than 200 hats.

HatHeads shares 50 of these hats, all the same beanie shape but with a wide range of designs, offering something for everyone. Each hat is modeled by its recipient, with a full pattern and a funny, affectionate description of how that person inspired the design. Readers then learn how to pick up where Trond left off and create unique, personalized hats for their own friends and loved ones.

Designed in a fresh, graphic style, *HatHeads* is as unique as its hats, a heartwarming celebration of people, knitting, and the joys of giving.

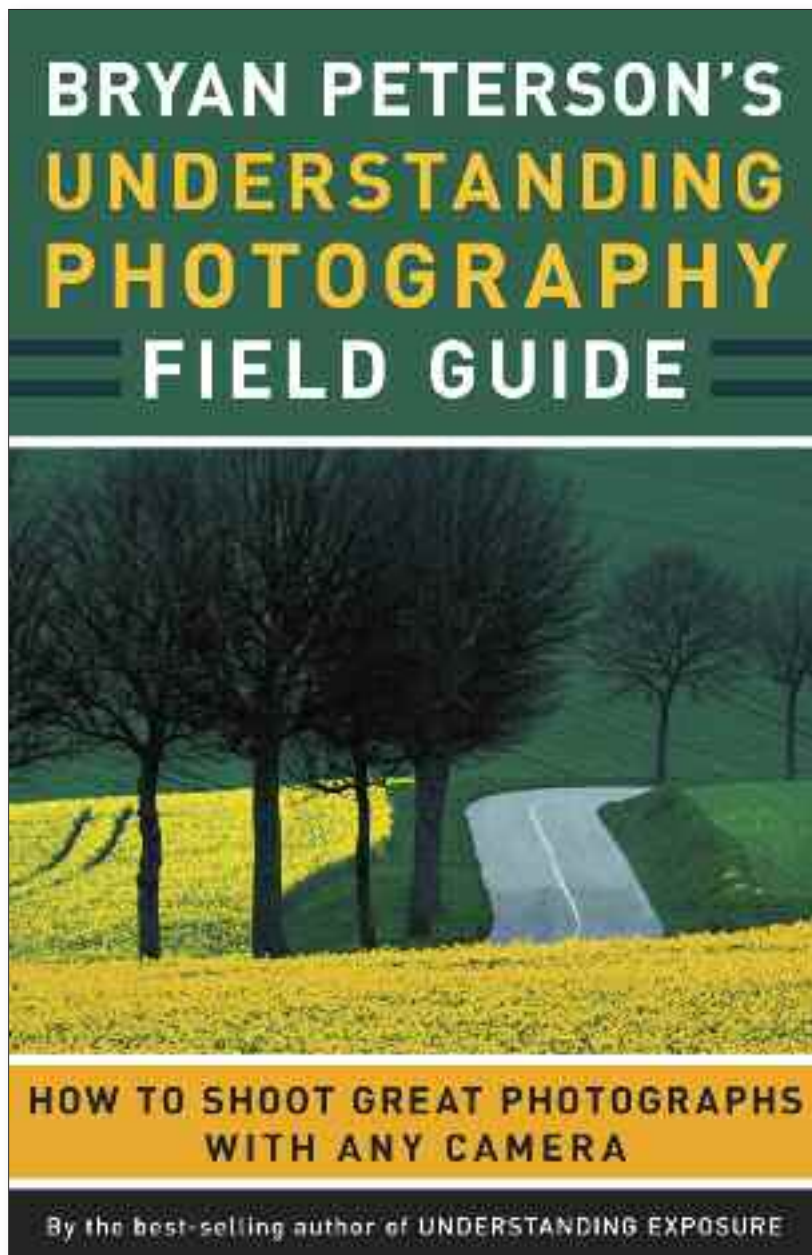
TROND ANFINNSEN aka “Knitkid,” started knitting in 2006 and has made more than 200 one-of-a-kind hats for lucky people around the world. You can find him at www.knitkid.no and <http://knitkid.blogspot.com>.

