



Edition: 1st Edition 2019
pages: 248
Images: 357
Cover: Hardcover, 30,3 x 22,2
ISBN: 978-0-86715-802-1
Stock No.: 7622
Published: July 2019

Price £124.00
 Subject to changes!

Quintessence Publishing Company, Ltd.

📍 Grafton Road
 KT3 3AB New Malden, Surrey
 United Kingdom

☎ +44 (0)20 8949 6087

📠 +44 (0)20 8336 1484

✉ info@quintpub.co.uk

🌐 <https://www.quintessence-publishing.com/gbr/en>

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.

Contents

Chapter 1. Fundamentals of Photography
 Chapter 2. Dental Photography Equipment
 Chapter 3. Portrait Photography
 Chapter 4. Intraoral Photography
 Chapter 5. Artistic Dental Photography
 Chapter 6. Communication with the Dental Laboratory
 Chapter 7. Dental Laboratory Photography
 Chapter 8. Marketing and Social Media

Categories: Radiology and Photography, General Dentistry