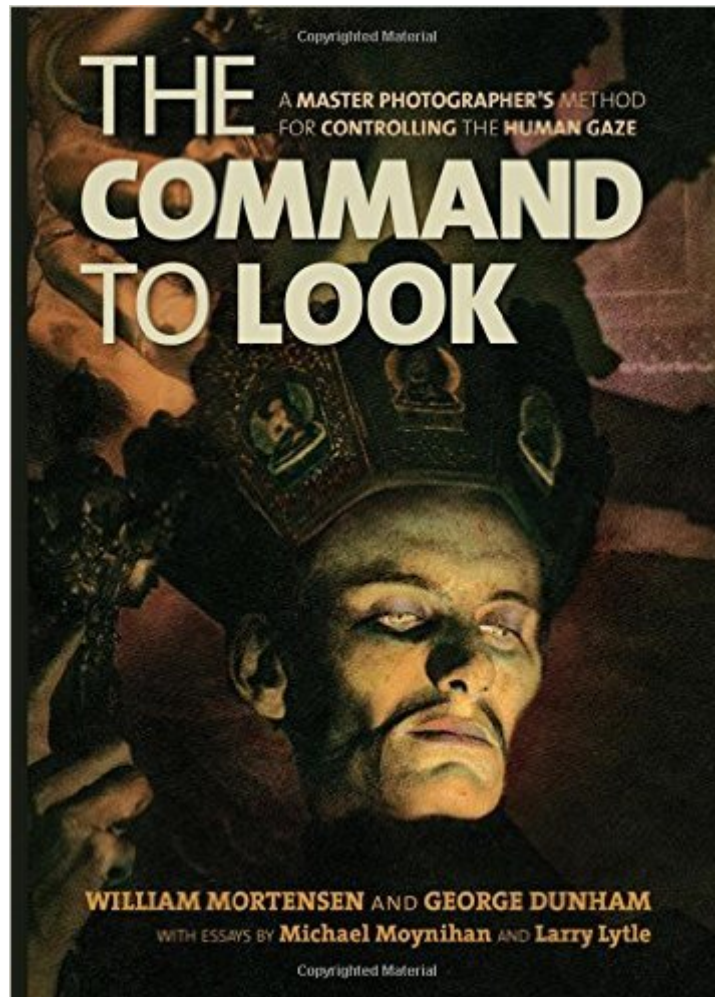# The Command To Look: A Master Photographer's Method For Controlling The Human Gaze

Synopsis

The Command to Look is considered one of Mortensenâ ™s most momentous and rare books. Until now, copies on the antiquarian book circuit sold for many hundreds of dollars. It is a crucial book for understanding both Mortensenâ ™s philosophy and his use of psychology in the making of his pictures. To illustrate the text Mortensen includes an amazing gallery of his best-known and most challenging images with explanations, by him, of what makes those photographs so compelling.The reprint of The Command to Look also contains two new major essays that assess the significance and impact of the original book. An introduction by Mortensen biographer Larry Lytle explores Mortensenâ ™s use of Jungian psychology and also discusses new advances in neural psychology that confirm Mortensenâ ™s methods of controlling the viewerâ ™s eye. The second essay, by historian Michael Moynihan (author of Lords of Chaos), details a strange and unexpected reception of the book: how this small volume on photographic methods played a role in the creation of the modern Church of Satan and Anton LaVeyâ ™s theories about Satanic Magic.

Book Information

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Customer Reviews

William Mortensen's "The Command to Look" is an oft-discussed masterpiece that has, unfortunately, been out of print for ages. The new edition not only reprints the original text in a gorgeously bound form, but also adds essays about Mortensen and his work.Whether you are a photographer or any artist who wishes to explore the concepts around how to make your art as impactful as possible, "The Command to Look" is an essential addition to your library.

Certainly a uniquely personal view of what constitutes engaging photographic composition. Entertaining to read, I appreciate Mr. Mortensen's no nonsense writing style and approach. It has certainly given me food for thought and practice. One note about the book itself; the size is only slightly larger than a typical paperback book and all the photographs are B&W. The size is listed in the description details, but I didn't read them and was surprised when it arrived. Still, glad I got it though.