Crafts & Hobbies—Knitting (CRA015000)
8½ x 9; 160 pages; 250 full-color photos
Paper with flaps ISBN: 978-0-8230-9236-9
\$22.95 (Canada: \$26.95)

On sale 8/4/2009

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Bestselling author Bryan Peterson gathers the best material from his previous books with an exciting new selection of sample photographs in his first-ever field guide



The long-awaited Bryan Peterson field guide is here: thick (though formatted to fit into a camera bag), comprehensive, and filled with the techniques, before-and-after images, and multiple-view photographs he's famous for. Distilled from his popular previous titles (and the forthcoming *Understanding Close-Up Photography*), this one book covers it all: exposure, shutter speed, composition and color, portraiture, the digital darkroom, printing, aperture, and much more. The book also spans a broad spectrum of genres from nature and travel to portrait, macro and panorama, fine art and stock photography. This is the all-in-one place for beginning and serious amateur photographers to look for clear and reliable information about any photographic situation or intention—including the latest tips for improving your work later in Photoshop.

In his signature style—conversational, irreverent, and funny rather than technical—Bryan Peterson helps readers achieve the “wow” shots that are their ultimate goal.

BRYAN PETERSON is the bestselling author of *Understanding Exposure*, *Learning to See Creatively*, *Understanding Digital Photography*, *Beyond Portraiture*, *Understanding Shutter Speed*, and *Understanding Close-up Photography*.

BRYAN PETERSON'S UNDERSTANDING PHOTOGRAPHY FIELD GUIDE



National Publicity

Author Interviews

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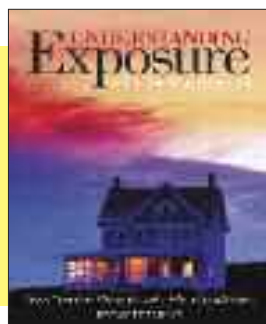
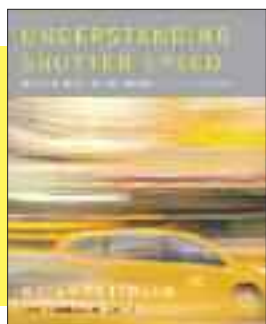
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- Promotion on PC Photo e-newsletter
- Cross-promotion with author's online classes on ppsop.com (Perfect Picture School of Photography)
- Outreach to photography blogs

Featured Title at PhotoPlus Expo

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Mailing to Photography Retailers



