

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

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Derrick Story  
[www.thedigitalstory.com](http://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

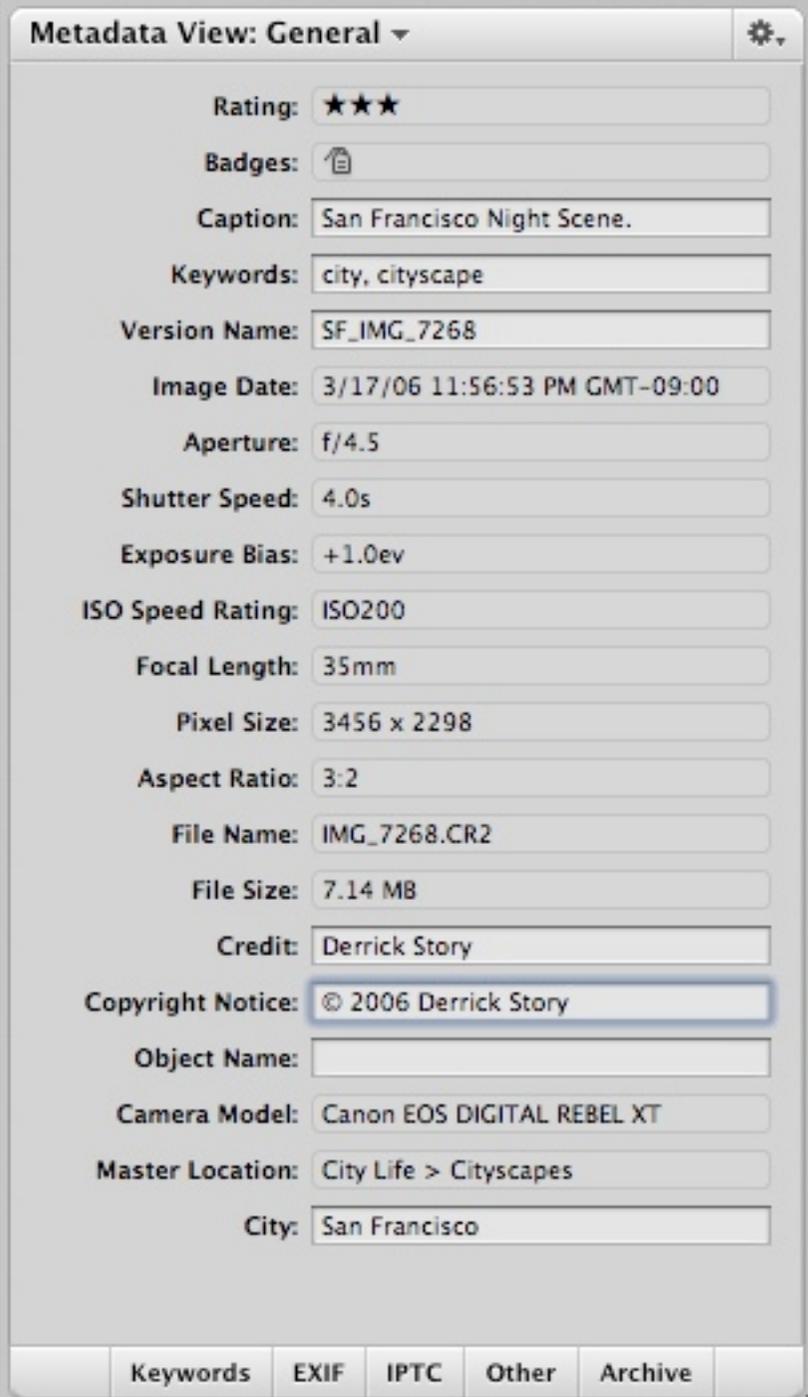
Organize



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



Metadata View: General

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

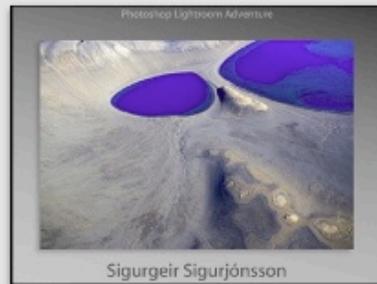
Master Location: City Life > Cityscapes

City: San Francisco

Keywords EXIF IPTC Other Archive

# Organize: Rating

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



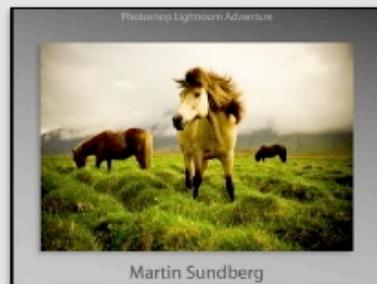
Lightroom Adv 1  
★★★★★



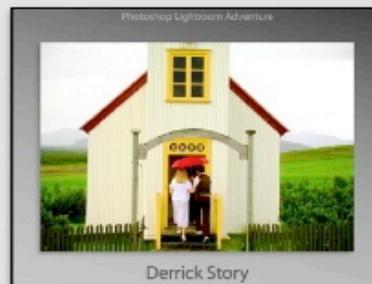
Lightroom Adv 2  
★★★★



