

AFTER THE SHUTTER CLOSES

John Flake



AFTER THE SHUTTER CLOSSES – WHAT NEXT?



JOHN FLAKE

- 12 Years in Tire Industry
- 35 Year in Information Technology Software
- 48 Years in Photography
- 25 Years in Digital



JOHN FLAKE

- Grew in Clinton NC
- Marching Band Member
- Football Player
- Love Golf
- Last Job
Principal Consultant - Scorecard Practice Lead



PRESENTATION OBJECTIVES

- New to Lightroom
 - Have General Knowledge of Lightroom Capabilities
 - Able to Visualize your Workflow fit
- Existing Lightroom Users
 - Able to identify workflow differences
 - Acquire at least one new process or technique



TONIGHT'S TOPICS

- What is Lightroom
- Lightroom Architecture
- My Workflow
- Lightroom Workspace
- Importing
- Organizing
- Searching
- Editing Essentials
- Exporting
- Q&A



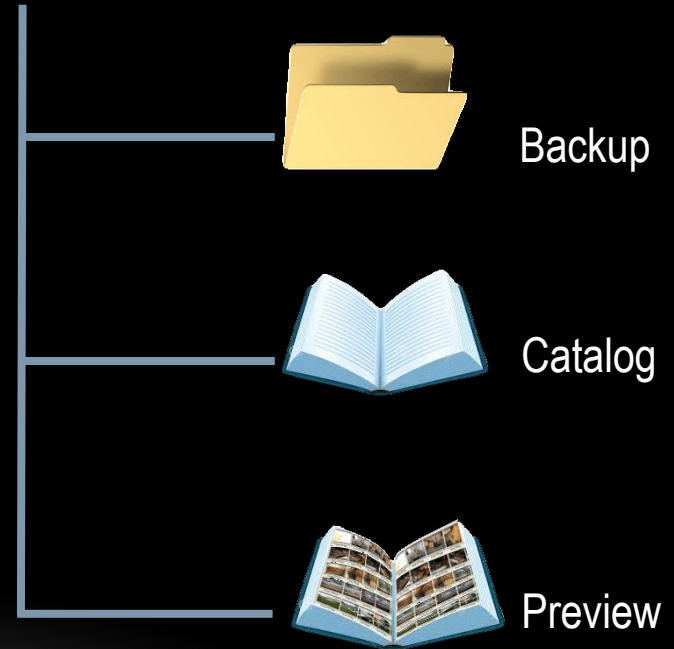
WHAT IS LIGHTROOM?

- It is:
 - A Database
 - Reference, Organize, Categorize
 - Version Control
 - Distribution Control
 - Meta Data Management
 - Photo Processing Engine
 - Non-destructive Editing
 - Complete Life Cycle Management
 - Workflow Assistant
- Digital Asset Management and Editing Solution



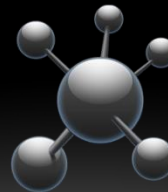
ARCHITECTURE – CATALOG

- Lightroom Catalog Folder
 - Backup
 - Catalog File - .lrcat
 - Preview - .lrdata



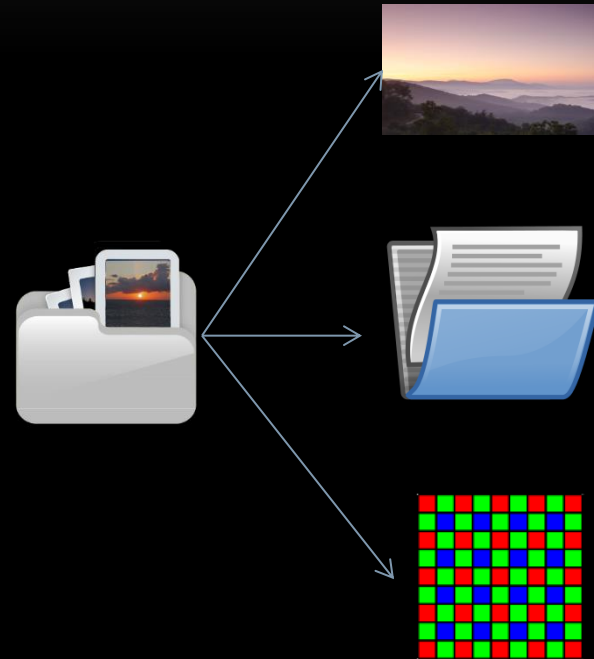
ARCHITECTURE – WHERE ARE MY PICTURES?

- Pictures are in folders
 - Camera
 - USB Drive
 - Computer
 - CD or DVD
 - Network



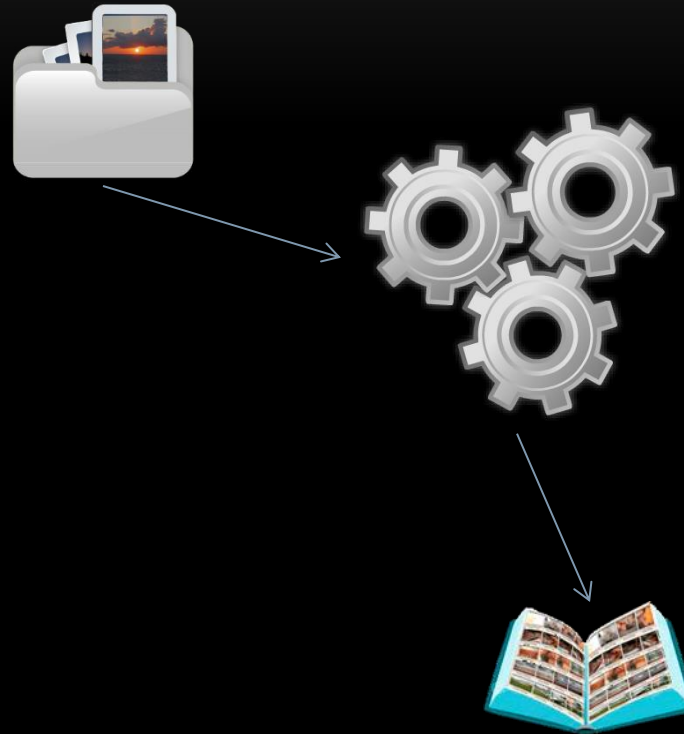
ARCHITECTURE – WHAT ARE MY PICTURES?

- Container
 - Preview
 - Metadata
 - Raw Data



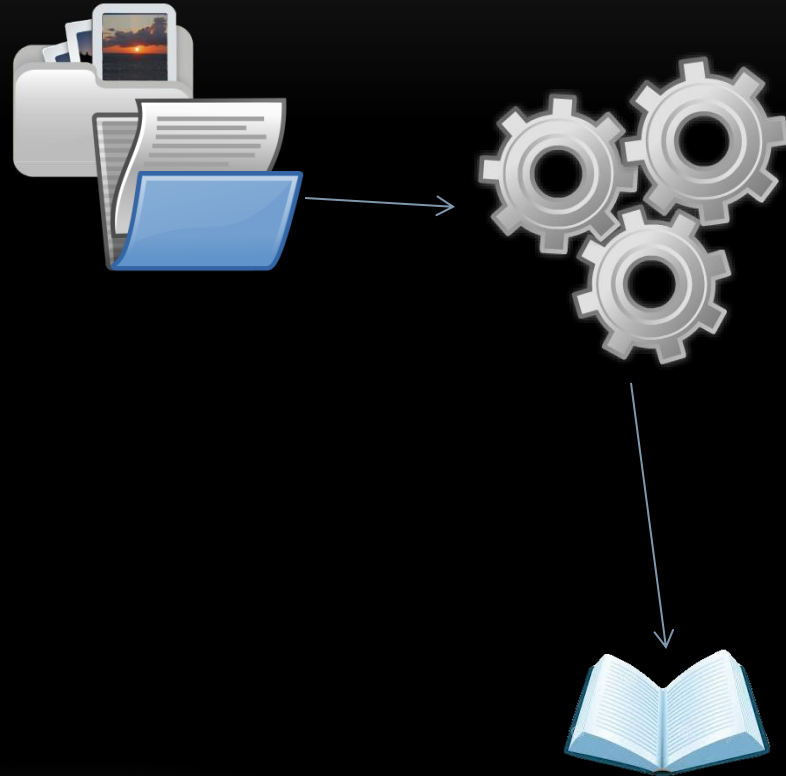
ARCHITECTURE – IMPORT

- Process Step 1
 - Raw File
 - Process Raw to Produce Preview
 - Stores Preview in .lrdata



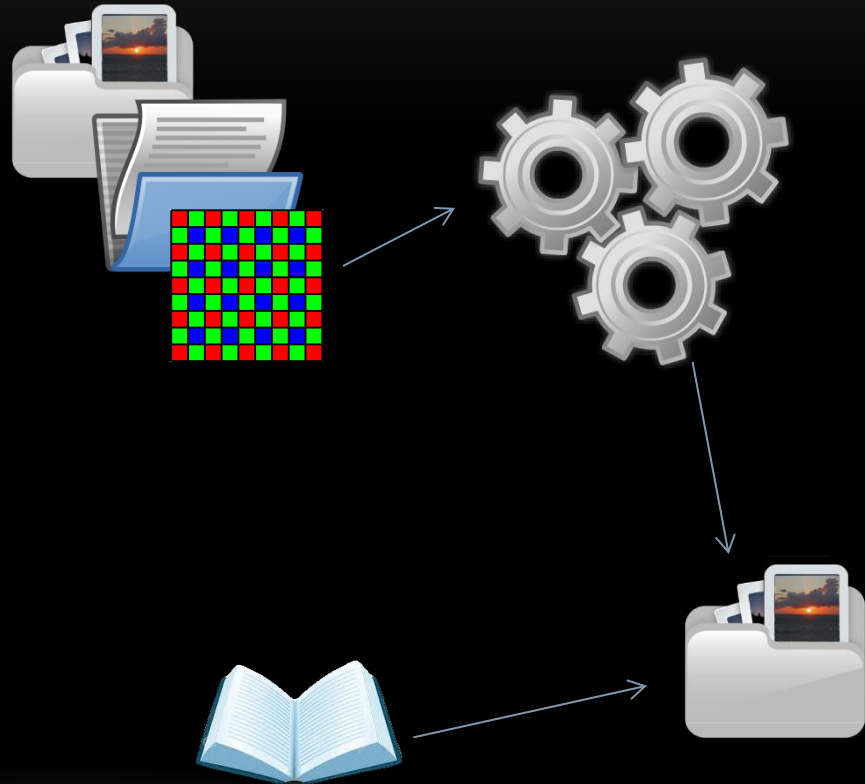
ARCHITECTURE – IMPORT

- Process Step 2
 - Raw File
 - Metadata copied to Catalog



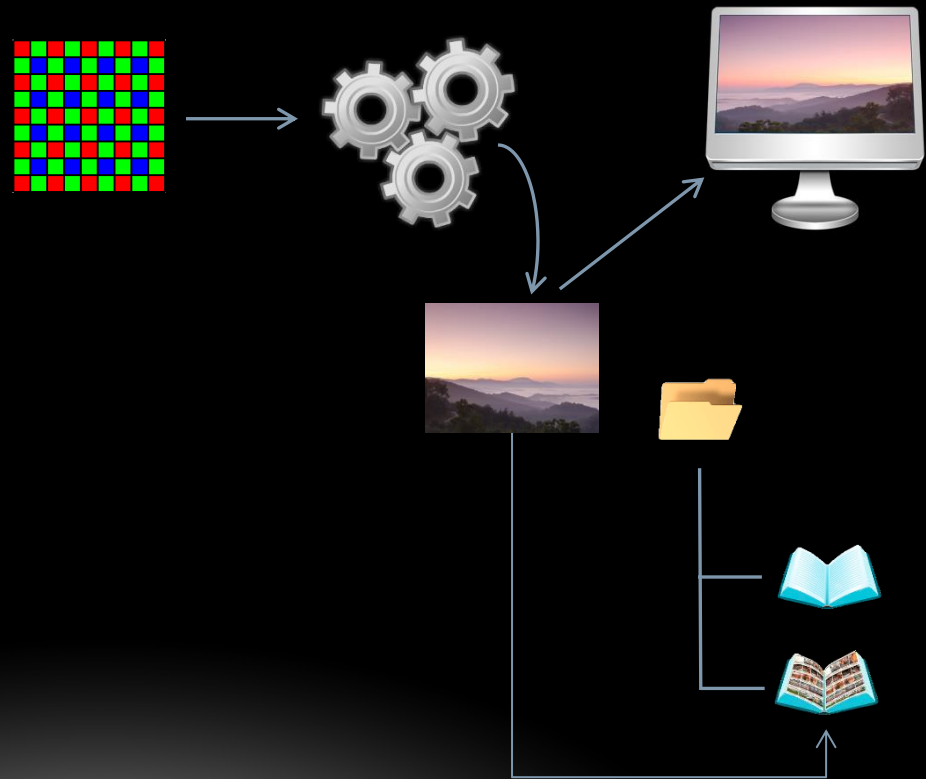
ARCHITECTURE – IMPORT

- Process Step 3
 - Raw File Copy
 - To Folder
 - Location Referenced in Catalog



ARCHITECTURE – PREVIEW

- RAW Data to Produce RGB Preview
- Displays
 - Grid View
 - Loop View
- RGB Preview Cache



