

# SNAP:



## the ultimate guide to digital photography for the consumer

version 1.4

by Mark Sincevich



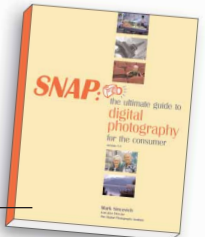
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# SNAP: the ultimate guide to digital photography for the consumer



Are you tired of purchasing digital cameras you don't like and equipment you don't need? Do you want to become more confident about your knowledge of the digital workflow process? Are you frustrated getting recommendations from people who don't take your best interests to heart? With so much confusing and conflicting information how can you make the best decisions? *Snap* was written to give you proven results.

*Snap* is the only digital photography book that has a personality test to help you select the right camera and accessories and an 8-Step program to further your understanding of the digital workflow process. *Snap* is designed for frequent updates to bring you the latest technology, presents timeless tips and techniques, and lists over 140 hard-to-find websites. All of this vital information is conveniently contained in one place saving you valuable time. *Snap* will increase your knowledge, improve your photography experience, and can save you hundreds of dollars!

*"As an instructor, I truly appreciate the effort that you put in preparing and presenting material that can be daunting for beginner photographers like me. In my opinion, you succeeded in making the subject of digital photography approachable and exciting for both novice and more advanced photographers."* —**Ludmila Guslistova**, Professor, George Washington University

*"In all the years I've worked with photography, be it trying to teach myself or attending classes at various colleges, I've gained more knowledge with Mark as a personal instructor than all of the teachings and colleges combined. I'm very impressed with his knowledge of the most simple to the most complex of situations photography has to offer. His recommendations, patience and business savvy have helped me improve not only my business, but product results have been outstanding by way of my own customers' testimonials. I'm looking for that big editorial spread in my favorite fashion magazine, and when that day comes, I will have Mark to thank for that push."* —**Beverli Alford**, Fashion Photographer

*"Thank you for a wonderful presentation. I've attended at least three photography workshops in the last several years. Your presentation was the best in terms of knowledge shared and the skill with which it was presented."* —**Jim Core**

*"I liked your ideas for best preserving my budget and where equipment money is best spent. I liked the focus on the whole system from image to print."* —**Lanny Hartmann**, Fox Fire Media



**Mark Sincevich** is the Executive Director of the Digital Photography Institute (DPI). The mission of the DPI is to educate consumers and photography enthusiasts to become better photographers and to help them save money.

Mark developed *Snap* from presenting his speaking programs on digital photography to consumers and photography enthusiasts for over four years. The book was further influenced from his numerous photography assignments and by his 13 years in the computer field where he presented and made technical subjects easy to understand.

A self-taught photographer, Mark has studied with many professionals including a few from the National Geographic Society. He is frequently quoted in the media by such organizations as the Associated Press (AP), MSNBC and *Spirit* (Southwest Airlines In-flight Magazine). Mark is a member of the ASMP (American Society of Media Photographers), the National Speakers Association (NSA) and he is a former instructor at the Washington School of Photography. His photography and writing have been published in such places as *The Washington Post Magazine*, *AAA World Magazine* and *Washington SmartCEO Magazine*.

Mark is also the founder and Chief Perspective Officer of Staash Press and the creator of the Staash Perspective System (SPS). The SPS teaches that simplicity leads to more powerful communications. Some of his customers include Bank of America, Sheraton Hotels, Iceland Air, the Arthritis Foundation, SAIC and the Greater Washington Initiative. In between his photography and speaking assignments, Mark can be found spending time with his family in the Washington, DC area or writing in cafés with character.

