

I've Taken Great Pictures... Now What?



Derrick Story
www.thedigitalstory.com

Class Notes

- * Download these class notes:

[http://www.thedigitalstory.com/notes/
build_your_workflow.pdf](http://www.thedigitalstory.com/notes/build_your_workflow.pdf)

- * Available to copy now off flash drive

Workflow

It's about the process, not the platform or even the specific tools. What I'm going to show you today are the key elements that you should be putting into place for your digital photography workflow. You can then choose your favorite platform and insert applications and tools to build the perfect workflow for you.

Key Workflow Steps

Acquire

- * Capture (camera, scanner)
- * Establish location on HD for all pictures

Organize

- * Add Metadata (keywords, copyright)
- * Photo Editing (rating and sorting)

Edit

- * Image Editing (pixel adjustments)

Share

- * Output (print, web, slideshow)

Save

- * Archiving

Tips When Acquiring

- * Set your timestamp on your camera
- * Set file naming to "Continuous"
- * Capture at your camera's highest resolution
- * Consider Raw if you own a DSLR
- * Use a card reader for transfer

Capture: Raw vs Jpeg

- * Most DSLRs allow Raw capture; most compacts Jpeg only
- * Raw captures the most amount of information, but bigger files
- * If you shoot Raw, make sure your workflow can support it
- * Editors that support Raw include: Photoshop, Lightroom, iPhoto, & Aperture



Tools for Organizing

- * The Finder (Organized Folders) M/W
- * Adobe Bridge 3.0 (Photoshop CS4) - M/W
- * Adobe Lightroom - M/W
- * Apple iPhoto - M
- * Apple Aperture - M
- * Adobe Photoshop Elements - M/W

Folder Organization

- * Make sure there's room on your hard drive for your pictures
- * Establish a folder for *All* of your images
- * Put each shoot in its own subfolder
- * Label each subfolder by date and descriptive name

Consumer Applications

- * iPhoto (M) - provides end to end solution, but some holes in workflow
- * Photoshop Elements (M/W) -includes tools to help with workflow. Not as easy as other apps for managing images

Pro Applications

- * Lightroom (M/W) - Solid end to end solution. \$299
- * Aperture (M) - Outstanding organizational tools \$199
- * Photoshop CS4 - (M/W) Most flexible package of tools. Works well with all systems (\$199 upgrade)

Tools for Editing

- * Adobe Photoshop CS2, CS3, CS4 - M/W
- * Adobe Elements 7 - M/W
- * Adobe Lightroom 2 - M/W
- * Apple Aperture 2
- * Apple iPhoto

Tools for Saving

- * Apple Aperture's "Vault" system - M
- * Adobe Lightroom's "save masters" - M/W
- * iPhoto's burn to DVD
- * Manual backup to hard drives and discs

