LIGHTROOM & ME

Part 2: Efficient & Consistent Workflow

Workflow

Workflow is a flexible series of steps that one follows to efficiently and accurately realize your vision.

<div align="right">- Mac Holbert</div>

My Lightroom Workflow

RAW file

Import Preset

Copyright
Rename & Store
Camera Defaults

PHOTOSHELTER

Export Preset

g+

Flag
Caption
Location
Rating
Develop
Keyword

▼ 🗀 000 PRO WORKFLOW		
▷ 🗀 001 START (drag images here)	59	
▷ 🗀 100 .....PICKS/REJECTS..........		
▷ 🗀 200 .....METADATA..............		
▼ 🗀 300 .....RATINGS & DEVELOP..		
▷ 🗀 310 + Rating [1][2][3][4][5]	59	
▷ 🗀 320 Develop 5 ★★★★★	0	
▷ 🗀 330 Develop 4 ★★★★	0	
▷ 🗀 340 Develop 3 ★★★	0	
▷ 🗀 350 Develop 2 ★★	0	
▷ 🗀 399 + YELLOW [7]	0	
▷ 🗀 400 .....KEYWORDS..............		
▷ 🗀 500 .....EXPORT FILES............		
▷ 🗀 900 .....FINAL CHECK...........		
▷ 🗀 00 SIMPLE WORKFLOW		
▷ 🗀 Maint		