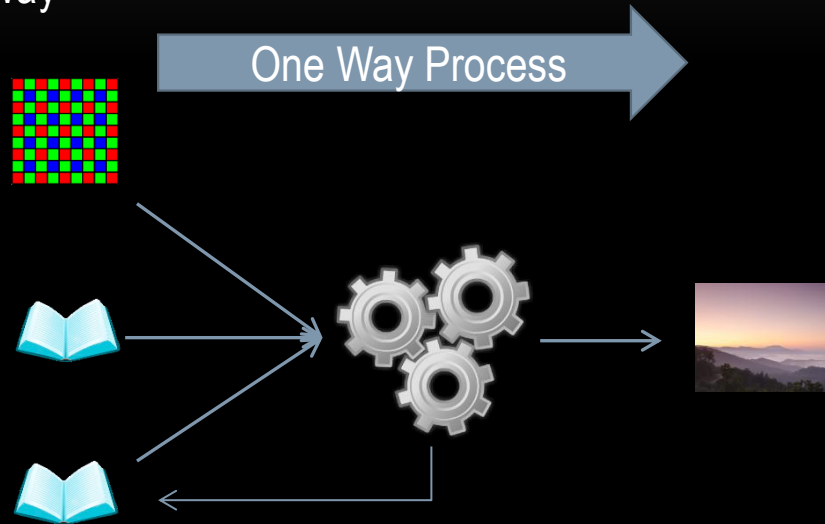
ARCHITECTURE – PROCESS FLOW

- RAW Processing is One Way
Nondestructive Process

- Negative

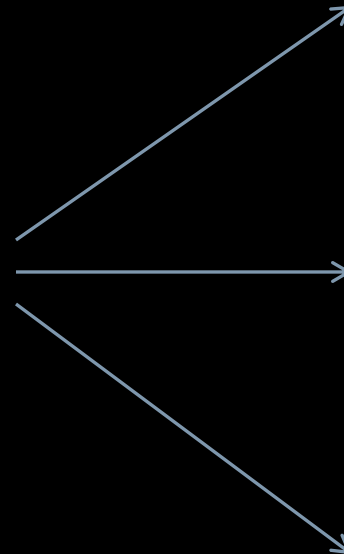
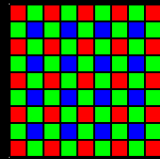
- Metadata

- Previous Processes



ARCHITECTURE – OUTPUT

- From Raw Data Negative
 - Prior Process Steps
 - Metadata Added
 - JPG
 - Tiff



High Saturation for Web



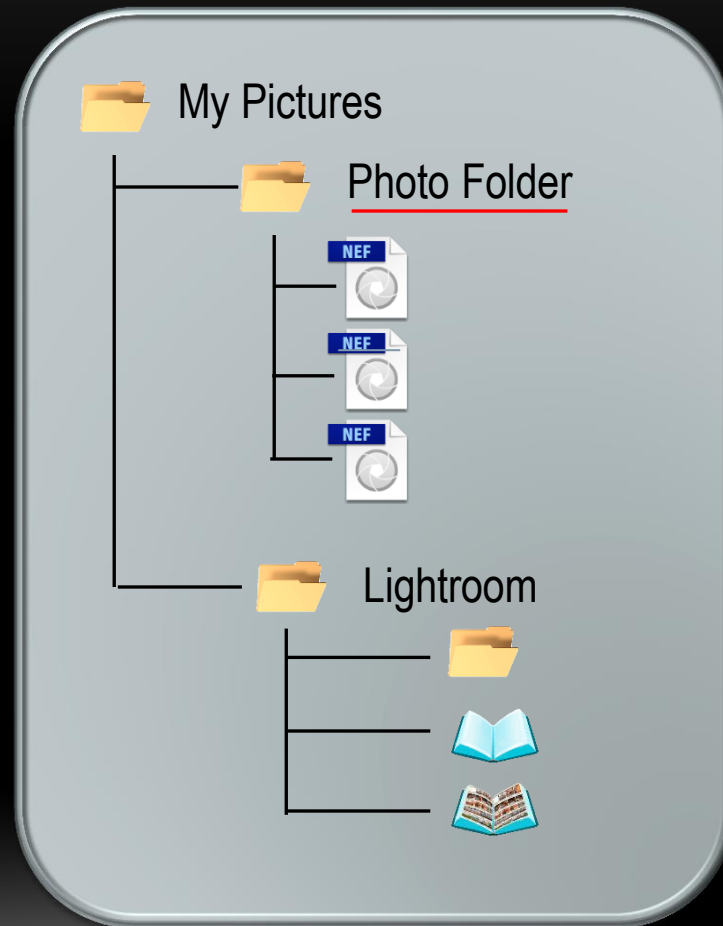
Tuned for Print



Black and White

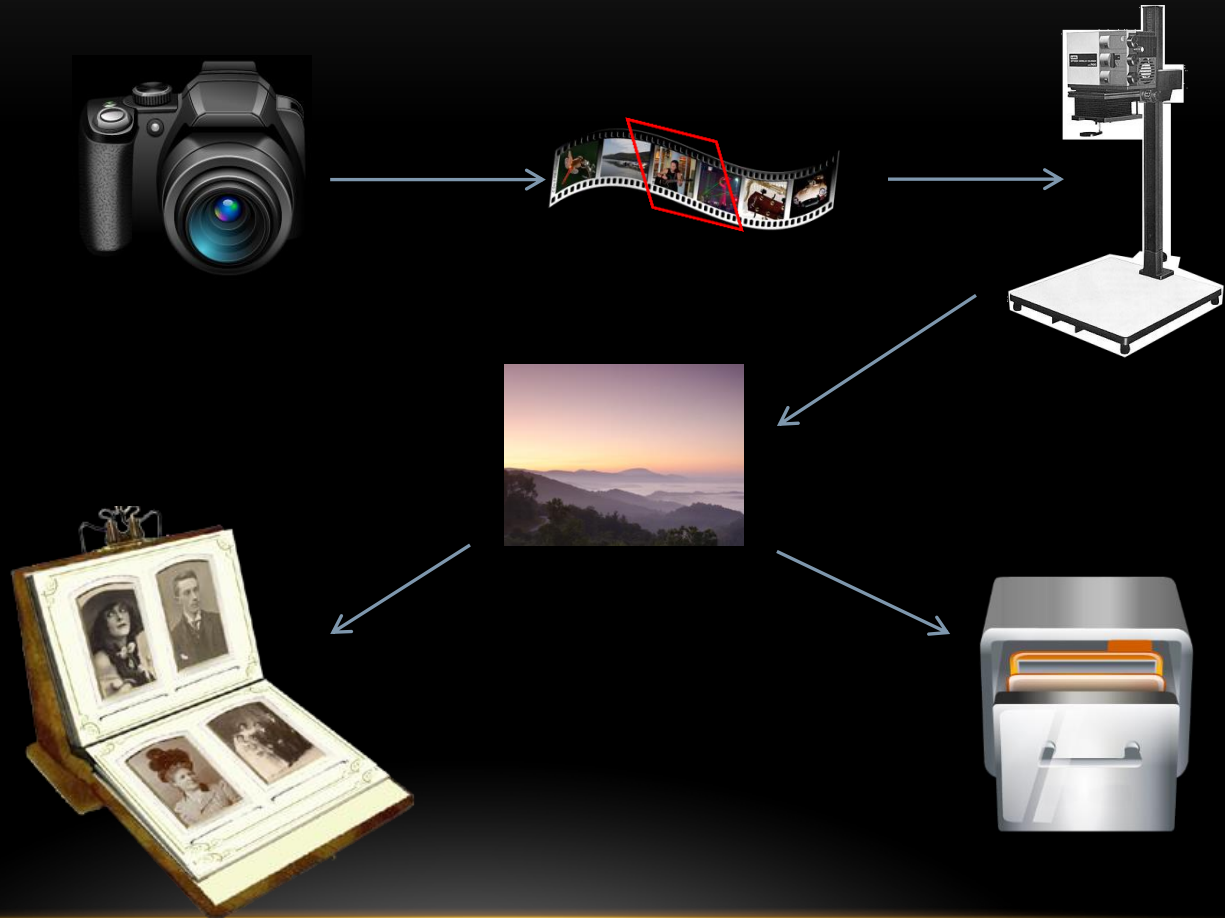
ARCHITECTURE – RECOMMENDED

- Locate File System on USB
- Include Photos in Same Tree



NON-DIGITAL WORKFLOW

- Capture
- Develop
- Select
- Print
- File
- Export



WORKFLOW

- Capture
- Import
 - Physical Options
 - Folder Options
 - Preview Size
 - Renaming
- Organize
 - Select, Categorize, Group, Stack
 - Add metadata
- Search
- Develop & Retouch
- Export



MY WORKFLOW - PHYSICAL

- USB 3.0 Drive
 - My Pictures
 - Picture Folders Name by Shoot
 - Lightroom Catalog Folder
 - Lightroom Backup
 - Catalog
 - Previews
- USB 3.0 Backup Drive 2
- USB 3.0 Monthly Backup Drive 3 in Fire Safe



MY WORKFLOW - LOGICAL

- Import to USB 3.0 Lightroom System
 - Flash to Named Folder
 - 1.1 Preview
 - Name Change – template
 - Keywords added
 - Copyright Metadata Added
- Selection Pass
- Delete Rejected
- Backup USB Lightroom System
 - Daily to Drive 2
 - Monthly to Drive 3
- Format Camera Flash Drive
- Develop, Adjust and Refine
- Export – Use
- Optional Second Backup to Drive 2