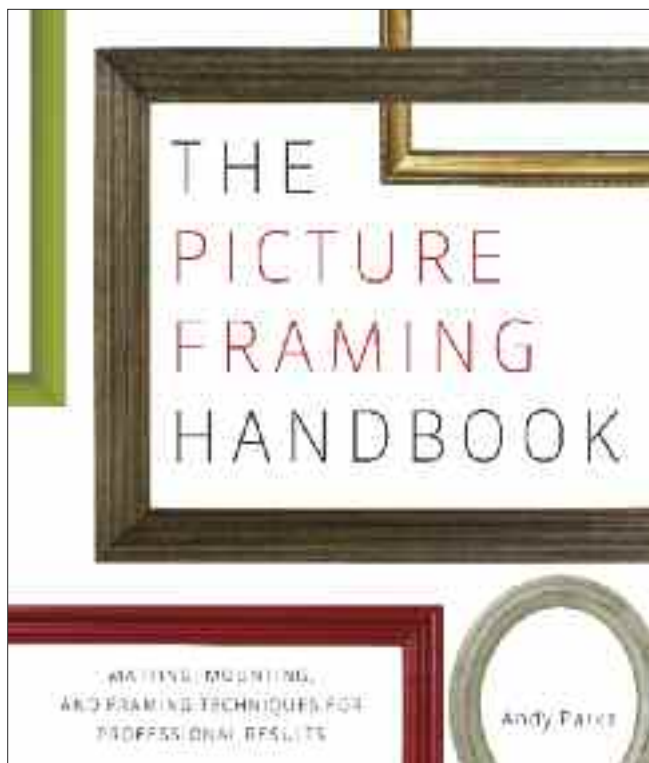
Also by Bryan Peterson

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978-0-8174-6301-4 • \$25.95 (Canada: \$28.95)
- Understanding Exposure (NCR)*
978-0-8174-6300-7 • \$25.95 (Canada: \$28.95)
- Understanding Close-up Photography*
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Photography—Techniques (PHO018000)
5½ x 8½; 400 pages; 500 full-color photos
Paperback/Flexibinding ISBN: 978-0-8174-3225-6
\$24.95 (Canada: \$28.95)

On sale 8/18/2009

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National Publicity

Online Promotion

- Advertising on about.com
- Advertising and promotions on craft and design blogs
- Feature in PotterCraftNews.com

Featured Title at Craft and Hobby Association Expo and National Art Materials Trade Association Show

Mailing to Art Supply Retailers and Museum Stores

THE PICTURE FRAMING HANDBOOK

Matting, Mounting, and Framing Techniques for Professional Results

Andy Parks

This contemporary, step-by-step guide demonstrates how to frame, mount, mat, and select frames like a pro—at a fraction of the cost.

Whether you're framing photographs, prints, paintings, or bulkier items like tapestries or metals, *The Picture Framing Handbook* is your complete resource for mastering traditional matting, mounting, and framing techniques. Professional framer Andy Parks covers everything framers of all levels need to get started, including:

- Essential tools and materials for less
- Basic matting, mounting, and framing techniques examined in step-by-step detail
- Instructions for hanging pictures
- Advanced techniques, such as framing three-dimensional artwork
- Information on how to embellish mats and frames

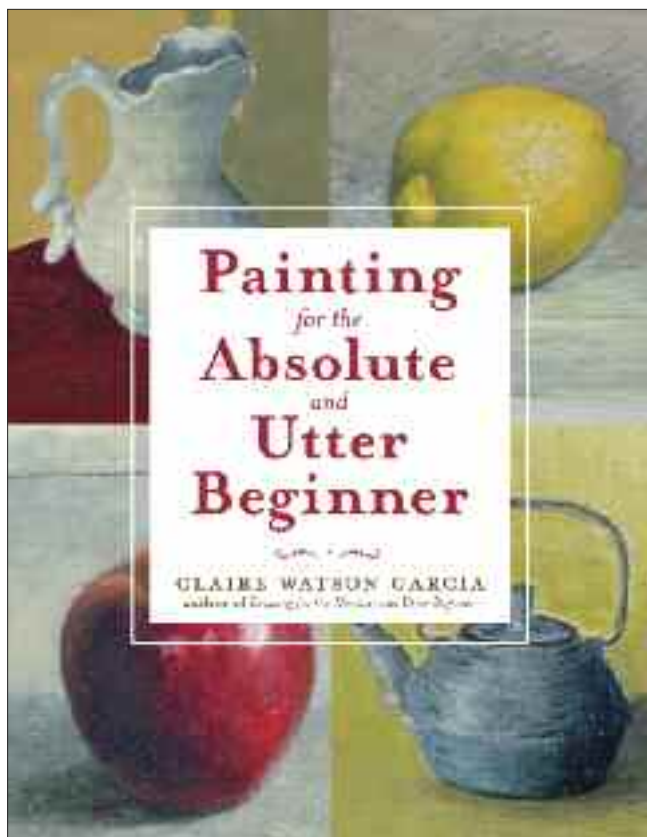
With simple, step-by-step instructions—and a stylish, sophisticated look—*The Picture Framing Handbook* is a must-have for artists and home decorators alike.

ANDY PARKS has been a picture framer for more than 20 years and has earned a Guild Commended Framer certificate from the Fine Art Trade in the United Kingdom.