Book Module

blurb

Library Module

Print Module

Workflow: Smart Collections

DEMO

Using Smart Collections to manage Workflow

Importing Images

- Import Module
- Import Preset
  - Copyright metadata
- Camera defaults

RAW file

Import Preset

Copyright
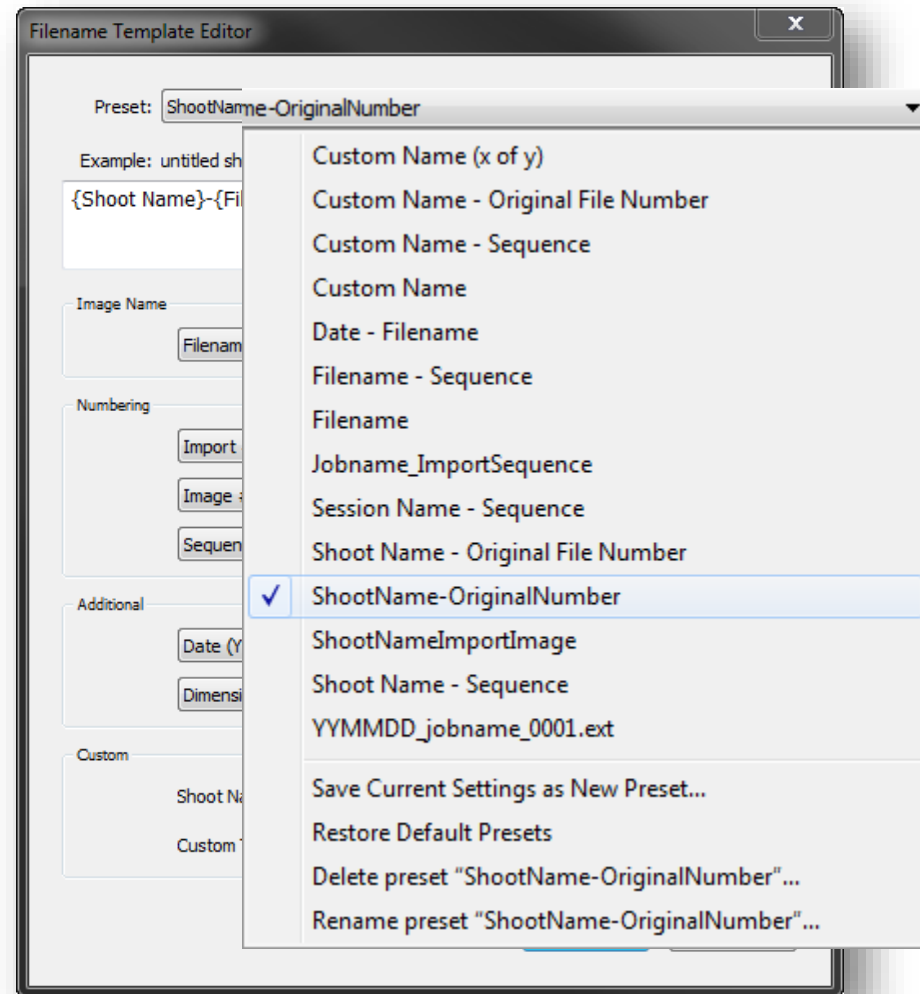Rename & Store
Camera Defaults