LIGHTROOM WORKSPACE

Module Picker

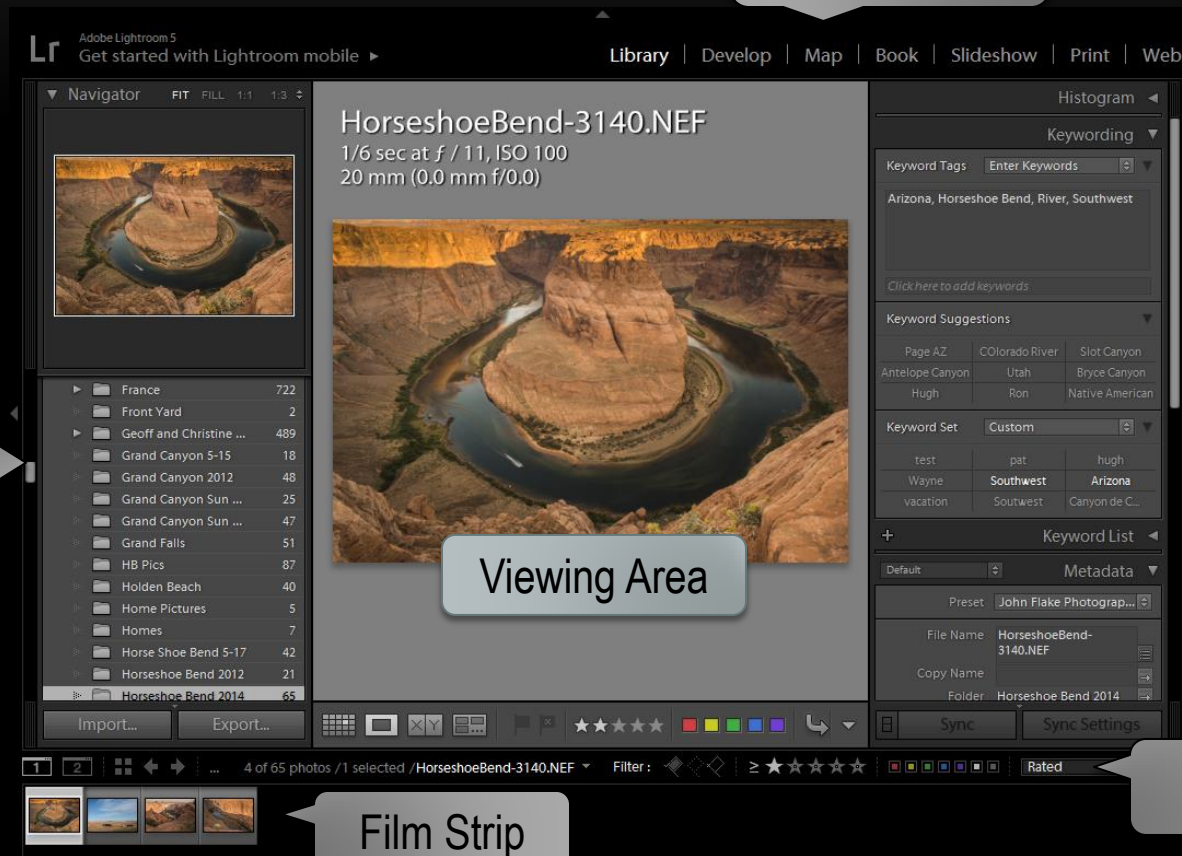
Left Panel

Right Panel

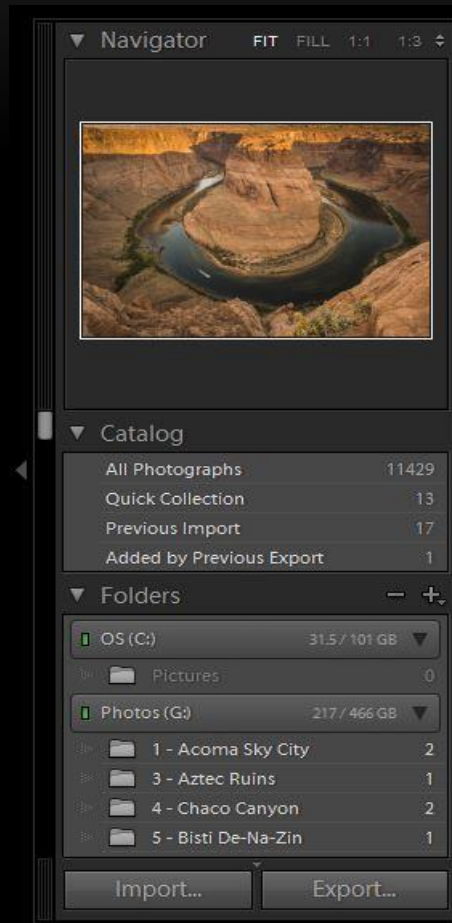
Viewing Area

Tool Bar

Film Strip

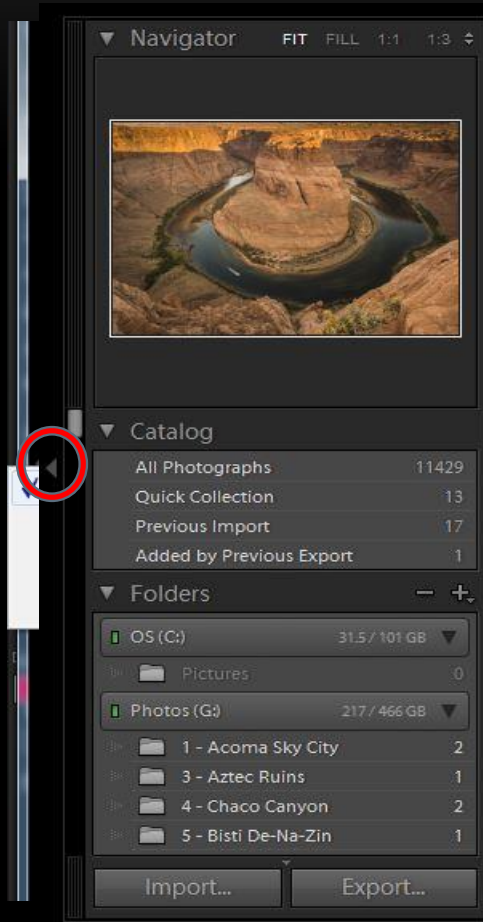


LIGHTROOM WORKSPACE – SIDE PANELS



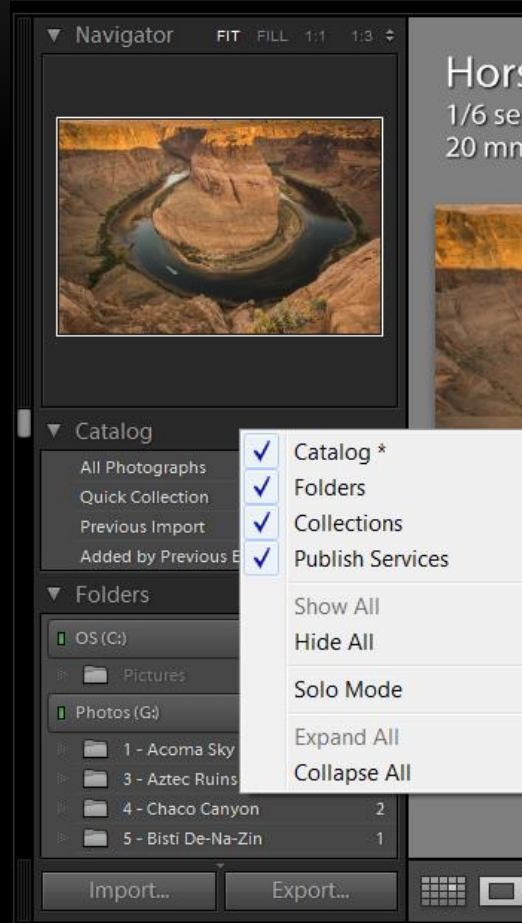
- Click on Section Name to open or close
 - Navigator
 - Catalog
 - Folder

LIGHTROOM WORKSPACE – SIDE PANELS



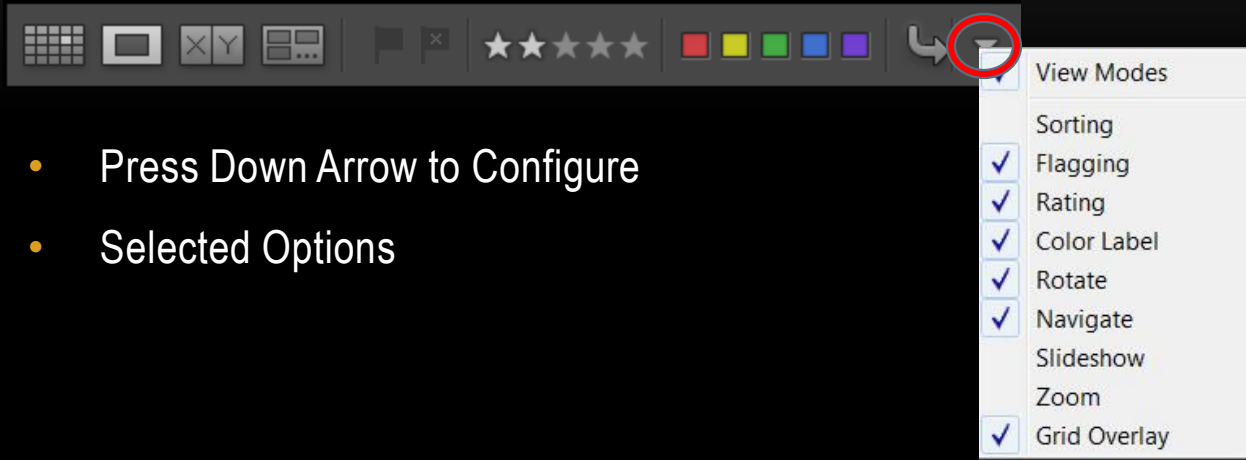
- Right Click on Arrow
 - Manual
 - Sync with Opposite Panel

LIGHTROOM WORKSPACE – SIDE PANELS



- Right Click on Title – Catalog
 - Set on or off sections
 - Solo Mode – one at a time