Sample Workflow



Acquire



Save



Upload



Share

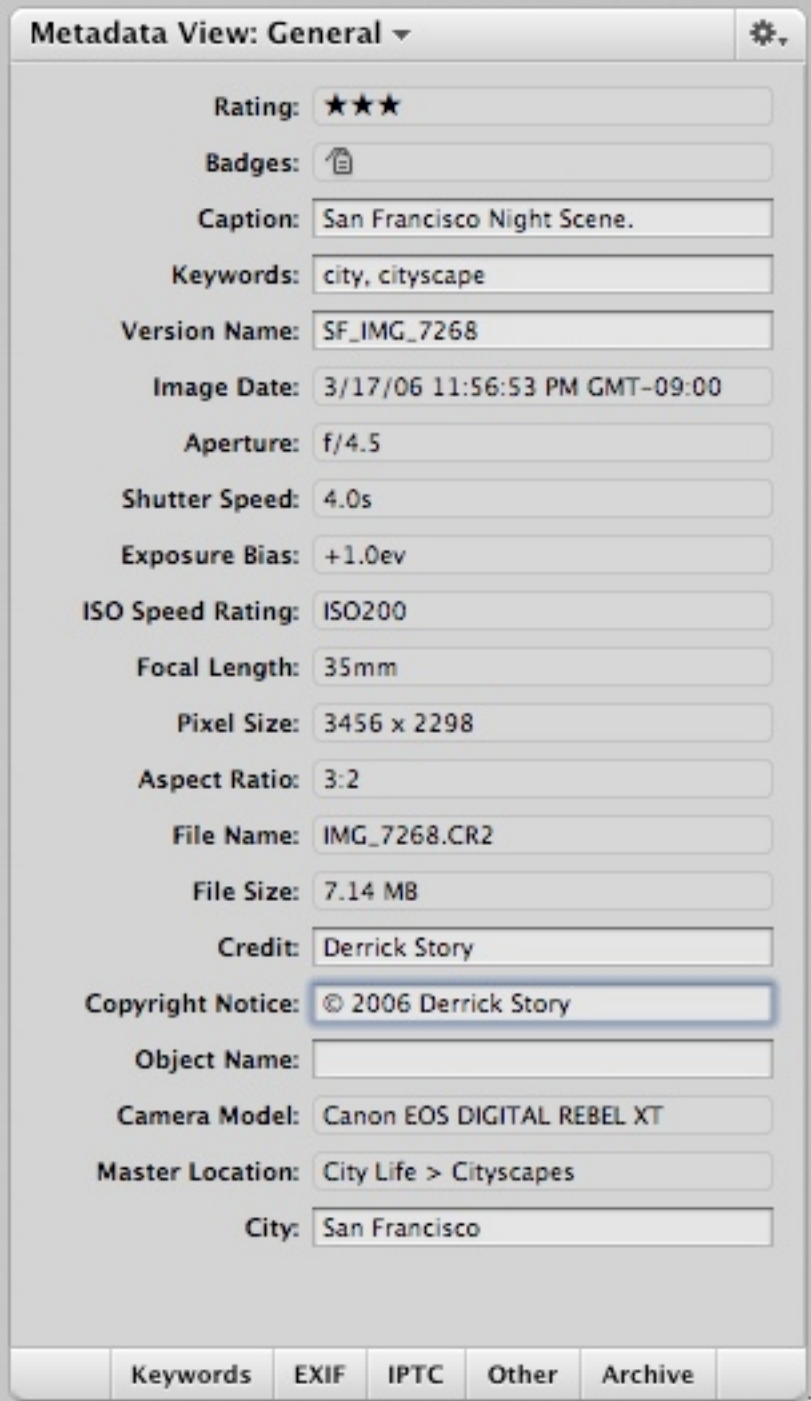
Organize



Edit

Organize: Metadata

- * There are two basic types of metadata: EXIF and IPTC
- * Camera writes EXIF
- * You create the IPTC
- * IPTC includes caption, keywords, copyright and other data



The screenshot shows a 'Metadata View: General' window with the following fields and values:

Field	Value
Rating	★★★
Badges	
Caption	San Francisco Night Scene.
Keywords	city, cityscape
Version Name	SF_IMG_7268
Image Date	3/17/06 11:56:53 PM GMT-09:00
Aperture	f/4.5
Shutter Speed	4.0s
Exposure Bias	+1.0ev
ISO Speed Rating	ISO200
Focal Length	35mm
Pixel Size	3456 x 2298
Aspect Ratio	3:2
File Name	IMG_7268.CR2
File Size	7.14 MB
Credit	Derrick Story
Copyright Notice	© 2006 Derrick Story
Object Name	
Camera Model	Canon EOS DIGITAL REBEL XT
Master Location	City Life > Cityscapes
City	San Francisco

At the bottom, there are tabs for: Keywords, EXIF, IPTC, Other, and Archive.

Organize: Rating

- * Once your files are uploaded and tagged, you'll want to rate them so you know which images are your best.



Lightroom Adv 1
★★★★★



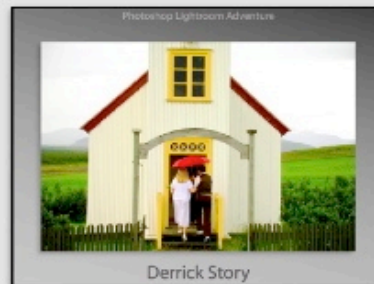
Lightroom Adv 2
★★★★



Lightroom Adv 3
★★★



Lightroom Adv 4
★★★★★



Lightroom Adv 5
★★★★



Lightroom Adv 6
★★★

Organize: Rating

- * Then you can sort your images from best to worst.



Lightroom Adv 4
★★★★★



Lightroom Adv 1
★★★★★



Lightroom Adv 12
★★★★



Lightroom Adv 11
★★★★★



Lightroom Adv 8
★★★★★



Lightroom Adv 5
★★★★★

Edit: Your Best Only

* Only
spend time
image
editing
your best
pictures.



Edit: Calibration

* Make sure your monitor is calibrated for correct color.



Share: Printing

- * You have two basic options for printing: your personal inkjet printer or commercial output.
- * Crop your image to the same proportions as the paper you're going to print on.
- * For inkjet printing, use ICC profiles
- * For commercial printing, use sRGB color space

Share: Web Galleries

* Web galleries are the easiest way to share images with others.

flickr LOVES YOU™

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Search your photos [Search](#)

Your photos pro 19 photos / 753 views

[Collections](#) [Sets](#) [Tags](#) [Archives](#) [Favorites](#) [Popular](#) [Profile](#)

[View as slideshow](#) (⌵)


Hawk Landing



Hawk landing during an educational presentation on birds of prey.


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3 views / 0 comments

Hydrangeas




Hydrangeas found in Seattle.

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Uploaded on [Jul 15, 2007](#) | [Delete](#)
45 views / 2 comments



SF City Walk
9 photos | [Edit](#)



Lake Louisa, FL
5 photos | [Edit](#)

Share: Slideshows

- * Slideshows enable you to put your images in motion with music.



Save: Backup Your Photos

- * You should always have two copies of your most important pictures stored on different media.
- * Good options are external hard drives and DVDs.
- * Multiple locations is even safer.

Workflow Worksheet

* Capture _____
digital camera

* Format _____
Raw or Jpeg

* Upload _____
camera or card reader

* Platform _____
Mac or PC

* Metadata _____
IPTC: copyright, keywords, etc

* Photo Edit _____
sort and rate

* Image Edit _____
Photoshop, Elements, etc.

* Print _____
inkjet or commercial

* Web Pages _____
build web galleries

* Slideshows _____
author slideshows

* Backup _____
hard drive or DVD

* Other _____

Tools List

- * The Finder (Organized Folders) M/W
- * Photoshop CS3 or CS4 - M/W
- * Adobe Lightroom - M/W
- * Apple iPhoto - M
- * Apple Aperture - M
- * Adobe Photoshop Elements - M/W

For More Information

- * Download these class notes:

http://www.thedigitalstory.com/notes/build_your_workflow.pdf

- * Inside Aperture:

<http://digitalmedia.oreilly.com/aperture/>

- * Inside Lightroom:

<http://digitalmedia.oreilly.com/lightroom/>

- * The Digital Story

<http://www.thedigitalstory.com>

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