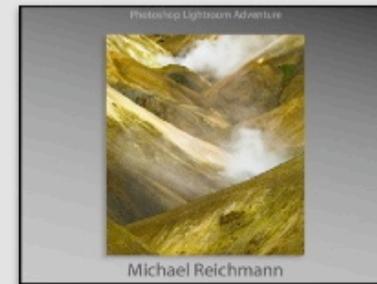
Lightroom Adv 3  
★★★



Lightroom Adv 4  
★★★★★



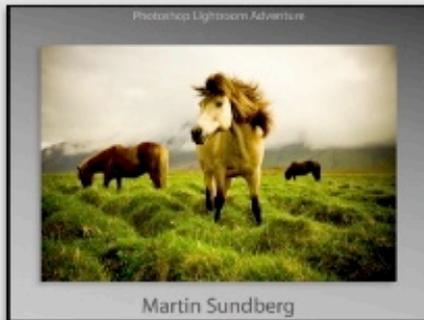
Lightroom Adv 5  
★★★★



Lightroom Adv 6  
★★★

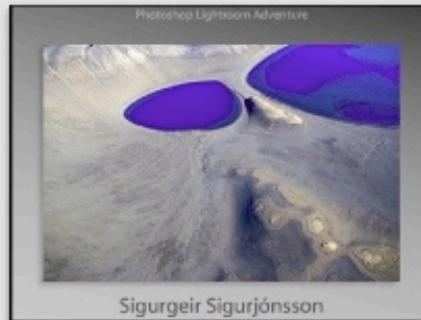
# Organize: Rating

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



Martin Sundberg

Lightroom Adv 4  
★★★★★



Sigurgeir Sigurjónsson

Lightroom Adv 1  
★★★★★



Lightroom Adv 12  
★★★★



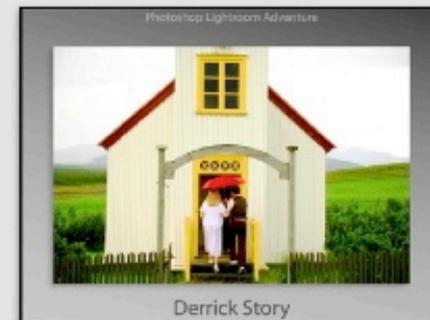
Maggie Hallahan

Lightroom Adv 11  
★★★★



Maggie Hallahan

Lightroom Adv 8  
★★★★



Derrick Story

Lightroom Adv 5  
★★★★

# Edit: Your Best Only

\* Only spend time editing your best pictures.



# Edit: Calibration

\* Make sure your monitor is calibrated for correct color.