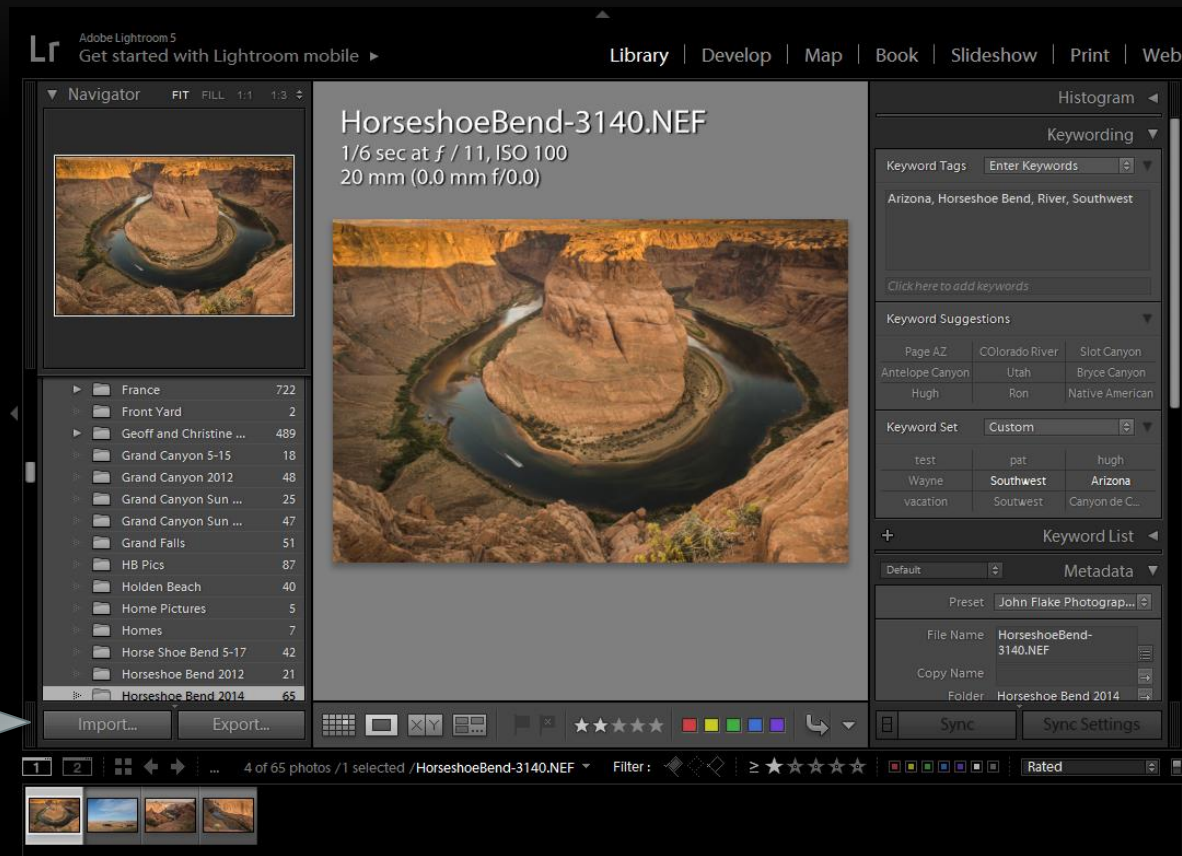
LIGHTROOM WORKSPACE – VIEW AREA



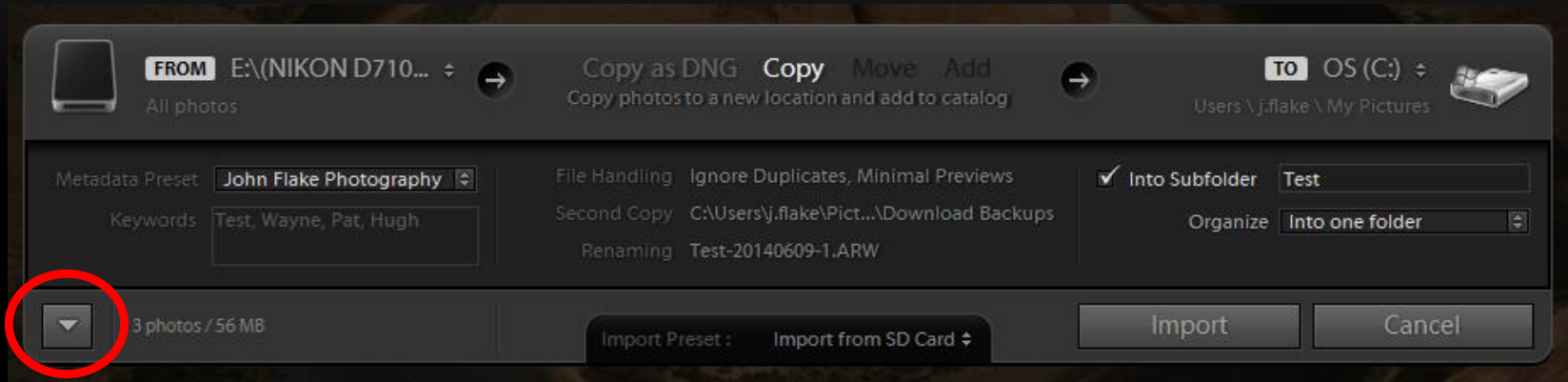
IMPORTING



IMPORTING

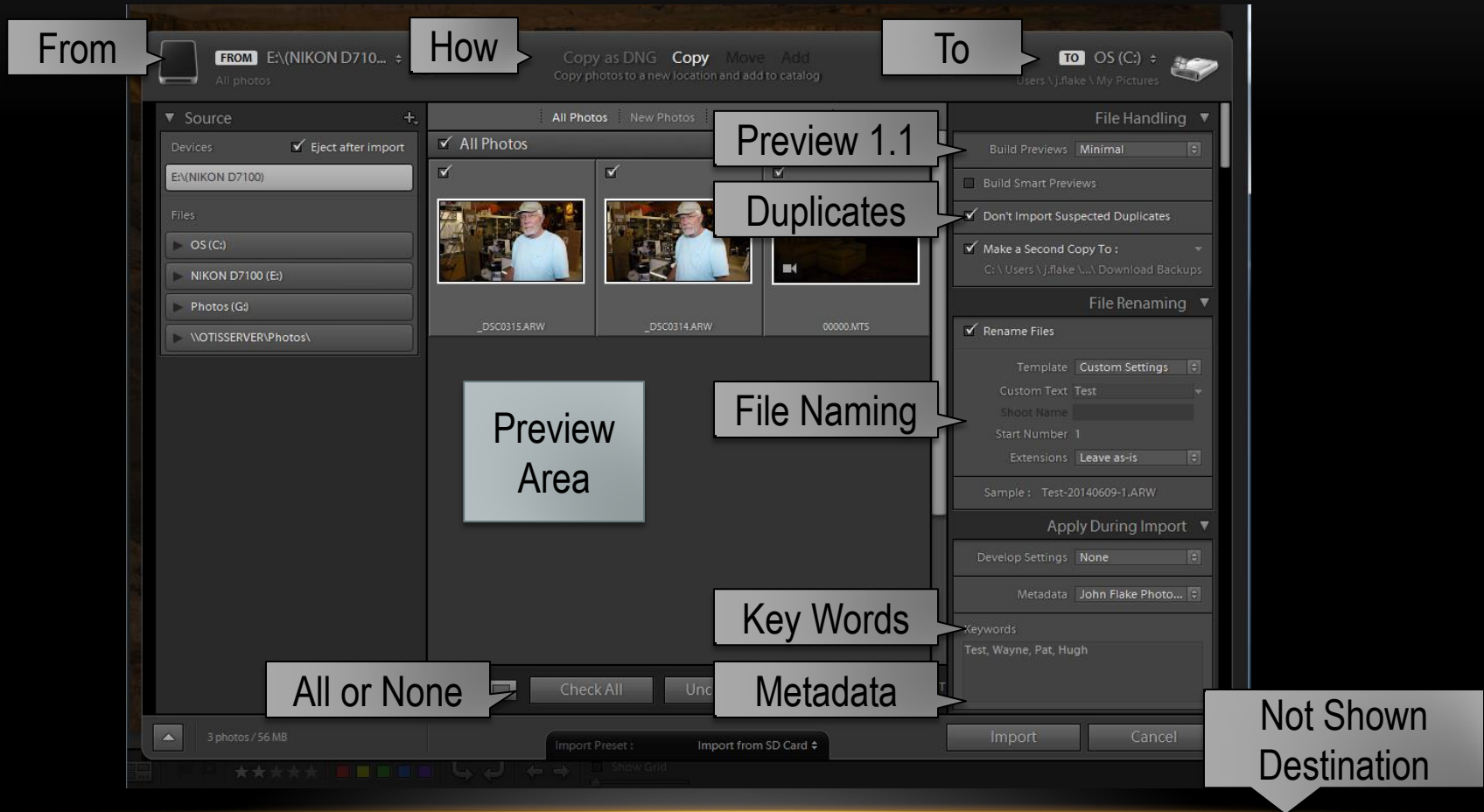


IMPORTING – SHORT FORM



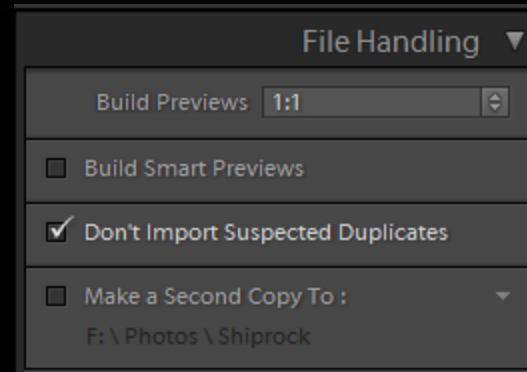
- Click Down Arrow

IMPORTING – LONG FORM



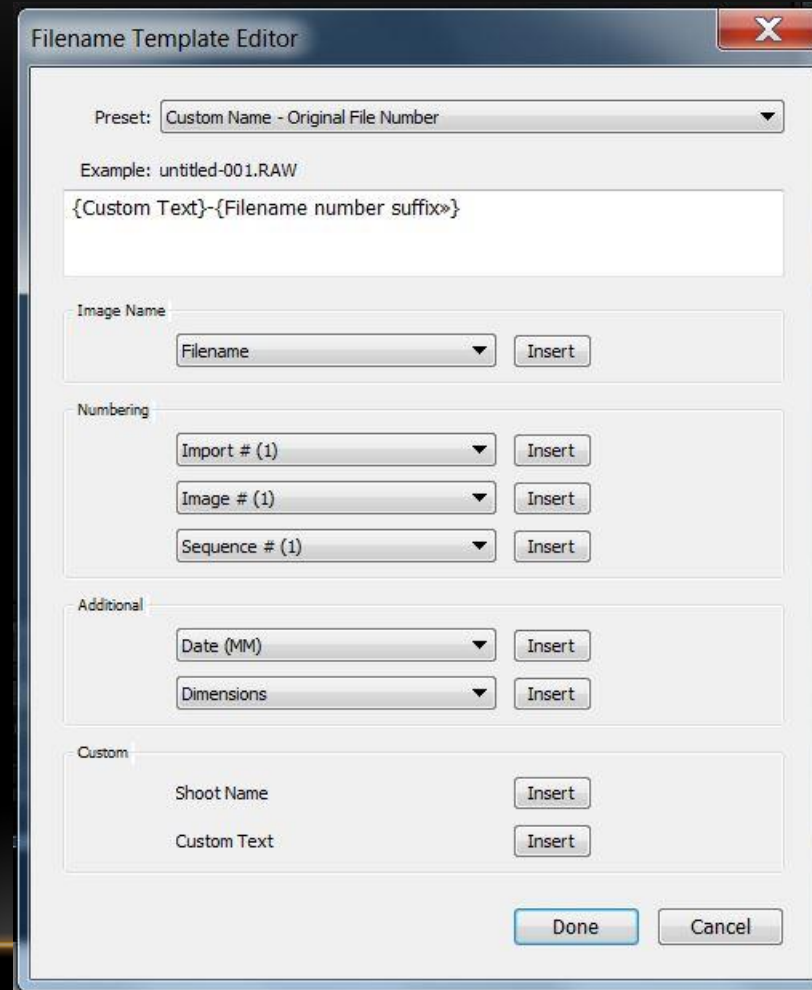
IMPORTING – FILE HANDLING

- Preview 1:1
- Don't Import Suspected Duplicates
- Make Second Copy – No



IMPORTING – FILE RENAMING

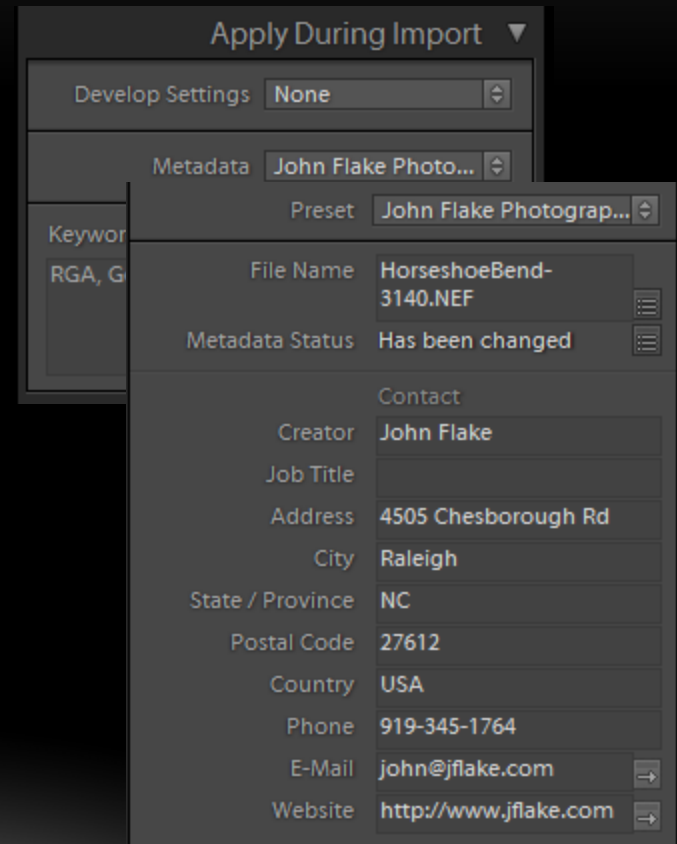
- Template
- Custom Text - **RG**A
- Extension – **As Is**
- Sample – **RG**A-0239.**AR**W



(x of y)
- Original File Number
- Sequence
ne
quence
Original File Number
Sequence

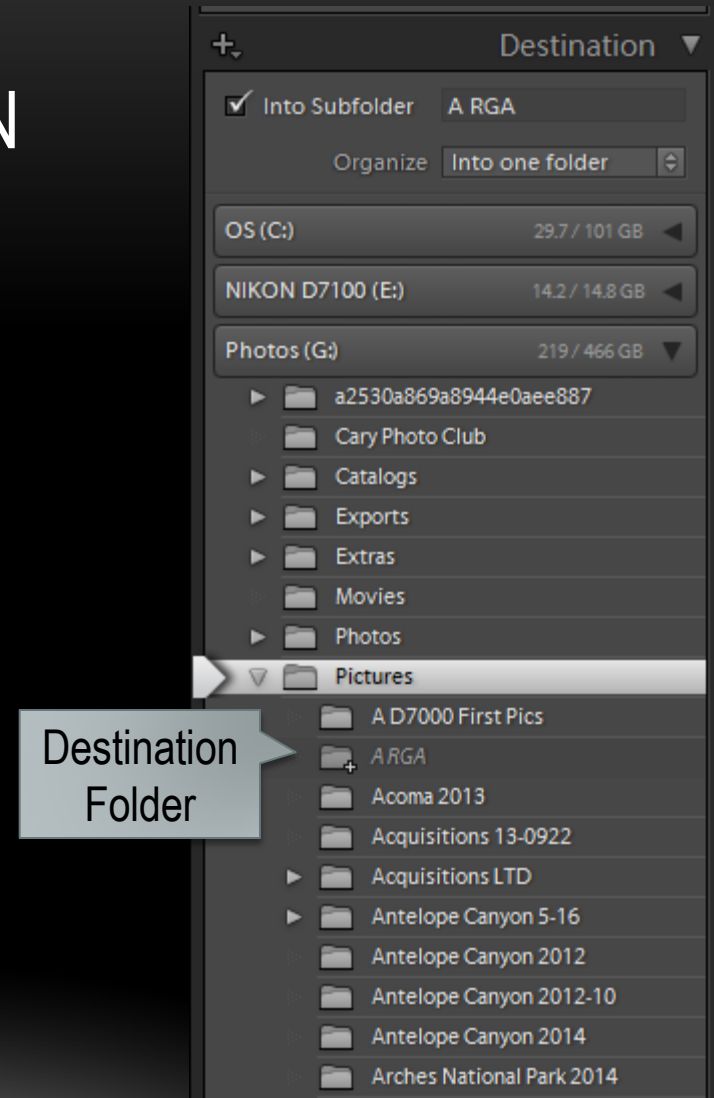
IMPORTING – APPLY DURING IMPORT

- Develop Settings – **None**
- Metadata – **John Flake Photography**
- Keywords
 - **RGA, Golf, Raleigh, Wake, Summer**