A fascinating little book by one of the forgotten greats of photography. The books describes some interesting approaches to composition based on four basic psychological constructs and then illustrates them with examples from the artists own work. Reading and contemplating Mortensen's book enabled me to immediately improve the quality of my own work.

Do not read up on Mortensen and expect a book of tirades against Adams, et al. He does, as expected, have little good to say about technically perfect realism, but he would have had the same feeling for landscape painting. Understanding Mortensen's way leads to viewing photography (and other art) in a new way. It's a simple, clean way of thinking about pictorial art. It's also a very practical book for a photographer trying to get his stuff seen. I don't know that Mortensen's list of fear triggers that make up "the command to look" is comprehensive, but it is obviously a valid way to express he idea. This book is obviously the product of a long process of analysis and refinement. If you want your art to be seen, to stir people, and to be remembered, you shouldn't pass up- this little book. It will open doors of appreciation you hadn't thought about. It moved me to a close study of Botticelli whose used of light makes great illustrations for a lot of what Mortensen has to say in this and in his other books.

William Mortensen teaches the most important part of a photograph; the emotional content is our perception before we even start to look at the composition, color, etc., he then goes on to show the construction of the photograph. He became my mentor to become Michigan Photographer Of The Year seven times and go on to receive my Master of Photography and Craftsman degrees from the Professional Photographers of America.Sincerely Joseph Kubek M Photog. Cr.

This isn't a photography household; we're artists. But there's no better book, nor more straightforward one, teaching how to compose a shot so that the viewer's eyes track the way you

want them to. I'm annoyed that I didn't know about William Mortensen sooner. It's a stellar work which should be in every artist's and photographer's collection.

Excellent look into the psychology of pictures by one of the master photographers. This was decades before photoshop and the quality of the images is not a good as more modern work but the information is the key to this book.

I've been waiting to find this book in publication for a long time. Just skimming it so far - more insight into the thinking of Anton La Vey. Looking forward to using the principles in my photography.

The Command to Look: A Master Photographer’s Method for Controlling the Human Gaze Linux: Linux Command Line - A Complete Introduction To The Linux Operating System And Command Line (With Pics) (Unix, Linux kemel, Linux command line, ... CSS, C++, Java, PHP, Excel, code) (Volume 1) Nursing: Human Science And Human Care (Watson, Nursing: Human Science and Human Care) The Art of Deception: Controlling the Human Element of Security Paris, je t’aime.: The Sketching Lover’s Companion (Sketching on Location) Midnight in Mexico: A Reporter’s Journey Through a Country’s Descent into Darkness A Photographer’s Guide to Ohio Gregory Heisler: 50 Portraits: Stories and Techniques from a Photographer's Photographer Arches National Park - A Photographer's Site Shooting Guide I (Arches National Park - A Photographer's Site Shooting Guide 1) The Photographer's Guide to Acadia National Park: Where to Find Perfect Shots and How to Take Them (The Photographer's Guide) Quirks of Human Anatomy: An Evo-Devo Look at the Human Body Human Body: Human Anatomy for Kids - an Inside Look at Body Organs PowerShell: For Beginners! Master The PowerShell Command Line In 24 Hours (Python Programming, Javascript, Computer Programming, C++, SQL, Computer Hacking, Programming) PowerShell: For Beginners!: Master the PowerShell Command Line in 24 Hours Master Planning Success Stories: How Business Owners Used Master Planning to Achieve Business, Financial, and Life Goals (The Master Plan Book 2) Pickett's Charge: A New Look at Gettysburg’s Final Attack Human Caring Science: A Theory of Nursing (Watson, Nursing: Human Science and Human Care) Easy Songs for Mandolin: Supplementary Songbook to the Hal Leonard Mandolin Method (Hal Leonard Mandolin Method: Supplement to Any Mandolin Method) Alfred's Basic Ukulele Method: The Most Popular Method for Learning How to Play (Book, CD & DVD) (Alfred's Basic Method) Flamenco Guitar Method Book & Online Audio Stylistic Supplement to the Hal Leonard Guitar Method (Hal Leonard Guitar Method (Songbooks))