



Teton Photography Club

Organizing and Optimizing your Image Library

Managing your images

Loren Nelson
www.NaturalPhotographyJackson.com



Agenda for the evening

- Welcome and introductions
- Overview operations / modules in LightRoom
- Review the LR Library Module
- Define catalog, folder, and collection
- Discuss tools during import that help forever
- Demonstrate the role of flags, ratings, color codes, key words, and presets to optimize work flow
- Create smart collections to track images
- Discuss export tools
- Optimizing Library workflow
- Wrap-up by 8 PM

Sponsors who make the TPC possible

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JACKSON HOLE
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ASSOCIATES

Levels of Learning



- Knowledge (recall of information)
- Comprehension (understanding)
- Application (using the concept)
- **Analysis (understanding of structure / organization)**
- Synthesis (producing something new)
- Evaluation (using learning to make judgments)

This class is designed for experienced, intermediate Lightroom users.

Learning Objectives

- At the end of this session, you will be able to:
 - Discuss the Library module of Adobe Lightroom
 - Describe the use of Catalogs, Folders, and Collections
 - List common image organizational methods
 - Understand hierarchical key words
 - Consider advantages of organizational model depending upon your volume and type of shooting
 - Determine how to optimize your Library workflow
 - Be able to locate any image you have ever taken in 10 seconds or less

Common story

- “I have taken 5,000 photos and I never look at them because I can’t find the image I want...”

Adobe LightRoom®

- First Adobe program designed for photographers
- Advanced CameRaw interface / RAW conversion
- Totally non-destructive editing
- High-volume work-flow support
- Image filing, organization and recovery
- Outputting for prints, web, slide shows, books

Lightroom is a photo database

Work up front saves massive amount of time down stream

LightRoom Modules

- Library – organize your images
- Develop – process your images
- Map – geo-tag your images
- Book – create a photo book
- Slide show – create a slideshows
- Print – print your images
- Web – create a web objects



Library Module

- Catalog (virtual)
 - Pointers to image location
 - Work spaces with all adjustments and previews
 - Key word tags
 - Rate, label, comment, title, EXIF, metadata
 - Geo-tags
- Folders and files (images)
 - Browser, Finder, and file manager
 - Physical location of images
- Collections (virtual)
 - Powerful organizational tools
 - Smart (dynamic) collections
 - Static collections
- Import, convert, and export images
- Publish services

No images

Your actual files (pictures)

No images

Database
Adobe Bridge
CameraRAW (ACR)
User-friendly

LightRoom Catalogs - core

- **Virtual** spaces to store all metadata and adjustment information about images
- Does **NOT** contain the images
- Metadata:
 - Data about data
 - EXIF, camera, lens, settings
 - Owner, copyright, title, comments
 - Key words
 - Geo-tags
 - Virtual data
- How many catalogs?

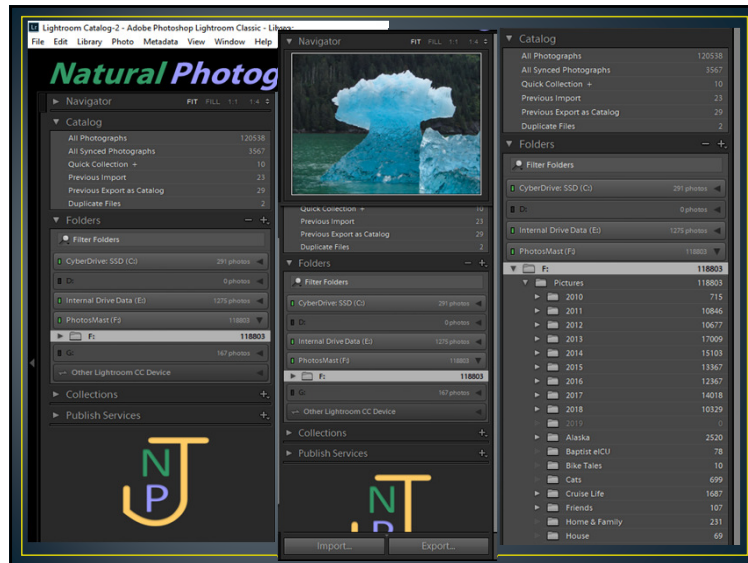
1

Folders

- Physical locations of the images (files)
 - Folder and sub-folder destinations on import
 - (Re-)naming your files
 - (Suggestion: Keep camera-assigned file number)
- Common folder organization:
 - Year and date
 - Location
 - Job, shoot, or client
 - Subject
 - How YOU think about your images
- Change name/location **ONLY** in Lightroom