Crafts & Hobbies—Framing (CRA011000)
8½ x 10; 144 pages; 500 full-color illustrations
Paper ISBN: 978-0-8230-9801-9
\$24.95 (Canada: \$28.95)

On sale 8/11/2009

British: Ilex Press
Translation: Ilex Press
1st Serial: Crown
Audio: Ilex Press



National Publicity

Author Events and Interviews
out of Connecticut

Online Promotion

- Advertising and promotions on about.com
- Blog outreach to artists and galleries

Featured Title at College Art Association Conference and National Art Materials Trade Association Show

Academic Mailing to Art Schools and Continuing Education Programs

PAINTING FOR THE ABSOLUTE AND UTTER BEGINNER

Claire Watson Garcia

Like Claire Watson Garcia's previous book, *Drawing for the Absolute and Utter Beginner*, this one assumes no prior knowledge on the part of readers, using a positive, accepting approach to guide them through the learning process. Each chapter sets goals that are within the reach of the beginner and re-creates the classroom experience by featuring artwork and commentary from adult students who have worked on the same material.

Emphasizing the first steps that are often overlooked in other "beginner-level" art instruction books, this book encourages readers by gradually enabling them to paint a reasonable likeness of an object and give it the appearance of spatial depth. Following a review of supplies and painting principles, it presents a series of lessons, including:

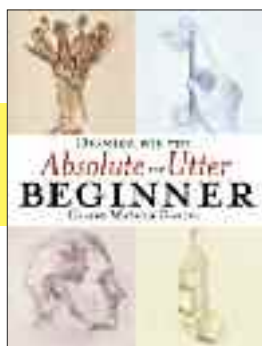
- An introduction to line, paint consistency, and color
- How to understand key color relationships by painting color wheels
- Making color sketches by adding colored wash to a pen or pencil drawing
- Creating dimension by translating drawing values into painting values
- The essentials of painting still lifes, landscapes, and the face and figure

CLAIRE WATSON GARCIA is an instructor at the Silvermine School of Art in New Canaan, Connecticut, where her courses and workshops for the "Absolute and Utter Beginner" have been popular for more than 20 years. She is an accomplished artist whose work has been exhibited across the United States and Canada.

Art-Techniques—Painting (ART020000)
8½ x 11; 160 pages; 250 full-color illustrations
Paper ISBN: 978-0-8230-9947-4
\$21.95 (Canada: \$26.00)

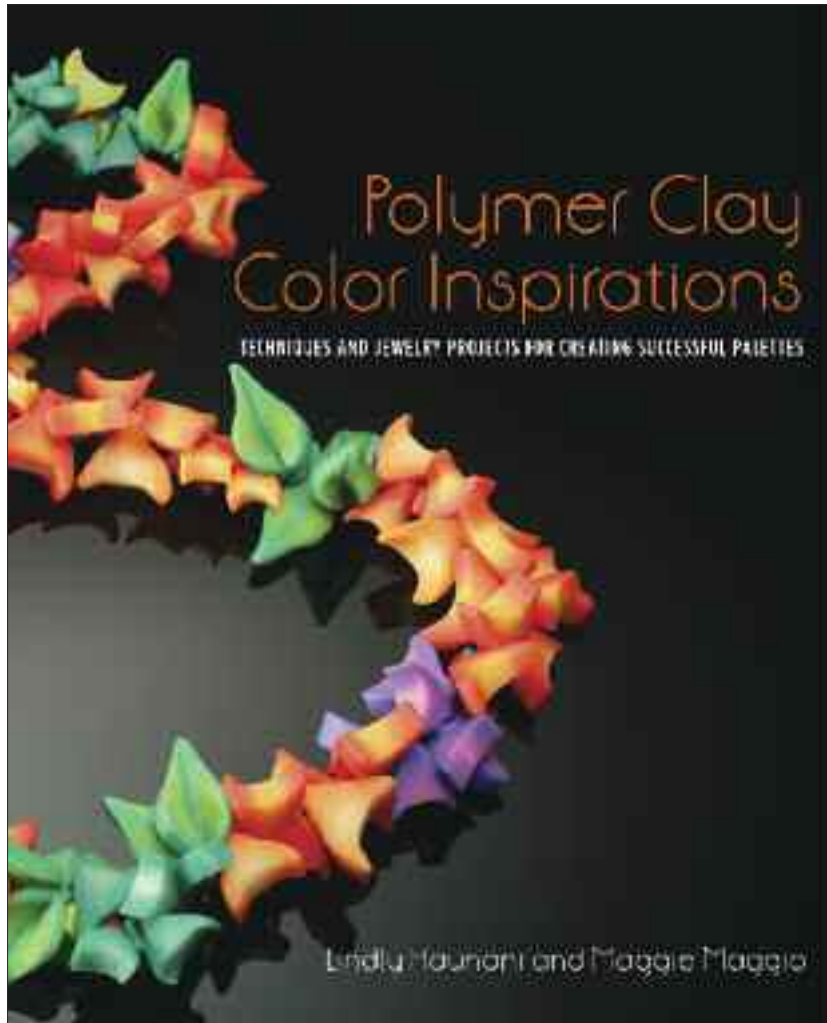
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Also by Claire Watson Garcia