IMPORTING – DESTINATION

- Into Subfolder – **A RGA**
- Organize – **Into one folder**



ORGANIZE

- Select
 - Pick
 - Rate – 1..5
 - Color – Seven Colors
 - Reject
 - Delete Rejected
 - Collections
- Adjust Metadata
 - Title, Description
- GPS - Map



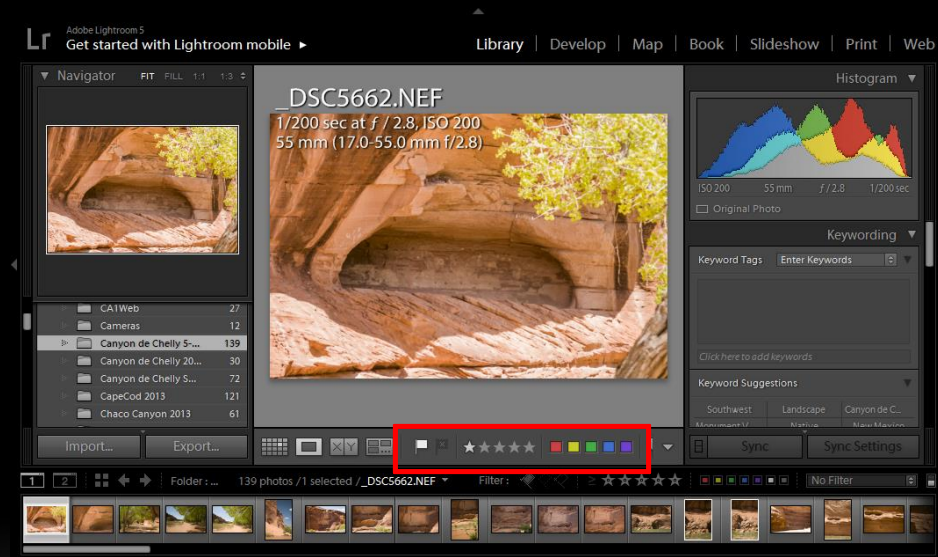
ORGANIZE - SELECT



- Select Loup View and optionally Enlarge Image

ORGANIZE - SELECT

- Hot Keys
 - P – Pick
 - R – Reject
 - 1..5 – Star
- Shift Key + Hot Key – Apply Action and advance to next
- Photo -> Delete Rejected



ORGANIZE – SELECT BY COMPARISON

The screenshot displays the Adobe Lightroom 5 Library grid. The main workspace shows two photos side-by-side in Compare view. The left photo is titled 'YatesMill-2013-01 ...' with metadata: '2.5 sec at f / 11, ISO 100, 32 mm (24.0-85.0 mm f/3.5-4.5)'. The right photo is also titled 'YatesMill-2013-01 ...' with metadata: '5.0 sec at f / 16, ISO 100, 32 mm (24.0-85.0 mm f/3.5-4.5)'. A blue 'Enlarge' button is overlaid on the left photo. The left sidebar contains the Navigator and a folder list under 'Pictures' (11409 photos): 'A D7000 First Pics' (41), 'Acoma 2013' (41), 'Acquisitions 13-0922' (12), 'Acquisitions LTD' (42), 'Antelope Canyon 5-...' (80), and 'Antelope Canyon 20...' (157). The bottom of the interface shows a filmstrip with 7 photos, 7 of which are selected. The status bar indicates 'Folder: Yates Mill 2013' and '7 photos / 7 selected / YatesMill-2013-01-9.NEF'. The right sidebar includes a Histogram, Keywording section with 'Keyword Tags' set to 'Enter Keywords', and 'Keyword Suggestions' for 'Cameras', 'Annandale VA', and 'VA'. A 'Sync' button is visible at the bottom right of the right sidebar.

Adobe Lightroom 5
Get started with Lightroom mobile ▶

Library | Develop | Map | Book | Slideshow | Print | Web

▼ Navigator FIT FILL 1:1 1:3 ◀

YatesMill-2013-01 ...
2.5 sec at f / 11, ISO 100
32 mm (24.0-85.0 mm f/3.5-4.5)

Enlarge

Candidate
YatesMill-2013-01 ...
5.0 sec at f / 16, ISO 100
32 mm (24.0-85.0 mm f/3.5-4.5)

Histogram ▼

ISO 100 32 mm f / 11 2.5 sec
☐ Original Photo

Keywording ▼

Keyword Tags: Enter Keywords ▼

Click here to add keywords.

Keyword Suggestions ▼

Cameras Annandale VA VA
William Maria Granddaughter William

Sync Sync Settings

Import... Export...

Compare: Zoom 1:1 Sync

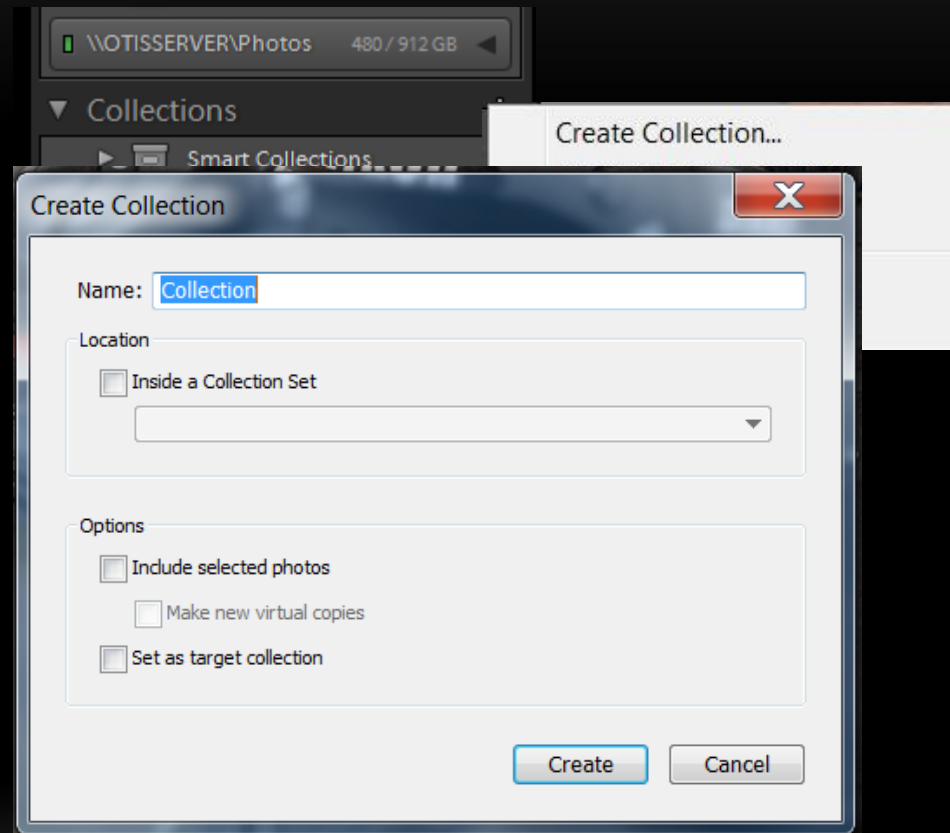
Folder: Yates Mill 2013 7 photos / 7 selected / YatesMill-2013-01-9.NEF Filter: No Filter

Navigate Photos

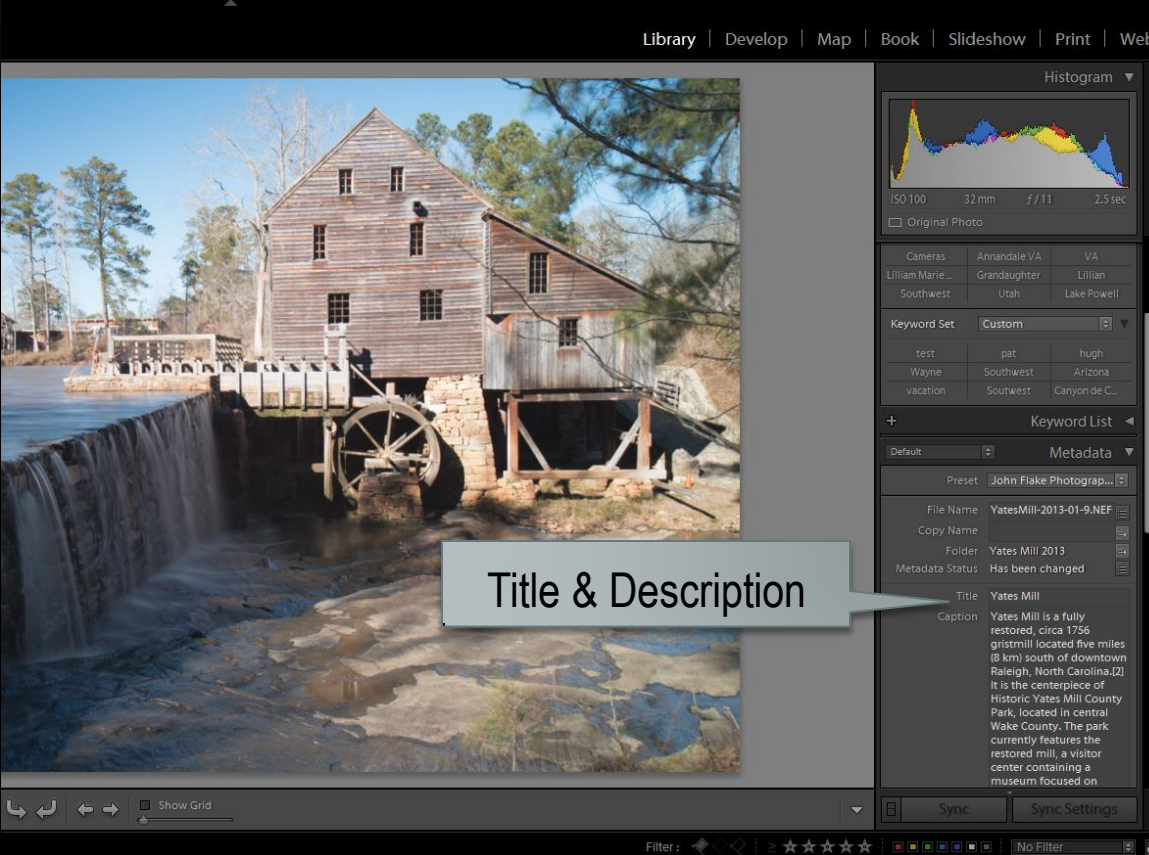
Select Compare View

ORGANIZE - COLLECTIONS

- Use Collections to
 - Organize
 - Select
 - Categorize
- Click on +
- Click on Create



ORGANIZE – ADD METADATA



The screenshot displays the Adobe Lightroom Library grid interface. The main area shows a photograph of a historic wooden mill (Yates Mill) situated on a riverbank with a waterfall. A callout box labeled "Title & Description" points to the metadata panel on the right. The top navigation bar includes links for Library, Develop, Map, Book, Slideshow, Print, and Web. The right-hand metadata panel is expanded, showing various fields for organizing the photo.

Library | Develop | Map | Book | Slideshow | Print | Web

Histogram ▼

ISO 100 32 mm f/11 2.5 sec

☐ Original Photo

Cameras	Annandale VA	VA
Lillian Marie ...	Grandaughter	Lillian
Southwest	Utah	Lake Powell

Keyword Set: Custom

test	pat	hugh
Wayne	Southwest	Arizona
vacation	Southwest	Canyon de C...

+ Keyword List

Default Metadata

Preset: John Flake Photograp...