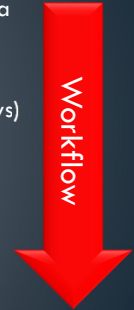
Folder naming choices

- How often do you shoot?
- Are you a “binge” shooter?
- Do you shoot assignments / jobs?
- Are you a travel photographer?
- Do you shoot the same areas/subjects frequently?
- Do you shoot family holiday photos?



Library Module Workflow - import

- Import workflow
 - Import from high-speed card reader – not camera
 - Pre-configure import destination; do not include duplicates
 - Configure “standard” previews (expire at 30 days)
 - Convert to DNG at (after) import; do not write .XMP files
 - Rename file on import
 - Add “core” key words
 - Apply import preset of choice
- Search workflow
- Export workflow



Import Scripts to Automate Workflow

- Import settings are “sticky”
- Set image source = card reader (USB 3)
- Add, Copy, or Copy/convert to DNG
- Rename image file – “semi-sticky”
 - Custom: LOGICAL_Camera_image#
 - Add key words
- Add metadata – copyright, owner, camera, editing
- Apply import preset of choice
- Create standard preview
- Set image destination and file hierarchy

Library Module Workflow - import

- Import workflow
 - Apply import preset of choice – created in Develop module
 - Camera calibration
 - Lens corrections – chromatic aberration, distortion, and vignetting
 - Detail – color and luminance noise reduction; sharpening
 - Presence – clarity, (dehaze), vibrance, & saturation
 - Contrast and exposure (auto vs custom)
 - Camera and lens specific
 - Can be ISO specific

Presets are powerful tools

- Standard, optional, user created
 - Camera calibration and lens correction
 - Sharpening and noise reduction
- Color or monochrome / picture style
- White balance and tint (as shot/custom)
- Exposure, contrast, and saturation
- Whites, highlights, shadows, and blacks
- Effects and presence (clarity & vibrance)
- Can **change** at any time in Develop Module

LR CC Classic – Search functions

- Image Retrieval
 - Any folder
 - Any collection
 - Title, caption, key word, metadata
 - Attribute: rating, pick, color code, file type
 - Camera, lens, setting
 - Available in grid view (G)

High volume sorting of images

- Flags: Pick (P), none, Reject (X)
- Rating: zero to five stars (0-5)
- Color: none to one of five **color** frames (6-9)
- File type: RAW, JPEG, video, others
- Automatic image sets:
 - Last Import
 - Quick Collection
 - Target Collection
- **Key words**, folder, title, caption, other
- Any metadata: camera, lens, EXIF, other

Special Identifiers

- **Flags**
 - None (U), reject (X), pick for return (P)
- **Star rating** (short cut 0 – 5)
 - None through 5 stars
 - * = top 10% want to share / possible website
 - ** = top 1% excellent add to portfolio
 - *** = special needs
 - ***** = outstanding for submission
 - ***** = National Geographic
- **Color coding** (short cut 6 – 9)
 - None, red, yellow, green, blue, purple
 - Blue – social media, Green – slide show, Yellow – return, red - print
- **Stacking** like images – HDR, Panorama, focus stacking, etc.

Key Words

- Database & search power of Lightroom
- Key word groups (moose–ungulate–mammal–fauna)
- What to use for key words?
 - State, region, city, country, continent, other location info
 - Seasonal info (i.e., snow in October = winter)
 - Genre – landscape, portrait, wildlife, street, etc.
 - Technique – panorama, HDR, focus-stacking, macro
 - General subject, person, name, category, taxonomy
 - Other – shoot name, job, studio, contract, etc.
 - The more, the better – helps specificity of search
- Don't use EXIF data or metadata, it's already there

Hierarchical Key Words

- State, location, season
- Subject / genre
- Nested key words
 - Wildlife: fauna: mammal: ungulate: elk
 - Bull, cow, calf
 - Specifics: velvet, rut
- Quick selection of up to nine tags