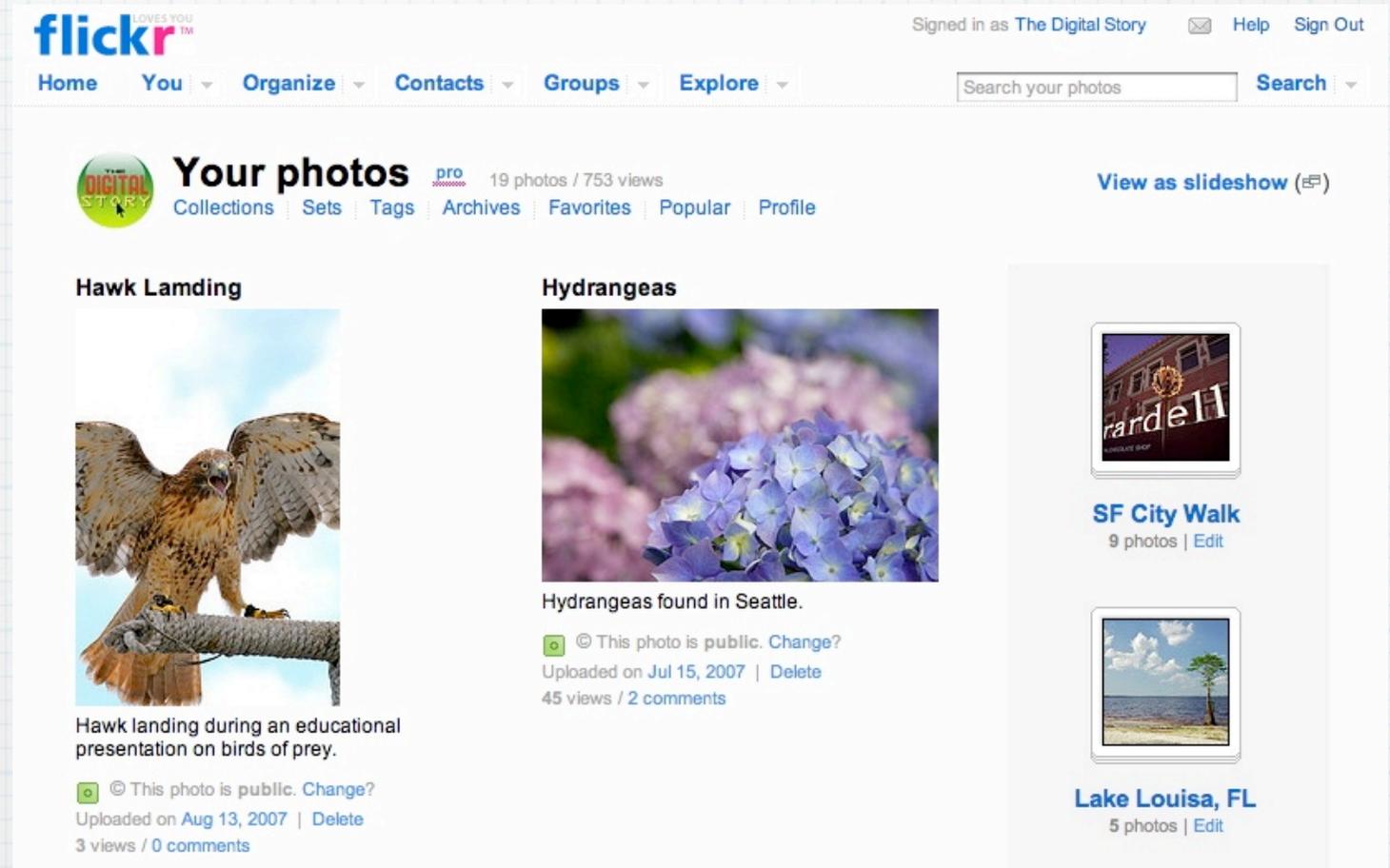


# Share: Printing

- \* 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.



The screenshot shows a Flickr user profile for 'The Digital Story'. The page features a navigation bar with links for Home, You, Organize, Contacts, Groups, and Explore. A search bar is located on the right. The main content area is titled 'Your photos' and includes a sub-header '19 photos / 753 views'. Below this, there are two photo thumbnails. The first is titled 'Hawk Landing' and shows a hawk perched on a branch. The second is titled 'Hydrangeas' and shows a close-up of purple hydrangea flowers. To the right of these thumbnails, there are two photo galleries: 'SF City Walk' with 9 photos and 'Lake Louisa, FL' with 5 photos. Each gallery has an 'Edit' link.

**flickr** LOVES YOU™

Signed in as **The Digital Story** [Help](#) [Sign Out](#)

[Home](#) [You](#) [Organize](#) [Contacts](#) [Groups](#) [Explore](#)

Search your photos [Search](#)

**Your photos** pro 19 photos / 753 views [View as slideshow](#)

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

**Hawk Landing**



Hawk landing during an educational presentation on birds of prey.