File Name: YatesMill-2013-01-9.NEF

Copy Name:

Folder: Yates Mill 2013

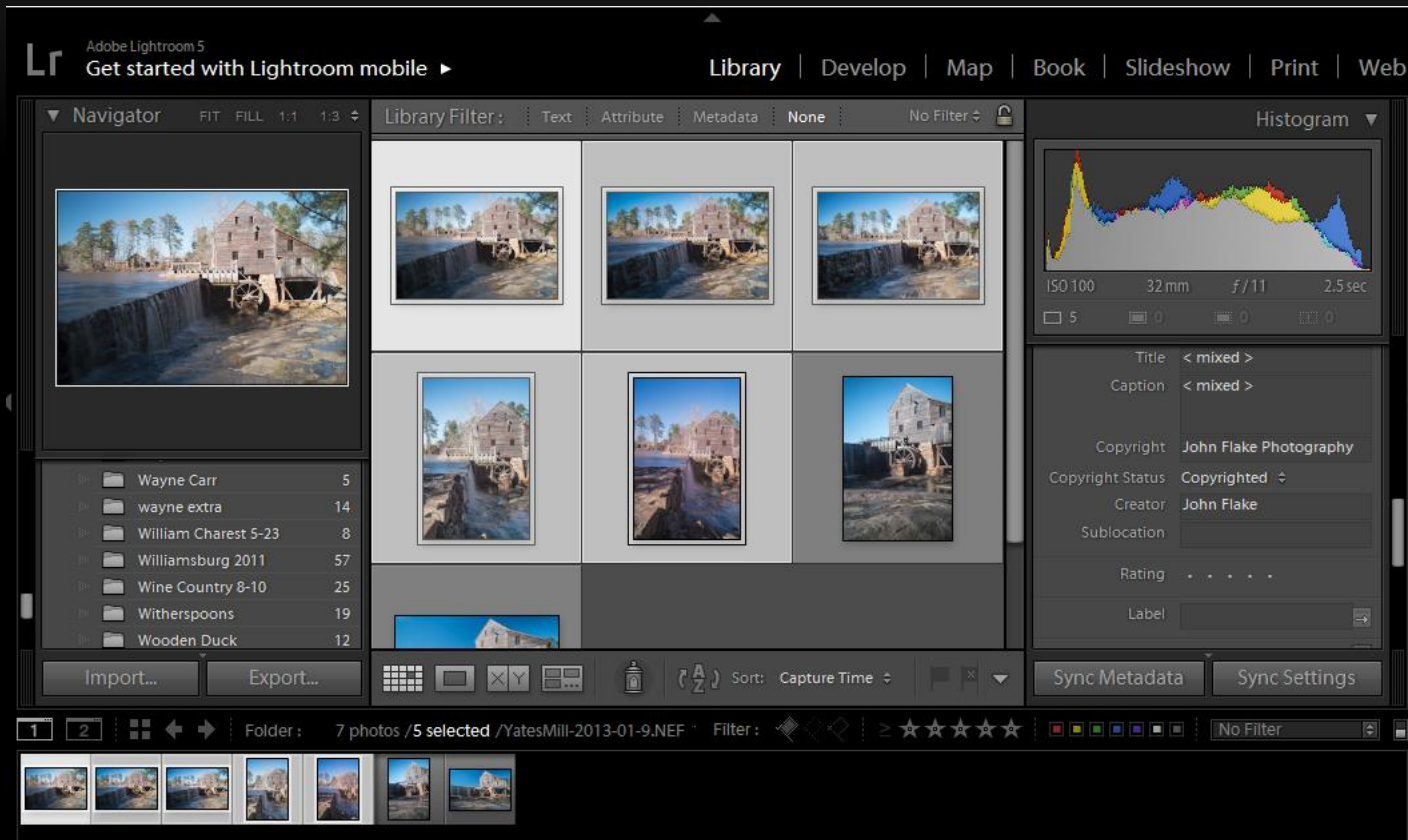
Metadata Status: Has been changed

Title: Yates Mill

Caption: Yates Mill is a fully restored, circa 1756 gristmill located five miles (8 km) south of downtown Raleigh, North Carolina.[2] It is the centerpiece of Historic Yates Mill County Park, located in central Wake County. The park currently features the restored mill, a visitor center containing a museum focused on

Filter: [Icons] [No Filter]

ORGANIZE – ADD METADATA



Select Multiple Photos in Grid View to Add Data to All

ORGANIZE - GPS

1 – Enter Location

The screenshot displays the Adobe Lightroom 5 interface in the Map module. The main map area shows a satellite view of Swift Creek, Wake County, North Carolina, United States. A location pin is placed on the map, and a photo thumbnail is overlaid on it. The photo's metadata is visible: 1/22/2013 3:12:06 PM, 2.5 sec at f / 11, ISO 100, 1 of 7, 32 mm. The photo shows a wooden mill building and a dam. The left sidebar contains the Navigator panel with a map view and a list of saved locations and collections. The right sidebar shows the Metadata panel with fields for File Name, Copy Name, Folder, Metadata Status, Sublocation, City, State / Province, Country, ISO Country Code, GPS (35°43'41" N, 78°43'8" W), Altitude, Direction, Title, and Caption. The bottom of the interface shows a grid of photo thumbnails, with the first one selected. A callout box labeled '2 – Select Photos' points to the grid.

Adobe Lightroom 5
Get started with Lightroom mobile ▶

Library | Develop | Map | Book | Slideshow | Print | Web

Location Filter: Visible On Map Tagged Untagged None yates mill pc

Swift Creek, Wake County, North Carolina, United States

Yates Mill Pond

1/22/2013 3:12:06 PM 1 of 7
2.5 sec at f / 11, ISO 100 32 mm

YATES MILL RUN

1489 1382

Google

Map Style: Hybrid

Report a map error

Sync Metadata...

Folder: 7 photos / 7 selected / YatesMill-2013-01-9.NEF Filter: No Filter

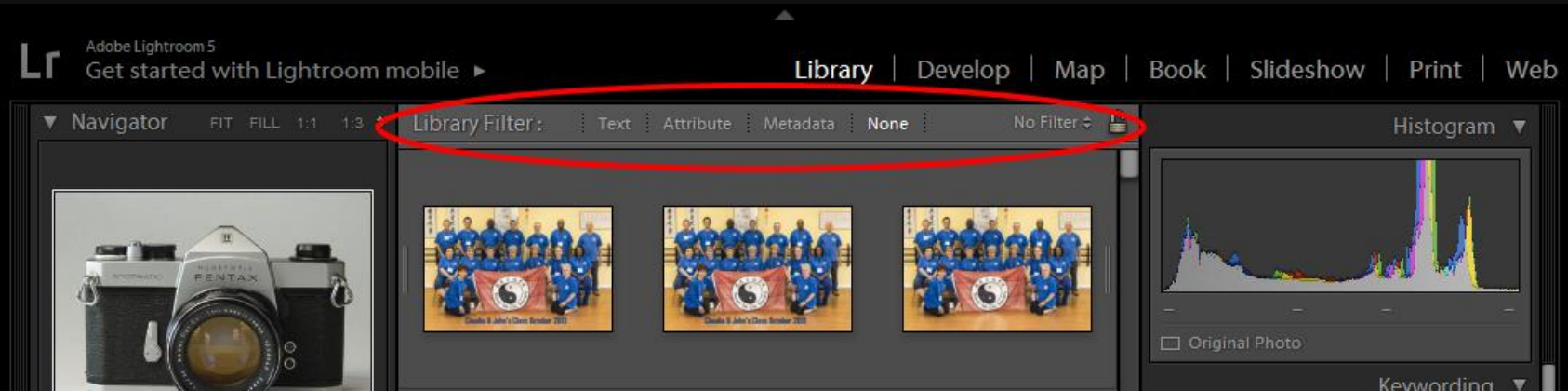
2 – Select Photos

3 – Drag Photos to Location on Map

SEARCH



SEARCH – LIBRARY FILTER



- Library Filter
 - At Folder Level
 - If not present, press “\” to display

▼	Pictures	11410
▶	A D7000 First Pics	41
▶	Acoma 2013	41
▶	Acquisitions 13-0922	12
▼	Acquisitions LTD	42
▶	Acquisitions 2010	1
▶	Acquisitions Ltd ...	7
▶	Acquisitions LTD...	22
▶	Ben and Ross	12

11,400 Photos

42 Photos

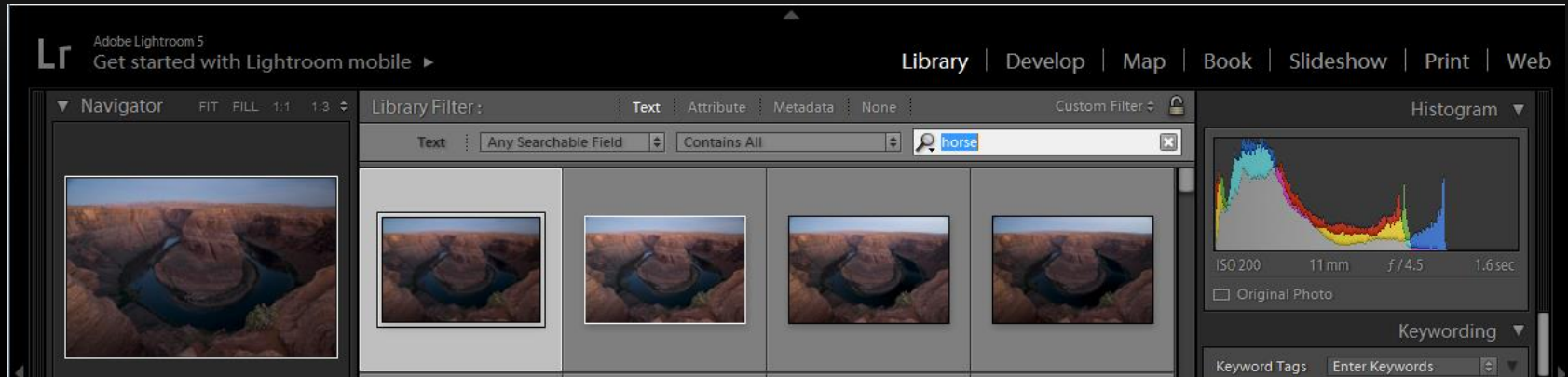
SEARCH – METADATA

The screenshot shows the Adobe Lightroom 5 Library grid with the 'Date' column selected. A context menu is open over the 'Date' column header, showing options to 'Add Column', 'Remove this Column', and 'View: Hierarchical' (selected) and 'Flat'. The 'Sort' options are 'Ascending' (selected) and 'Descending'. The background shows the Library grid with a 'Date' column and a 'Histogram' panel on the right.