Library Module
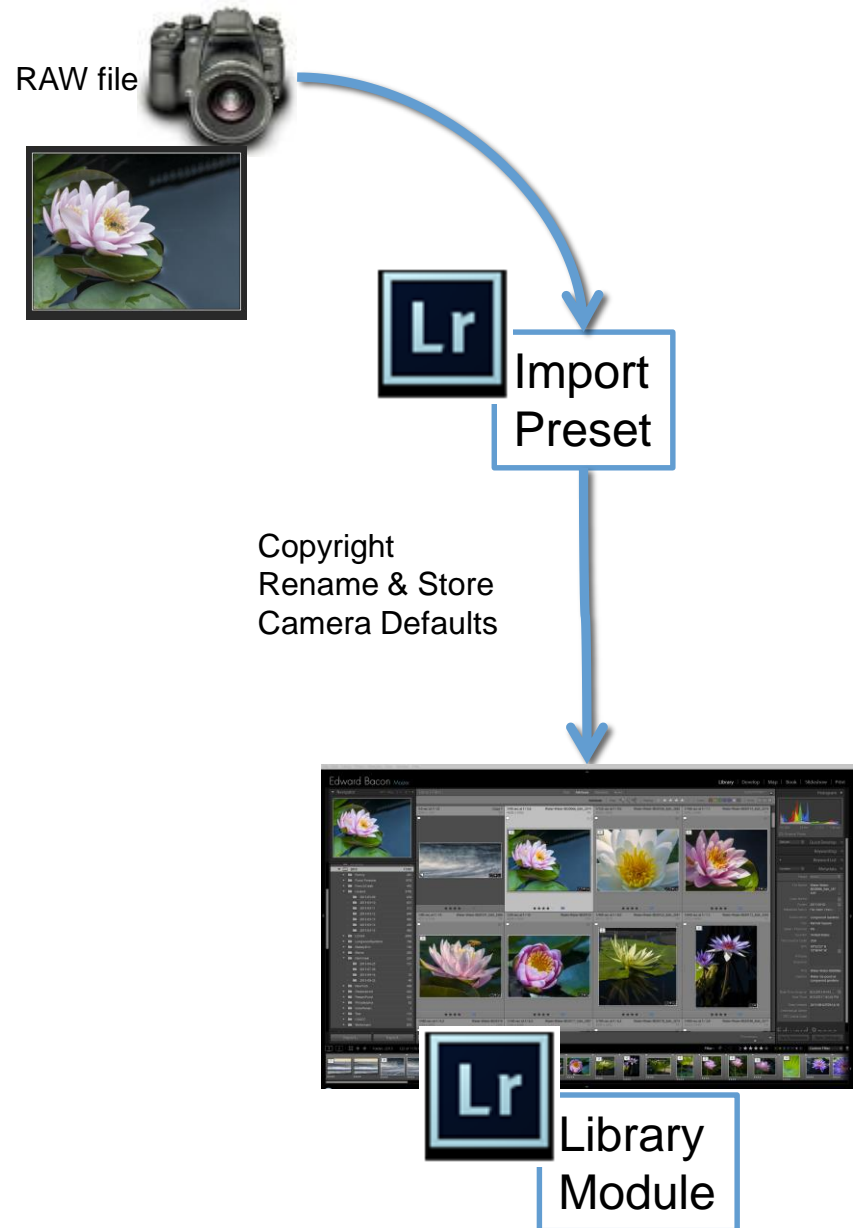
Import Dialog
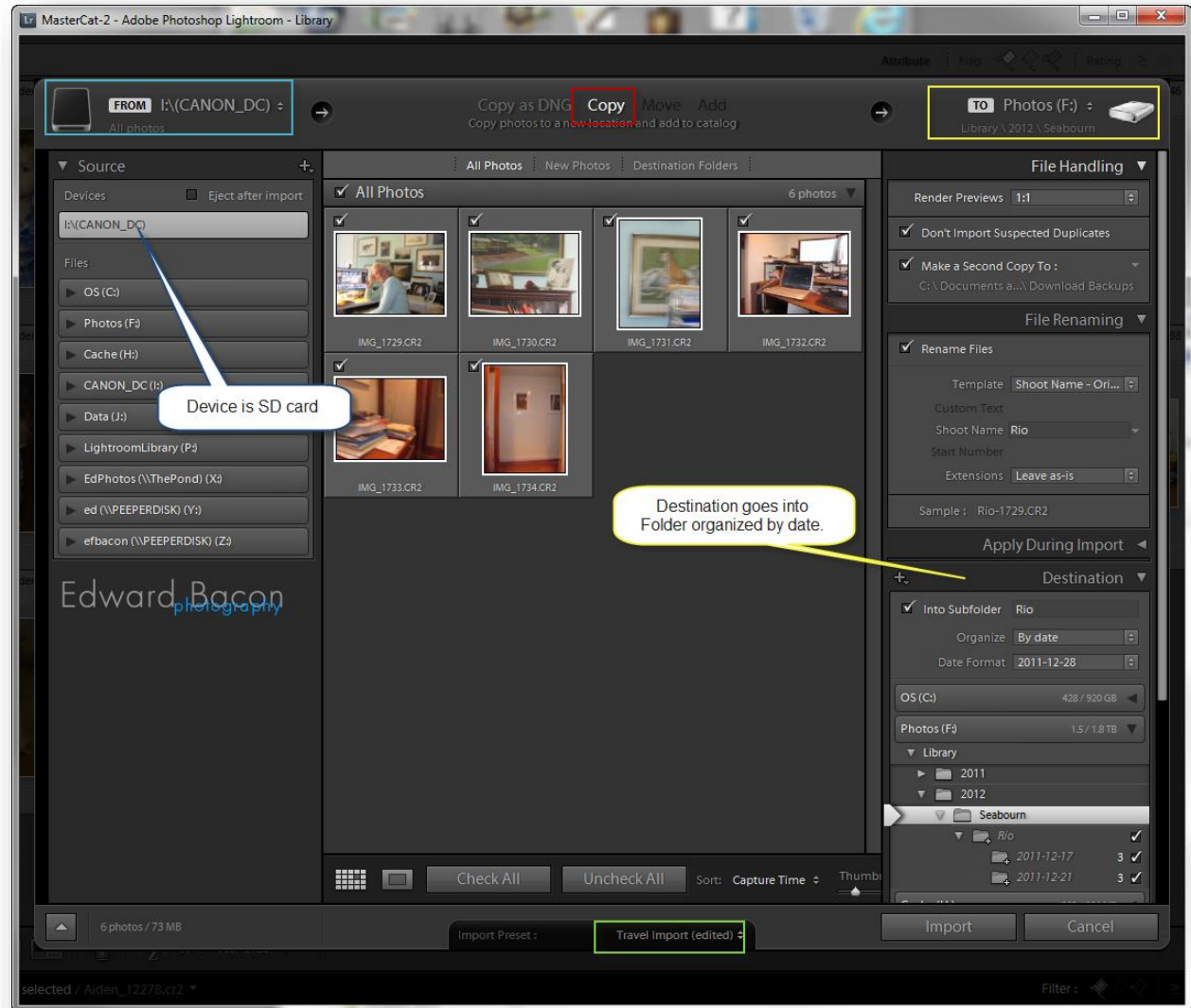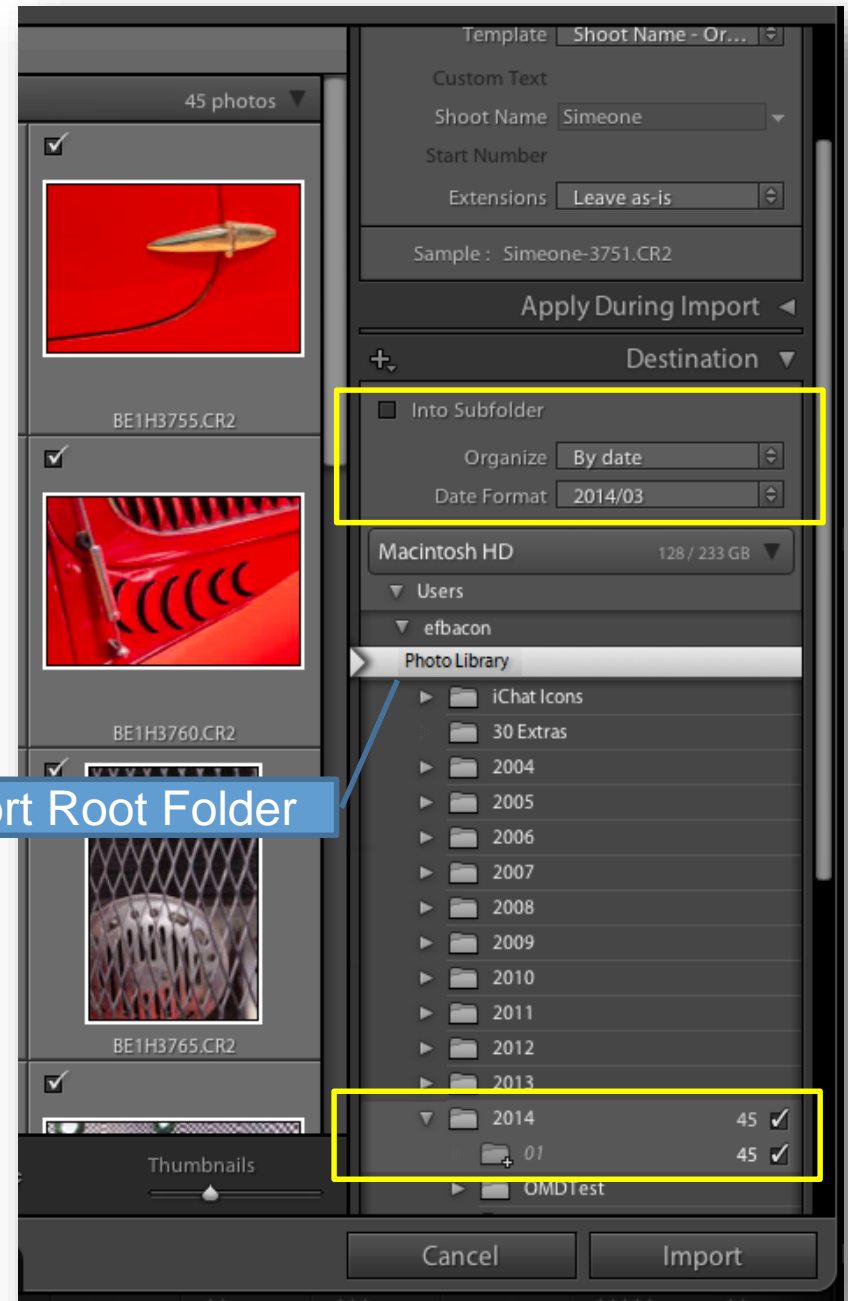
Filename Standard