Drawing for the Absolute and Utter Beginner
978-0-8230-1395-1 • \$19.95 (Canada: \$21.95)



Books for polymer clay enthusiasts have proliferated, but none has focused specifically on polymer clay and color—until now. *Polymer Clay Color Inspirations* teaches color confidence through a variety of exercises and 12 jewelry projects.

Cover photo: Translucent Lei by Lindly Haunani. Photo by David Terao • From Top: Watercolor Necklace (detail) by Maggie Maggio. Photo by Bill Bachhuber • Pentala Brooches by Elise Winters. Photo by Hap Sakwa • Radiance by Jeffrey Lloyd Dever Photo by Gregory R. Staley Opposite Page: Ruffle Brooches by Elise Winters Photo by Hap Sakwa

Polymer Clay Color Inspirations

Techniques and Jewelry Projects for Creating Successful Palettes

Lindly Haunani and Maggie Maggio are renowned for their courses and workshops on color as well as for their outstanding polymer clay work. In this book, they offer instruction and inspiration that focus on polymer clay as a learning tool, which readers can use to explore color instincts and preferences and develop their own palettes.

Each chapter investigates a specific color principle, with the discussion supported by a related exercise, a “studio tool” assignment or demonstration, a polymer clay jewelry project, and a profile of a prominent polymer clay artist. Sample topics include:

- The Complexity of Color
- Three Properties of Color
- Choosing Your Palette
- Mixing Colors That Flow
- Matching Colors with Precision
- Games Colors Play
- Orchestrating Color Combinations
- Color Composition: Placement and Proportion
- Playful Patterns
- Tantalizing Textures

LINDLY HAUNANI has more than 18 years of experience as a polymer clay workshop leader. Her work has appeared in more than 50 invitational and juried shows.

MAGGIE MAGGIO has studied color for more than 30 years and for the last 10 years has traveled the United States teaching color workshops to polymer artists.



National Publicity

Tie-In with Author's Appearances/Workshops

Online Promotion

Advertising and promotions on beading and jewelry websites

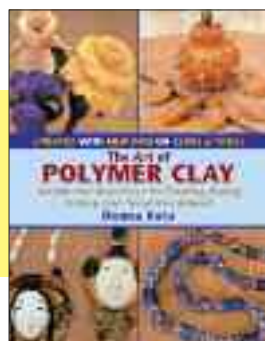
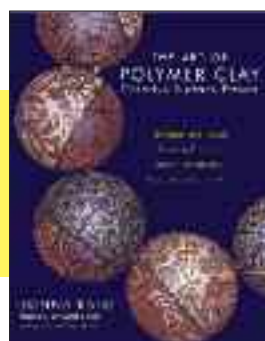
Featured Title at Craft and Hobby Association Expo