© This photo is public. [Change?](#)  
Uploaded on **Aug 13, 2007** | [Delete](#)  
3 views / 0 comments

**Hydrangeas**



Hydrangeas found in Seattle.

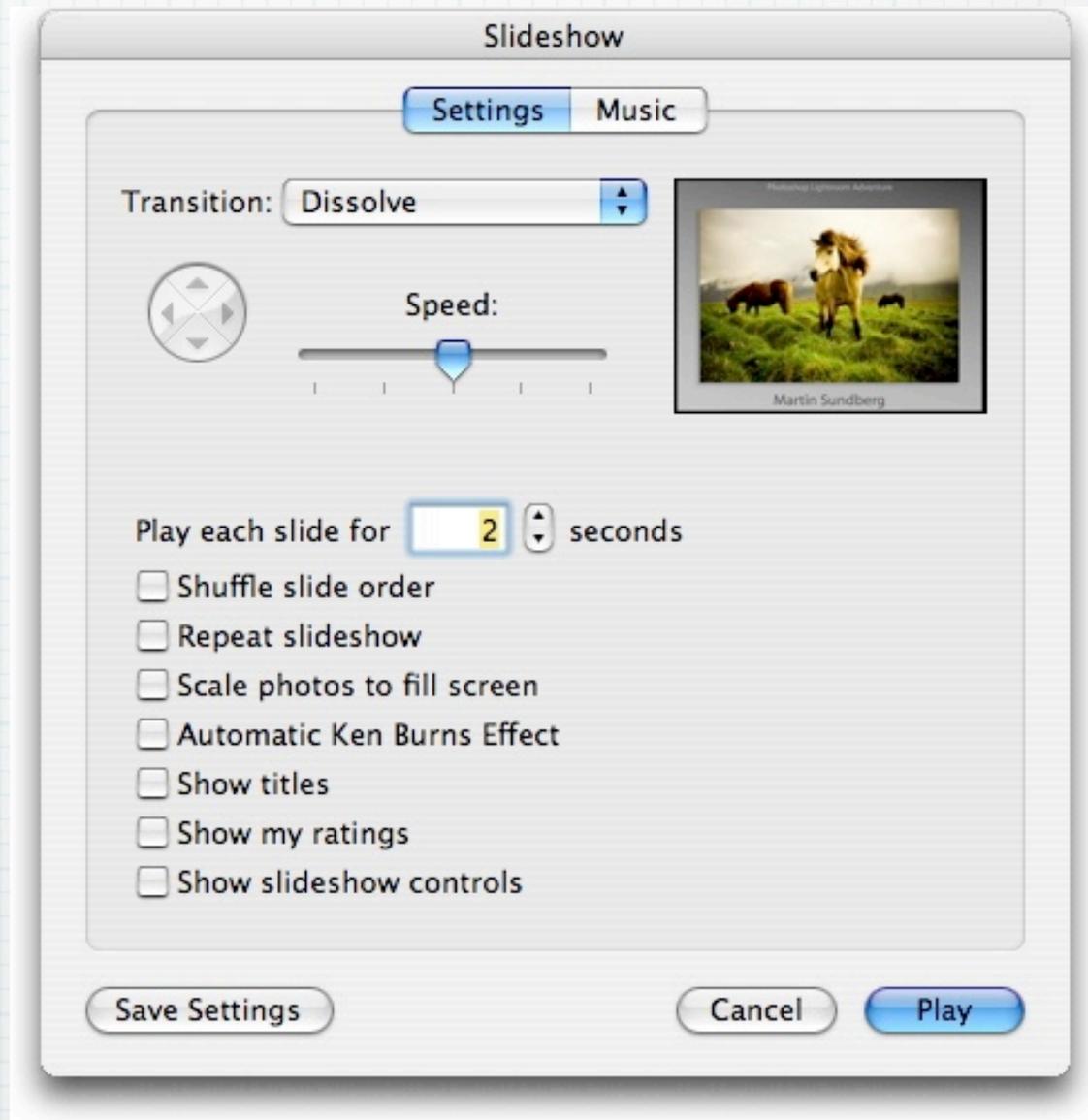
© This photo is public. [Change?](#)  
Uploaded on **Jul 15, 2007** | [Delete](#)  
45 views / 2 comments

**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

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- \* 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](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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