

CAMERACRAFT

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Cameracraft • No 1 • Fourth Quarter 2012 • ISSN 2042-0234
Published by Icon Publications Limited
www.iconpublications.com/cameracraft
Per issue: £5 inc.post UK For subscription rates, see web page

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TIME and technology change most things, sometimes for better, sometimes for worse. No matter what changes, good photography remains a constant. Our benchmarks for vision and technique go back not one generation or two, but centuries. Daguerre, a working artist, was probably drafting sketches for paintings using a camera obscura a full 200 years ago at the age of 24.

How Westernised eyes compose pictures, how we use light and shade and how we interpret two-dimensional perspective all date back over seven centuries.

It doesn't matter that today's cameras use digital technology dating back barely 30 years, or that the best quality may result from a generation of gear designed last year only to be outpaced next year.

Ninety percent of the technology behind any photograph is organic. It lies in the brain and the eye of the photographer programmed by our exposure to society, culture, education and art.

Cameracraft is not about being professional, being amateur, being an artist or even just owning a camera. It is about the timeless values of the image.

Cameracraft is for anyone who intends to be a good photographer no matter what path technology follows. We will help you rediscover the fundamental values of the photochemical past, and explore the great opportunities of the digital present and future.

We will feature classic work old and new. If you see it in *Cameracraft*, it will because we like it and think you will like it too. Welcome to your bespoke photographic quarterly; we hope you will enjoy it and keep every issue as a companion for the future.



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