Library Module Workflow - search

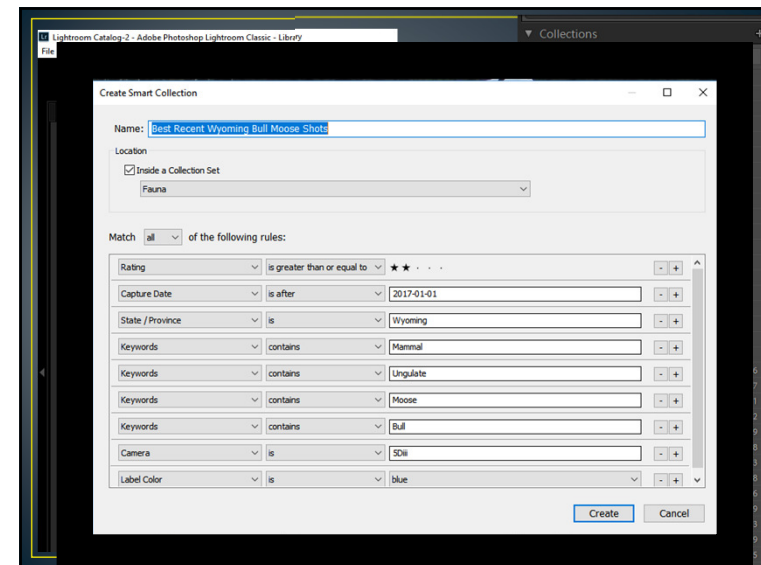
- Import workflow
- Search workflow
 - Most important LR function
 - Search by text, attribute, or metadata – any one or all combined
 - Text – key words, file name, title, caption, description, etc
 - Attribute – flag, edits, rating, color, file type
 - Metadata – anything imaginable
 - Collections as search tools

Collections in LR CC Classic

- Collections are virtual “pointers” to images in catalog
- Three types of collections
 - Built-in standards
 - Custom static collections defined by user
 - Custom “Smart” collections designed by user
- Images added to or deleted from collections do not affect virtual images in catalog or physical files in folders
- Deleting a collection does not delete images in catalog/folder
- Modifying or editing an image in a collection DOES change the image appearance in the catalog
- Collections can be grouped in collection sets

Collections in LR CC Classic

- Standard collections (Catalog view)
 - All photographs
 - All synched photographs (to LR Mobile/CC)
 - Quick collection
 - Previous import
 - Previous export as a catalog
 - Duplicate files
- Standard collections (Collections view)
 - Smart Collections sets
 - All red, yellow, green, blue, purple
 - All rated as *, **, ***, ****, *****
 - All without key words
 - Last 30 days imports



LR CC Classic Search Tools

- Search globally in catalog, by folder, by selected folders
- Library **Grid** View Search
 - Text (any)
 - Attribute (any)
 - **Metadata (all) – most powerful / flexible search tool**
 - None - to cancel search filters
- Key word list search

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Library Module Workflow - export

- Import workflow
- Search workflow
- Export workflow
 - Export workflow is determined by output **product**
 - Drive, Book, Slide show, Print, Web object
 - Export to drive (settings are sticky)
 - Destination
 - Rename file
 - File type / format
 - Color space
 - Maximum file size (kB)
 - Resize image / resolution / quality
 - Sharpening – print or screen and amount
 - Include metadata?
 - Watermark
 - Export pre-set
 - Export or Publish

Export vs Publish

- Export places the images in a static location
- Publish uses plug-ins to manage sites
 - Sites on-line or disk/folder
 - Edits and updates are managed
 - Deletions are synchronized
 - “Smart” file management
 - Can retrieve on-line comments

