

ABSTRACT

DESIGNING CONCEPT AND TECHNIQUE OF TOYS PHOTOGRAPHY BOOK

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From various fields of photography, there is a field of photography that is currently enjoyed by many people, called Toys Photography. With the increasing rises of Toys Photography this day, and so there are also a requirement to know some knowledge about basic photography techniques that can be applied to the toys-photo's for a result that has the good concept of photography. But there are still many communities, especially the collector or fans of toys that are still limited in their technical problems such as the lack photography basics and didn't really know about the camera they're using. As for that, before we do photograph, we should know the basic aspects such as lighting, preventing blur, and depth of focus. Based on the data obtained through interviews, observation, and theories which that can help to analyze and help to design the book of technique and concept of toys photography.

Through this Technique and Concept of Toys Photography, it will inform you about the right tips and tricks about toys photography, and within this book the reader will be given illustration about photo equipment placement (cameras, lights, background) and example photos of toygraphy. So the readers, collectors, fans, as well as community can learn about the toygraphy.

Keywords: Book, Photography, *Toygraphy*, *Action Figure*.