Date	Count
All (32...)	11408
1980	34
2003	11
April	8
Oct...	2
Dec...	1

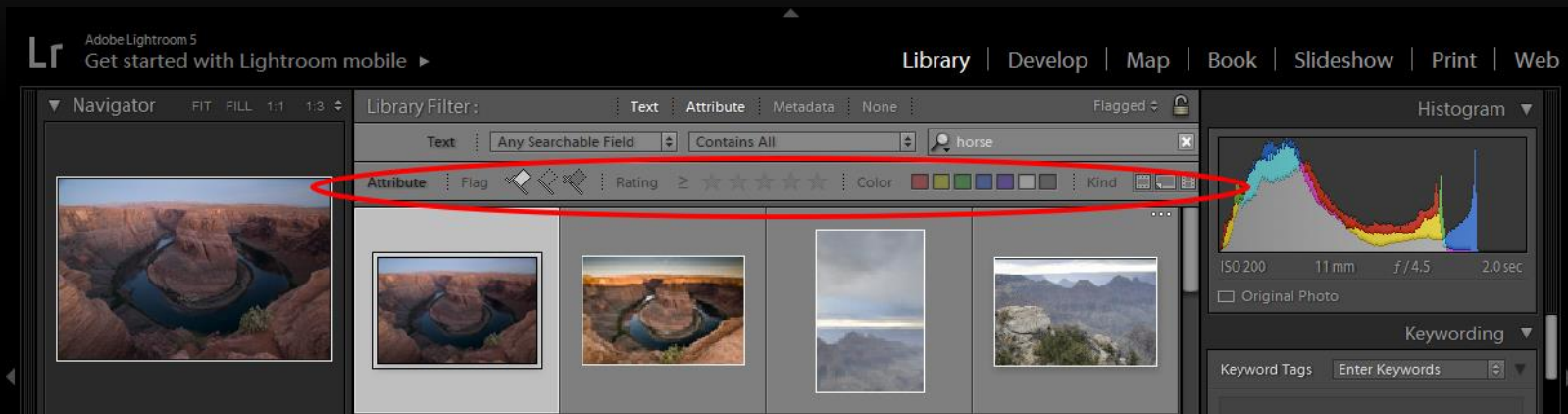
- Click on Field Bar to Change
- Click on Menu Icon to
 - Add or Remove Column
 - Select Hierarchical or Flat View

SEARCH - TEXT



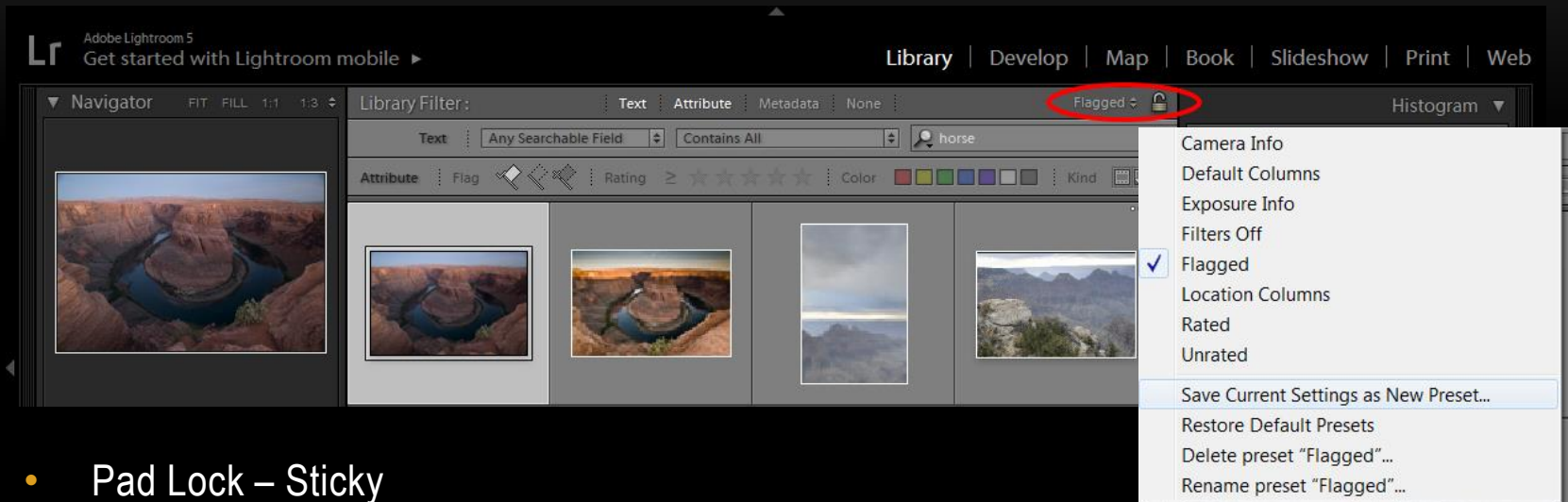
- What to Search In
- How to Search It
- What to Search For

SEARCH – ATTRIBUTE FILTER



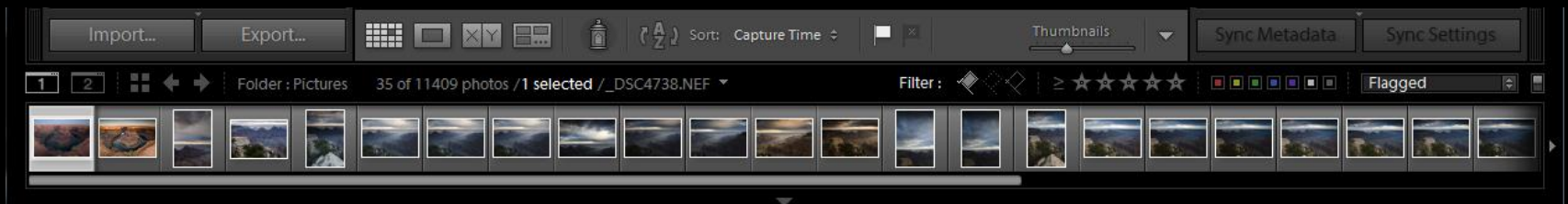
- Flagged, Rejected, Not Flagged
- Rating 1..5 Stars
- Color
- Type

SEARCH - OPTIONS



SEARCH OPTIONS – FILM STRIP

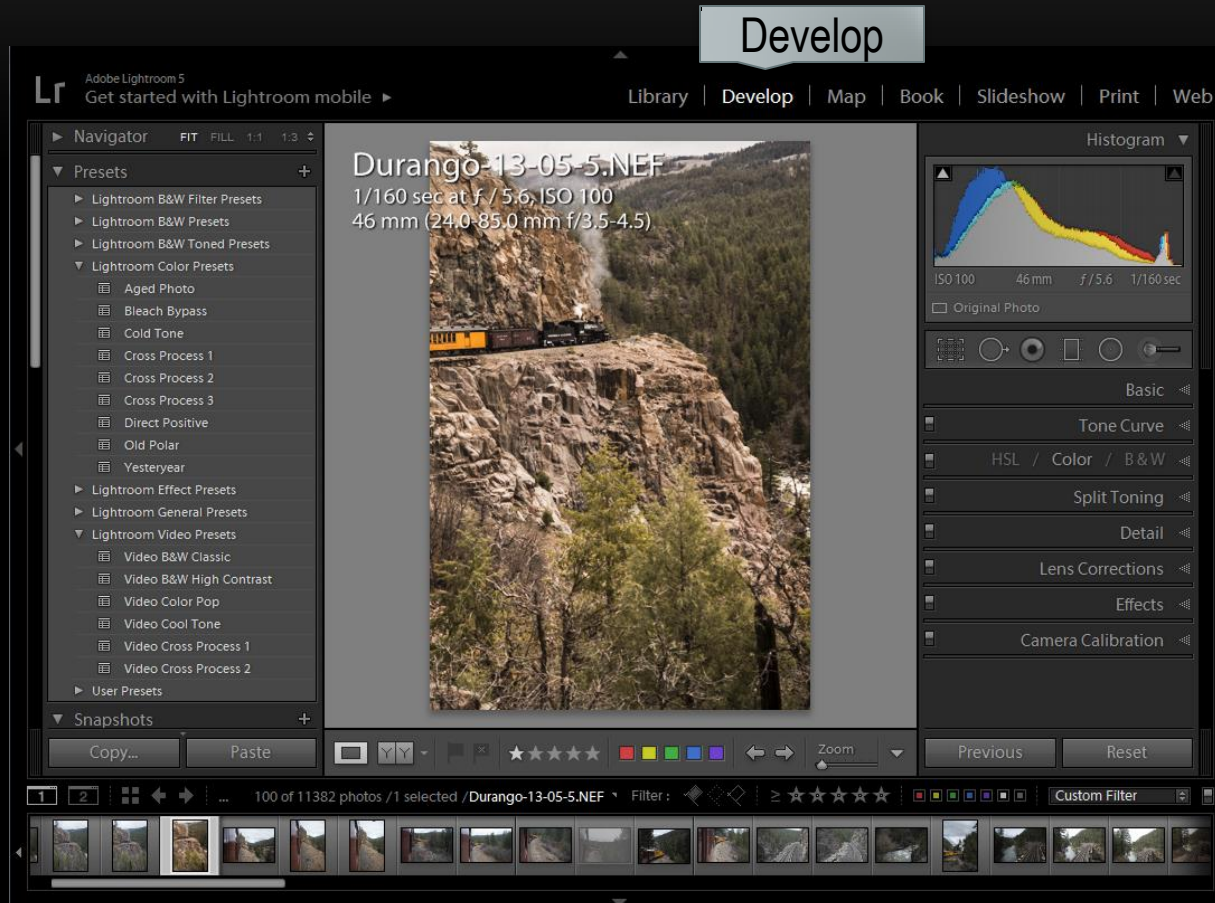
- Flagged
- Rated 1..5 Stars
- Color
- Turnoff Filters



DEVELOP & RETOUCH



DEVELOP & RETOUCH

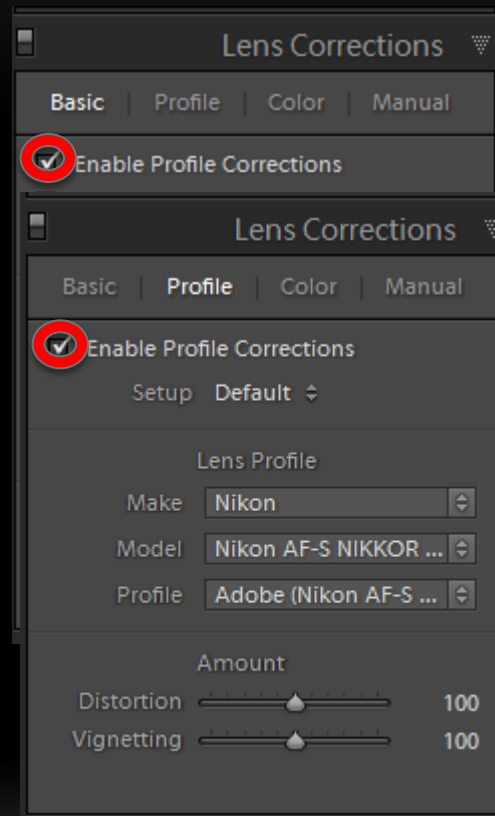


Second

First

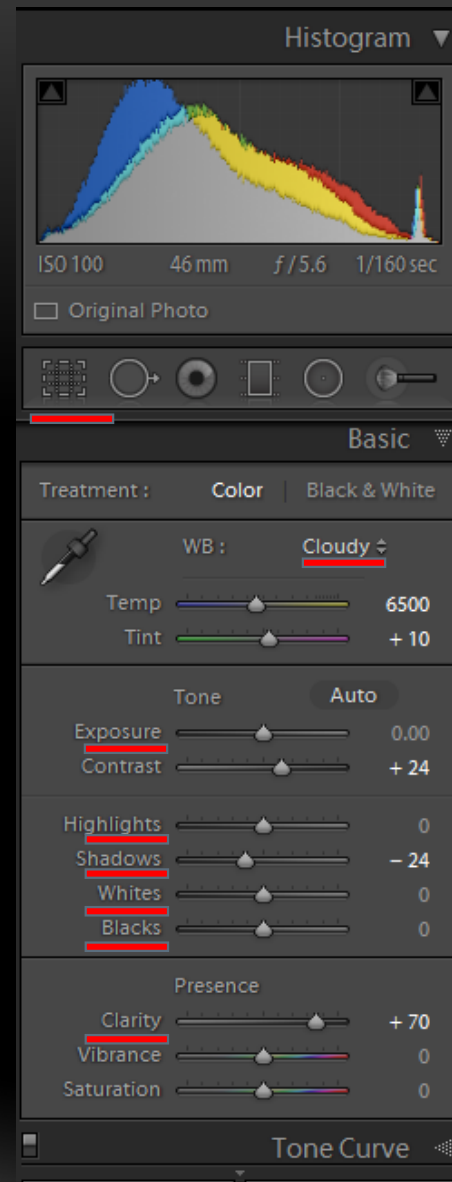
DEVELOP & RETOUCH

- Click on Len Corrections
 - Enable Profile Corrections
- Click on Profile validate Lens



DEVELOP & RETOUCH

- Click on Basic
 - Set White Balance
 - Crop
 - Adjust Exposure
 - Set White Point
 - Set Black Point
 - Adjust Clarity – Micro Contrast
 - Adjust Shadows and Highlights

