

# PHOTOGRAPHY

## THE ART OF DECEPTION

How to Reveal the Truth by Deceiving the Eye



IRAKLY SHANIDZE ■ Russian Photographer of the Year

# Resumo de Photography: The Art of Deception: How to Reveal the Truth by Deceiving the Eye

Photography is a lie. Just think about it: photographers create two-dimensional images that sometimes even lack color and then expect everyone who views the image to believe that this is how the subject and scene appeared in front of the lens, in real life.

What is truly amazing is that people fall for the visual trickery readily, almost as if they want to be deceived. It gets better: people still believe that one can photograph only what is really there.

In this book, Irakly Shanidze reveals the smoke and mirrors that the best photographers use to surprise, entertain, and inspire viewers. He explains that the individual features of photographer's perception and technical limitations of his equipment make him do things that may eventually make a picture look very different from how a viewer would see the same scene with a naked eye and can lead to a ruined picture.

Conversely, photographers who understand these phenomena can use the aforementioned constraints to deliberately adjust the level of truthfulness in their pictures. In each beautifully illustrated chapter, Shanidze discloses the photographic tools that enterprising photographers can use to create visual deception (e.g., to create a sense of dimension, create day-for-night effects, establish mood, simulate candid photographs, and generally suspend disbelief without the time-consuming post-processing!).

In doing so, he describes the image objectives (in other words, defines the image concepts) and introduces the tools needed to achieve them whether a lens of a certain focal length, a light of a specific wattage, or a given shutter speed.

He also deconstructs some of his favorite images to show readers how he was able to create a chiseled deception of his own. Armed with this book, photographers will learn to truly take the reins in their photographic

pursuits and deliver supercharged, iconic, storytelling images."

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