Outreach to Polymer Clay Guilds

Crafts & Hobbies—Jewelry (CRA014000)
8½ x 10½; 144 pages; 400 full-color illustrations
Paper ISBN: 978-0-8230-1501-6
\$21.95 (Canada: \$26.00)

On sale 8/18/2009

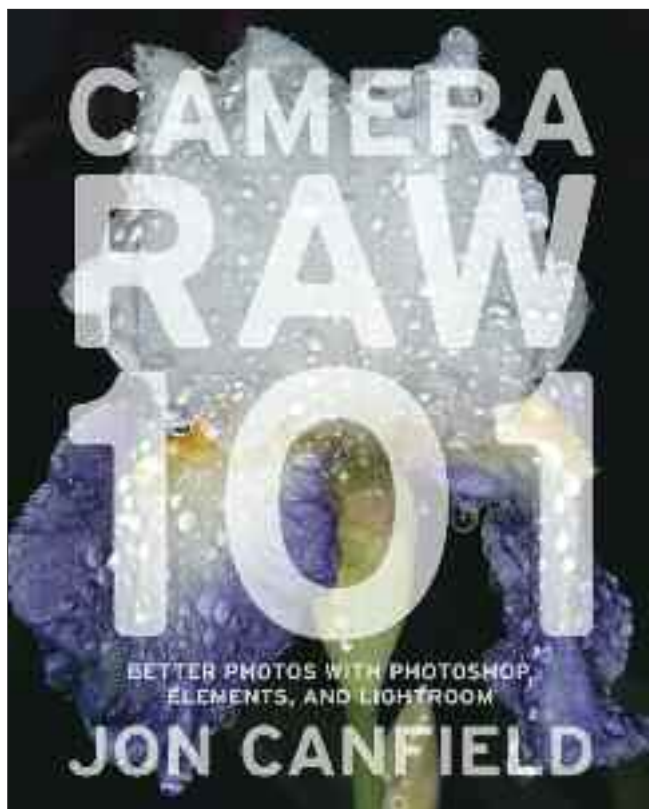
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Also Available

Polymer Clay Creative Surface Effects by Donna Kato
978-0-8230-1362-3 • \$19.95 (Canada: \$24.95)

The Art of Polymer Clay (Updated) by Donna Kato
978-0-8230-0357-0 • \$16.95 (Canada: \$21.00)



CAMERA RAW 101

Better Photos with Photoshop, Elements, and Lightroom

Jon Canfield

The most up-to-date book that shows photographers how to get the most out of shooting in RAW format using the newest features of the latest software.

Adobe Camera Raw (ACR) has grown and changed from the version included with Photoshop CS2, and the subject of shooting photographs in RAW format has taken a solid foothold in the rapidly evolving world of digital photography. People are discovering that while RAW files are bigger and require adjustment post-capture, the end results are far superior.

In *Camera RAW 101*, digital photography and software expert Jon Canfield shows you how to take advantage of the newest versions of Photoshop, Elements, and Lightroom (Adobe's "just for photographers" editing and organizing program) in order to get spectacular results.

With beautiful images, solid instruction, and working examples—including screen grabs and before-and-after contrasts that show each step of the transition from RAW image to finished file—this is a must-have for any serious amateur photographer who wants to take better, more creative photographs.

A consultant for Canon, HP, and Pantone, **JON CANFIELD** helped develop digital imaging software for Microsoft. He is the author of *RAW 101*, *Photo Finish*, *Print Like a Pro*, and *The Digital SLR Guide*. He writes the "Output Options" column for *Shutterbug* magazine and is a frequent contributor to *PC Photo*, *Outdoor Photographer*, and *Digital Photo Pro*.

