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Book information

Authors: Miguel A. Ortiz
Title: LIT: The Simple Protocol for Dental Photography in the Age of Social Media

Short text:

In the age of digital dentistry, dental providers are under increased pressure to demonstrate proficiency in dental photography for the purposes of documentation, shade matching, and laboratory communication. Expertise in this area is fast becoming part of the standard of care and also has added value for clinicians who are looking to market themselves online. This book is geared toward practitioners who want to master dental photography and build their social media presence. Written for visual learners, this book breaks down the fundamentals of dental photography by outlining the key concepts, equipment, and lighting as well as by introducing "The Simple Protocol"—the basic day-to-day intraoral protocol that shows how easily clinical photography can be incorporated into the clinical workflow. That is where most photography books end, but this author also explores advanced techniques and demonstrates how to achieve some of the most characteristic looks in artistic dental photography, including the glossy effect, chiaroscuro, chromaticity, and texture manipulation, as well as a simple setup for taking photographs in the dental laboratory. Finally, the author provides fresh insight into the ever-changing world of digital marketing and explains what you need to know to reach your market on social media.

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