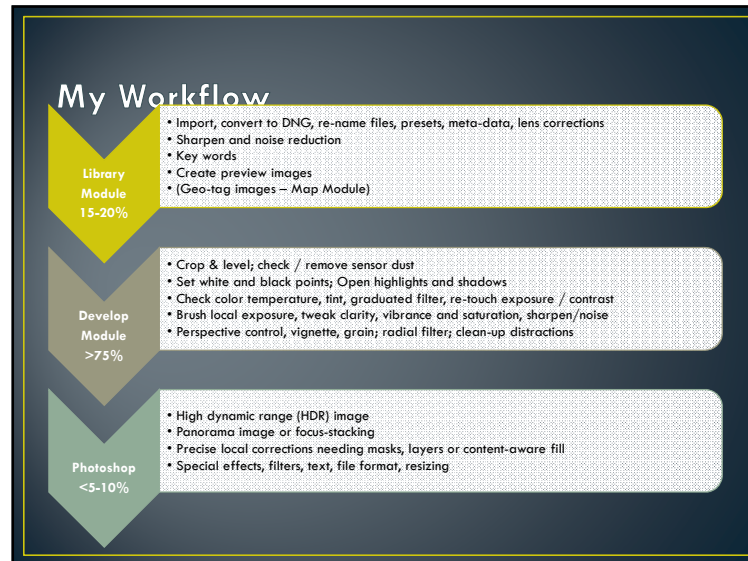
Outputs

- **Book**
 - Images
 - Layout
 - Format
- **Slide show**
 - PDF
 - Video
- **Print**
- **Web**
 - Images
 - Styles
 - Layouts

5-step Digital Workflow

- Capture
- Import
- Organize
- Develop / edit
- Search / Output





Summary



- Powerful database for image organization
- Thoughtful use of catalogs, folders, **key words**, and collections will allow easy location of individual and groups of images
- Image organization takes some **up-front** time but pays you dividends as your portfolio increases
- Collections & Smart Collections organize your images
- Seamless integration with other Adobe and many third-party products



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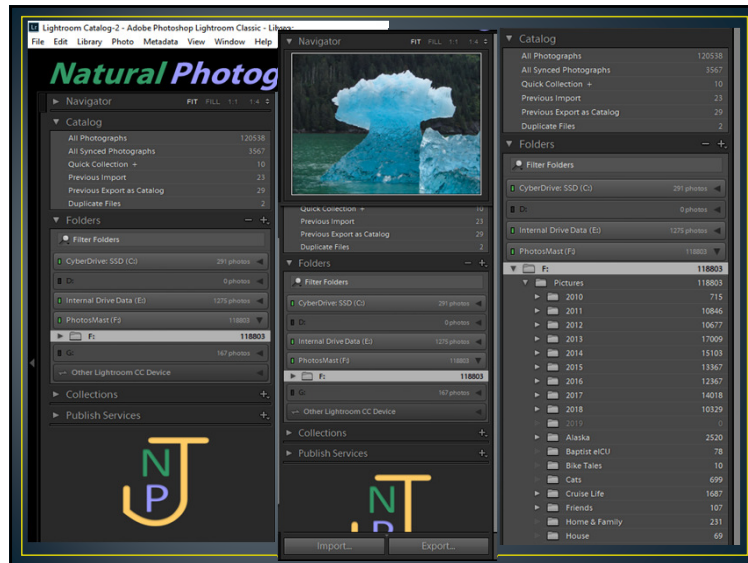
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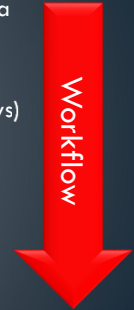
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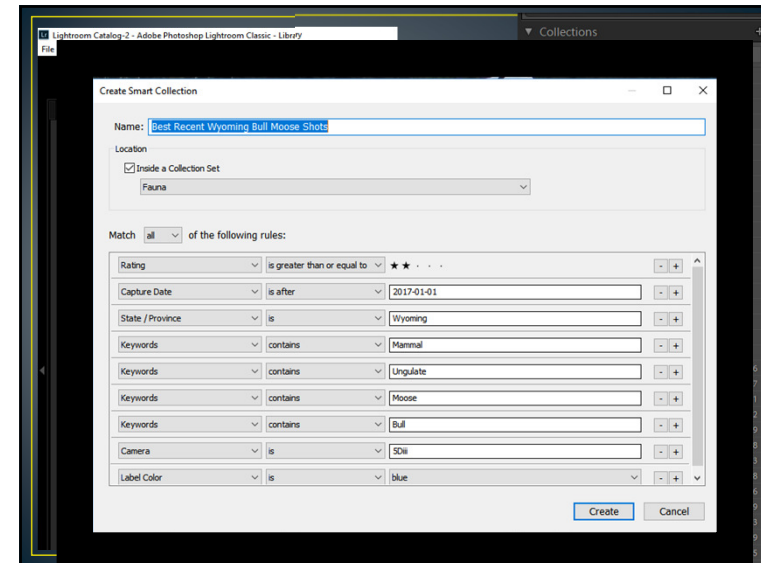
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 - Destination
 - Rename file
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 - Color space
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Export vs Publish