- Unique for each file
  - Avoids naming collisions
- Carries Information
  - Aid communication
  - Secrete encoded meaning
- Stick to it
- Filename Template

Import Preset 1

- Simple Hierarchy

- Year/Month
  - 2014/01
  - 2014/02

- Import Root
  - Points Parent Folder
- Into Subfolder
  - *Unchecked*
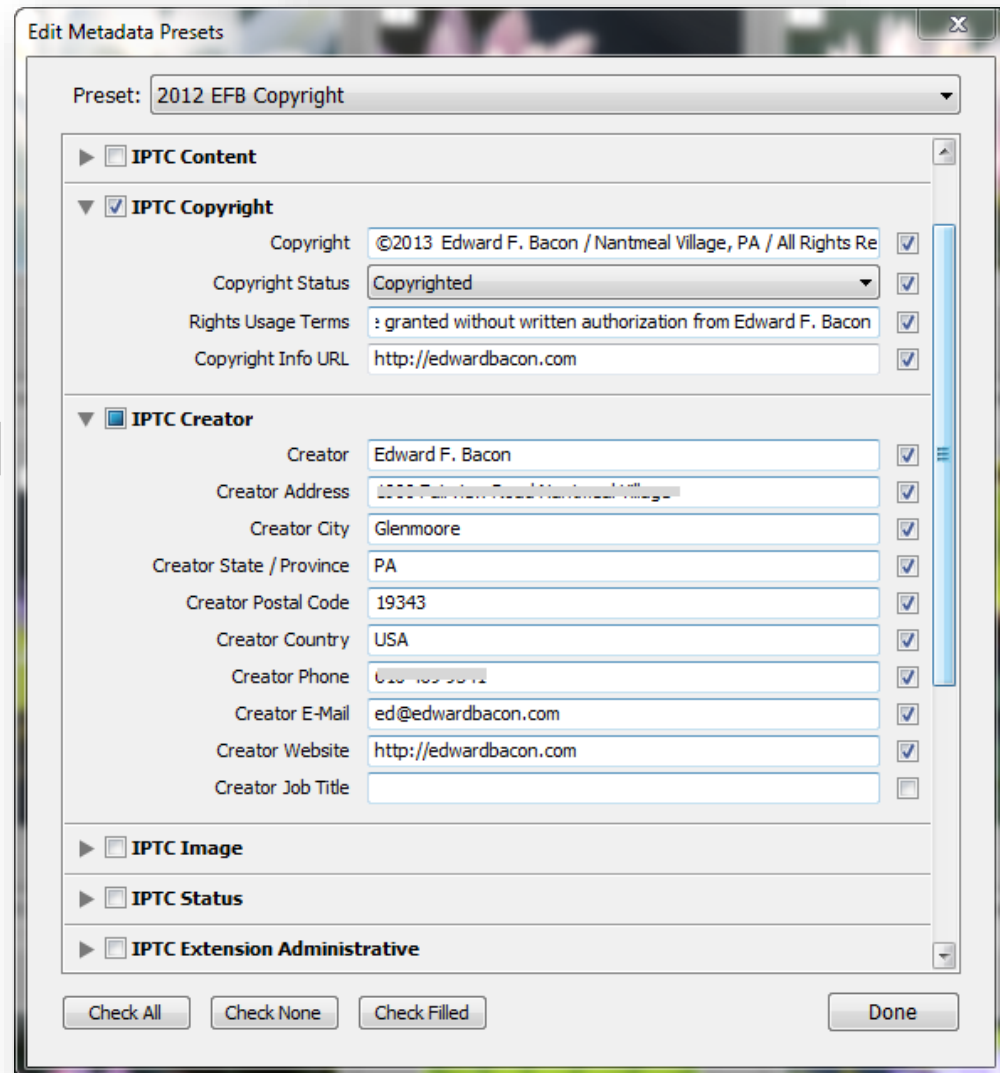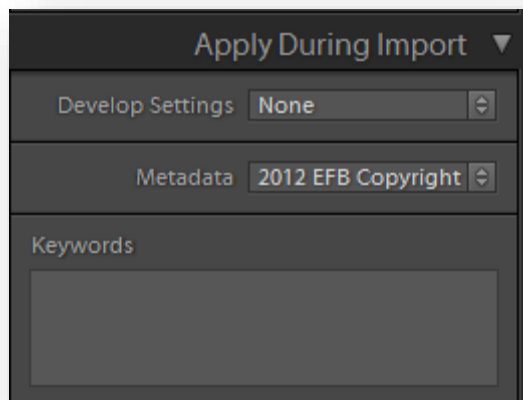- Organize Date Format
  - Folder for each month