National Publicity

Tie-In with Author's Appearances/Workshops

Online Promotion

- Advertising and promotions on ShutterBug.com
- Promotion on photographyBLOG.com and other photography blogs
- Promotion on author's website, JonCanfield.com

Academic mailing to photography schools

Photography—Techniques—Digital (PHO024000)
8 x 10; 176 pages; 225 full-color photos
Paper ISBN: 978-0-8174-3229-4
\$24.95 (Canada: \$28.95)

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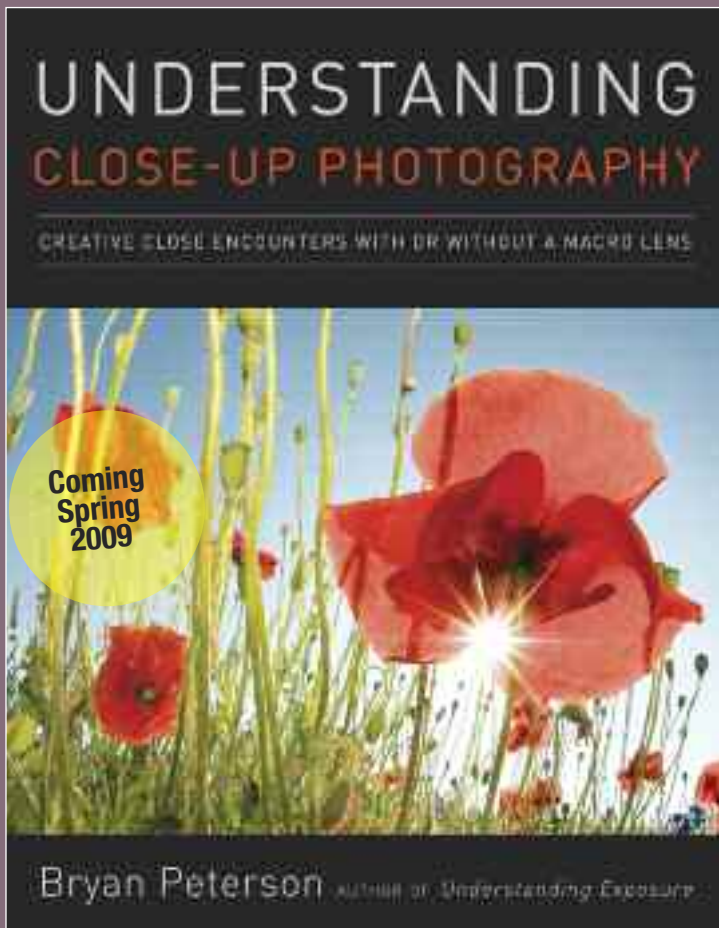
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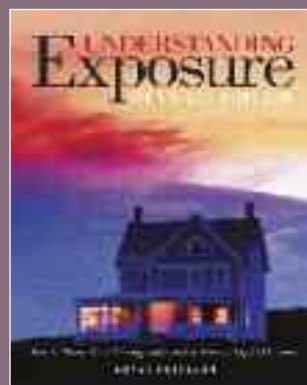
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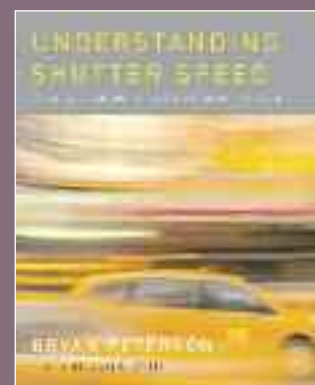
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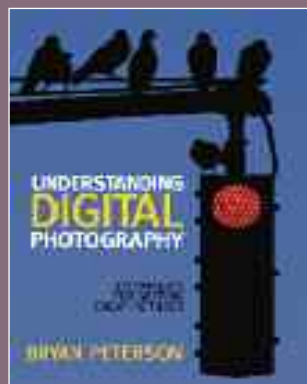
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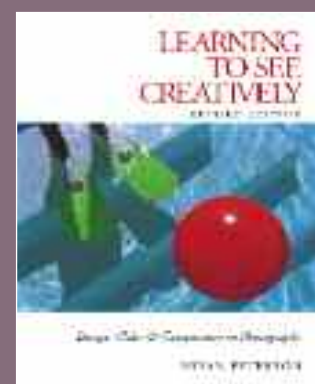
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