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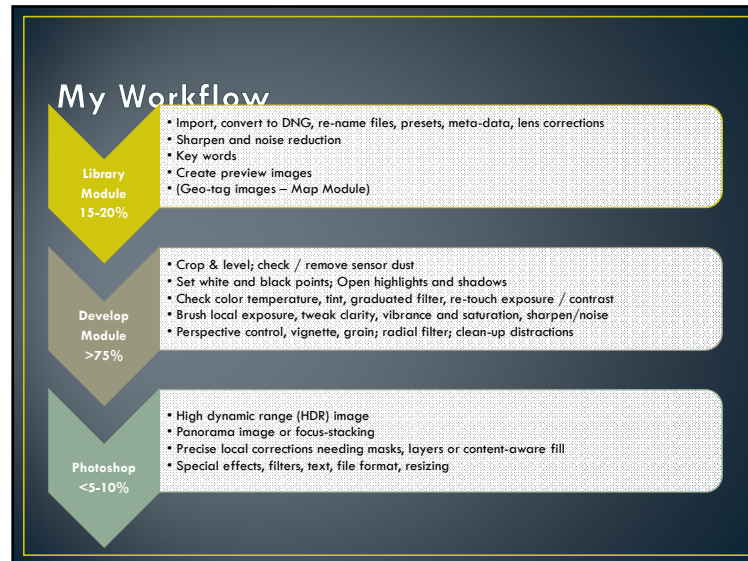
Outputs

- **Book**
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 - Layout
 - Format
- **Slide show**
 - PDF
 - Video
- **Print**
- **Web**
 - Images
 - Styles
 - Layouts

5-step Digital Workflow

- Capture
- Import
- Organize
- Develop / edit
- Search / Output





Summary



- Powerful database for image organization
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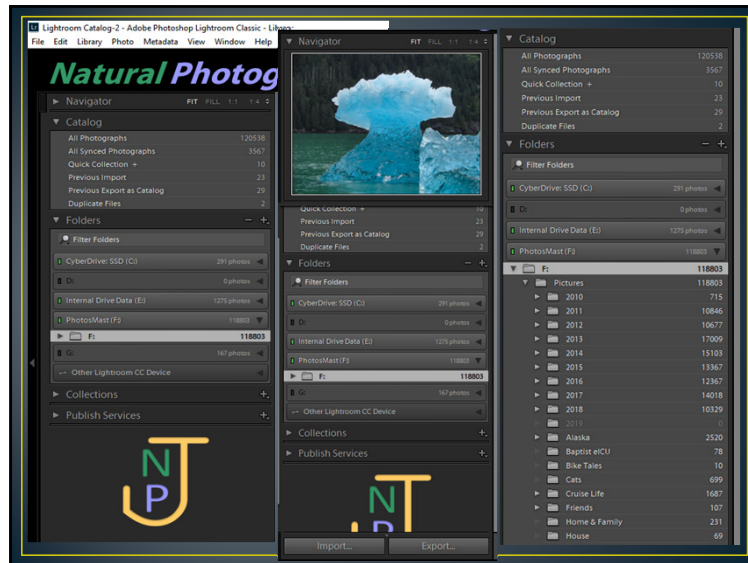
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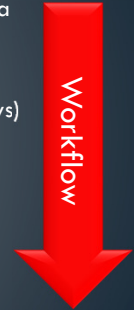
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 - Apply import preset of choice
- Search workflow
- Export workflow



Import Scripts to Automate Workflow

- Import settings are “sticky”
- Set image source = card reader (USB 3)
- Add, Copy, or Copy/convert to DNG
- Rename image file – “semi-sticky”
 - Custom: LOGICAL_Camera_image#
 - Add key words
- Add metadata – copyright, owner, camera, editing
- Apply import preset of choice
- Create standard preview
- Set image destination and file hierarchy