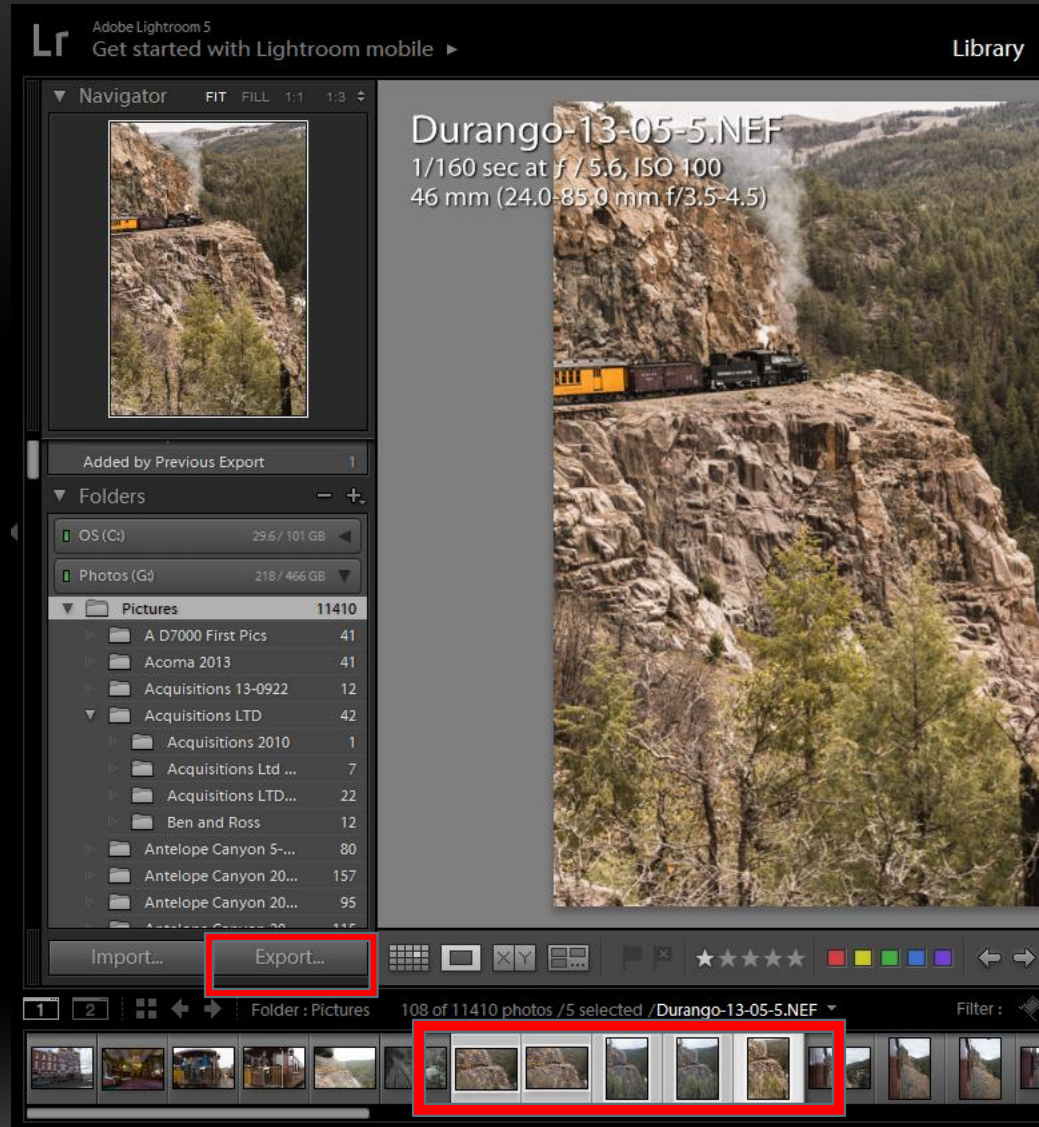


EXPORT



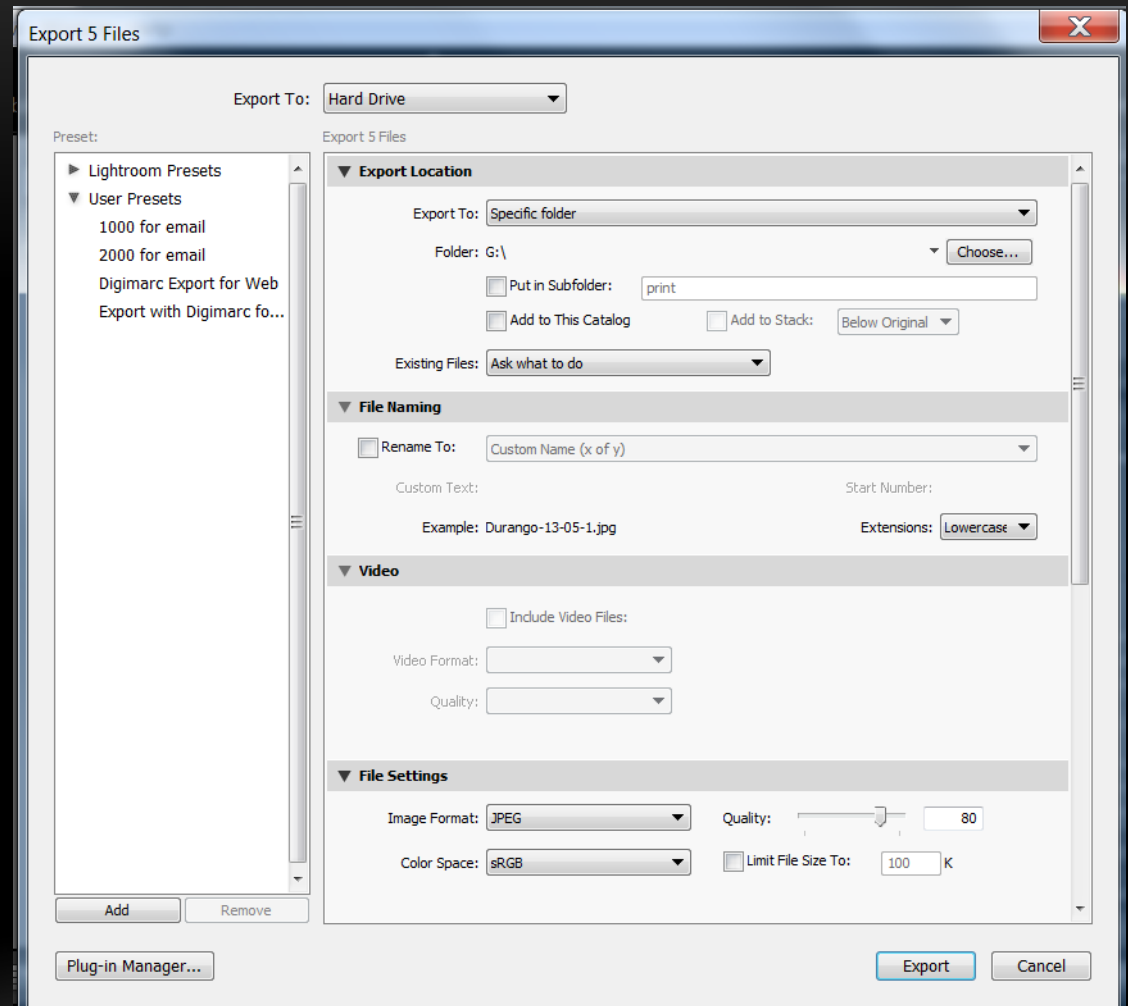
EXPORT

- In Library Module
- Select Photos
- Click on Export



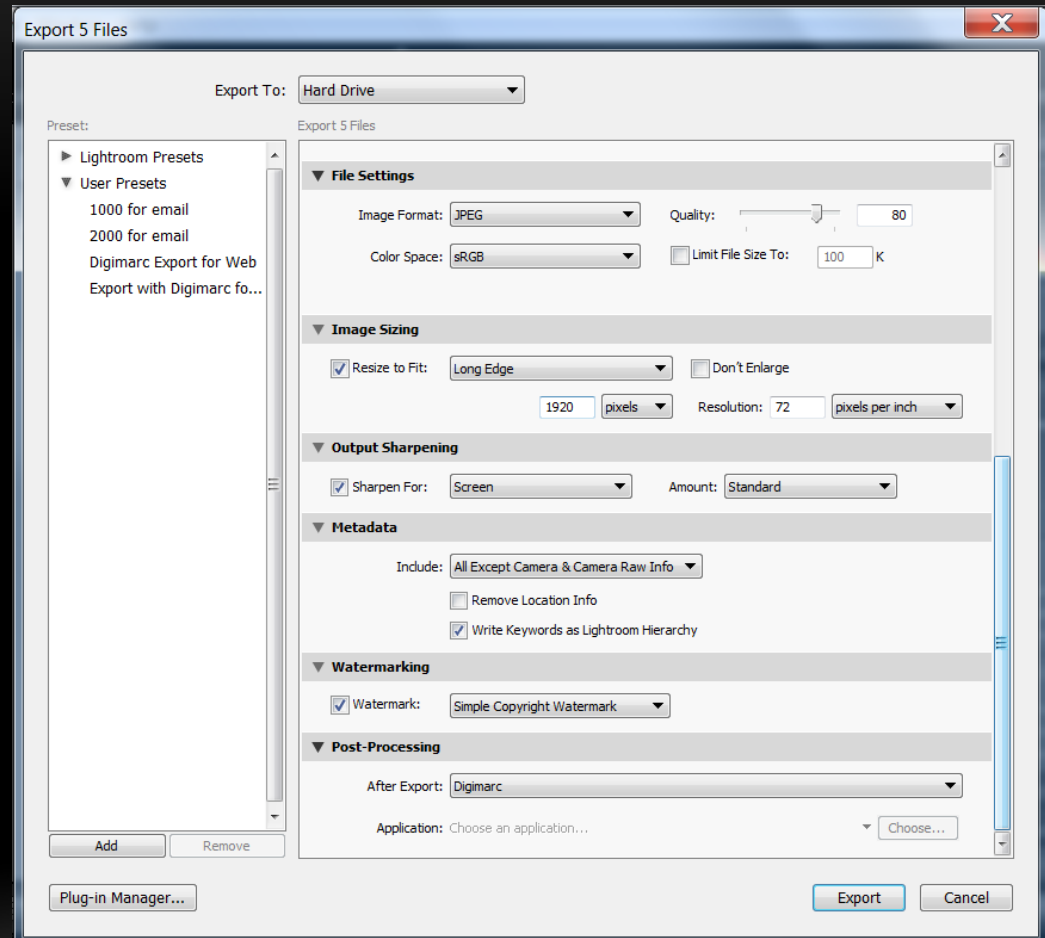
EXPORT

- Select Output Location
- Format – JPG
- Quality
 - 60 for Web
 - 90 minimum for Print
- Color Space sRGB



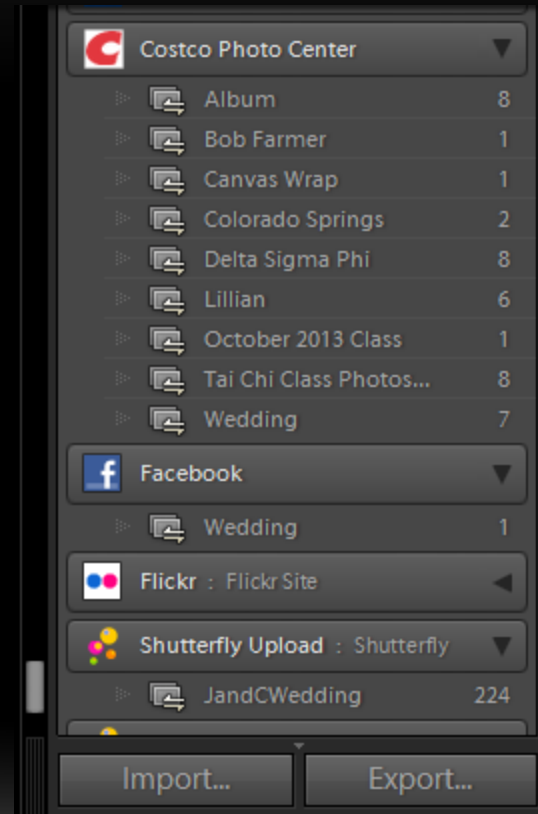
EXPORT

- Resize
 - 1024 for Phone
 - 1920 HD Video
- Adjust Metadata
- Watermarking
- Post-Processing
 - Digimarc
- Create or Use Presets



EXPORT - SERVICES

- Costco
- Facebook
- Flickr
- Shutterfly



EXPORT

- Book – Create a Blurb Book
- Slideshow
- Print
- Web

| Book | Slideshow | **Print** | Web

SUMMARY





MISCELLANEOUS

- Presentation is at: <http://www.jflake.com>
- Download Lightroom 30 day free [trial](#)
- Leave Comments at website for Next Presentation

Q&A