Library Module Workflow - import

- Import workflow
 - Apply import preset of choice – created in Develop module
 - Camera calibration
 - Lens corrections – chromatic aberration, distortion, and vignetting
 - Detail – color and luminance noise reduction; sharpening
 - Presence – clarity, (dehaze), vibrance, & saturation
 - Contrast and exposure (auto vs custom)
 - Camera and lens specific
 - Can be ISO specific

Presets are powerful tools

- Standard, optional, user created
 - Camera calibration and lens correction
 - Sharpening and noise reduction
- Color or monochrome / picture style
- White balance and tint (as shot/custom)
- Exposure, contrast, and saturation
- Whites, highlights, shadows, and blacks
- Effects and presence (clarity & vibrance)
- Can **change** at any time in Develop Module

LR CC Classic – Search functions

- Image Retrieval
 - Any folder
 - Any collection
 - Title, caption, key word, metadata
 - Attribute: rating, pick, color code, file type
 - Camera, lens, setting
 - Available in grid view (G)

High volume sorting of images

- Flags: Pick (P), none, Reject (X)
- Rating: zero to five stars (0-5)
- Color: none to one of five **color** frames (6-9)
- File type: RAW, JPEG, video, others
- Automatic image sets:
 - Last Import
 - Quick Collection
 - Target Collection
- **Key words**, folder, title, caption, other
- Any metadata: camera, lens, EXIF, other

Special Identifiers

- **Flags**
 - None (U), reject (X), pick for return (P)
- **Star rating** (short cut 0 – 5)
 - None through 5 stars
 - * = top 10% want to share / possible website
 - ** = top 1% excellent add to portfolio
 - *** = special needs
 - ***** = outstanding for submission
 - ***** = National Geographic
- **Color coding** (short cut 6 – 9)
 - None, red, yellow, green, blue, purple
 - Blue – social media, Green – slide show, Yellow – return, red - print
- **Stacking** like images – HDR, Panorama, focus stacking, etc.

Key Words

- Database & search power of Lightroom
- Key word groups (moose–ungulate–mammal–fauna)
- What to use for key words?
 - State, region, city, country, continent, other location info
 - Seasonal info (i.e., snow in October = winter)
 - Genre – landscape, portrait, wildlife, street, etc.
 - Technique – panorama, HDR, focus-stacking, macro
 - General subject, person, name, category, taxonomy
 - Other – shoot name, job, studio, contract, etc.
 - The more, the better – helps specificity of search
- Don't use EXIF data or metadata, it's already there

Hierarchical Key Words

- State, location, season
- Subject / genre
- Nested key words
 - Wildlife: fauna: mammal: ungulate: elk
 - Bull, cow, calf
 - Specifics: velvet, rut
- Quick selection of up to nine tags

Library Module Workflow - search

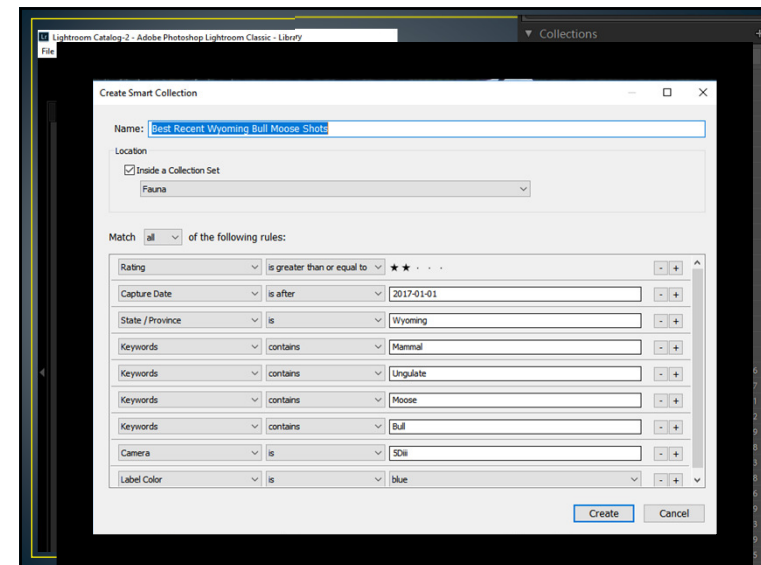
- Import workflow
- Search workflow
 - Most important LR function
 - Search by text, attribute, or metadata – any one or all combined
 - Text – key words, file name, title, caption, description, etc
 - Attribute – flag, edits, rating, color, file type
 - Metadata – anything imaginable
 - Collections as search tools

Collections in LR CC Classic

- Collections are virtual “pointers” to images in catalog
- Three types of collections
 - Built-in standards
 - Custom static collections defined by user
 - Custom “Smart” collections designed by user
- Images added to or deleted from collections do not affect virtual images in catalog or physical files in folders
- Deleting a collection does not delete images in catalog/folder
- Modifying or editing an image in a collection DOES change the image appearance in the catalog
- Collections can be grouped in collection sets

Collections in LR CC Classic

- Standard collections (Catalog view)
 - All photographs
 - All synched photographs (to LR Mobile/CC)
 - Quick collection
 - Previous import
 - Previous export as a catalog
 - Duplicate files
- Standard collections (Collections view)
 - Smart Collections sets
 - All red, yellow, green, blue, purple
 - All rated as *, **, ***, ****, *****
 - All without key words
 - Last 30 days imports



LR CC Classic Search Tools

- Search globally in catalog, by folder, by selected folders
- Library **Grid** View Search
 - Text (any)
 - Attribute (any)
 - **Metadata (all) – most powerful / flexible search tool**
 - None - to cancel search filters
- Key word list search

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Library Module Workflow - export

- Import workflow
- Search workflow
- Export workflow
 - Export workflow is determined by output **product**
 - Drive, Book, Slide show, Print, Web object
 - Export to drive (settings are sticky)
 - Destination
 - Rename file
 - File type / format
 - Color space
 - Maximum file size (kB)
 - Resize image / resolution / quality
 - Sharpening – print or screen and amount
 - Include metadata?
 - Watermark
 - Export pre-set
 - Export or Publish

Export vs Publish

- Export places the images in a static location
- Publish uses plug-ins to manage sites
 - Sites on-line or disk/folder
 - Edits and updates are managed
 - Deletions are synchronized
 - “Smart” file management
 - Can retrieve on-line comments

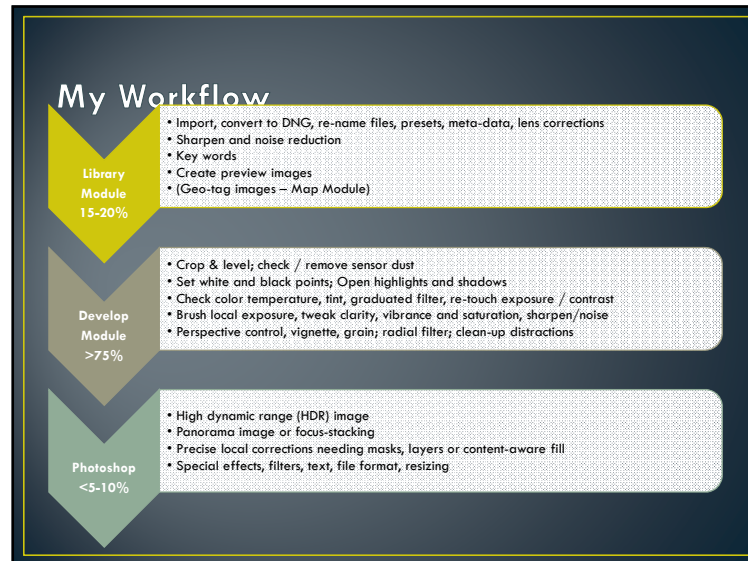
Outputs

- **Book**
 - Images
 - Layout
 - Format
- **Slide show**
 - PDF
 - Video
- **Print**
- **Web**
 - Images
 - Styles
 - Layouts

5-step Digital Workflow

- Capture
- Import
- Organize
- Develop / edit
- Search / Output





Summary



- Powerful database for image organization
- Thoughtful use of catalogs, folders, **key words**, and collections will allow easy location of individual and groups of images
- Image organization takes some **up-front** time but pays you dividends as your portfolio increases
- Collections & Smart Collections organize your images
- Seamless integration with other Adobe and many third-party products