Import Preset 2

- My Hierarchy

- Year/Project/Date
  - 2014/Welkinweir/2014-01-18

- Import Root
  - Points to Year Folder
- Into Subfolder
  - Enter during import
- Organize Date Format
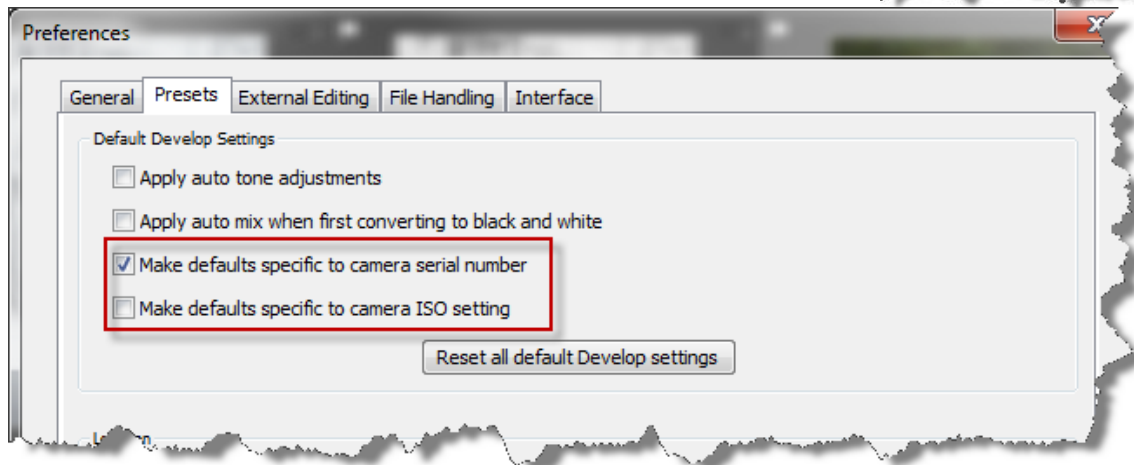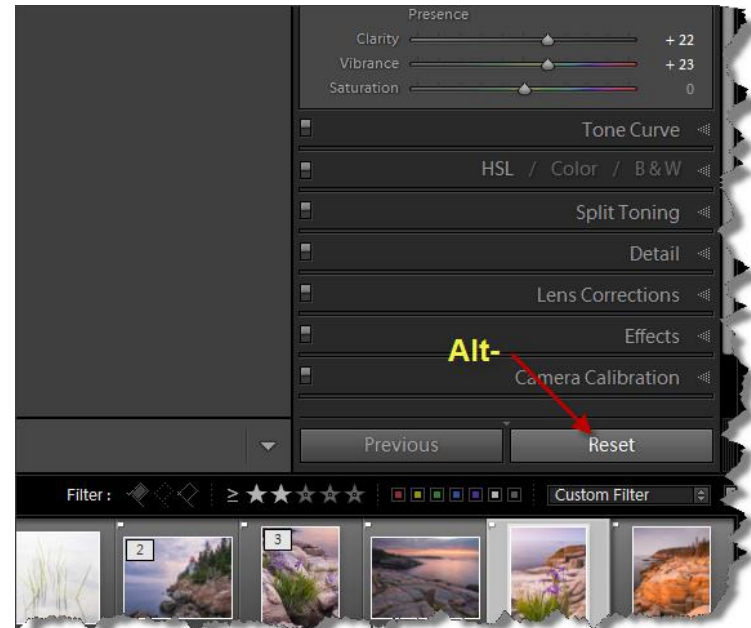 - Folder for each day
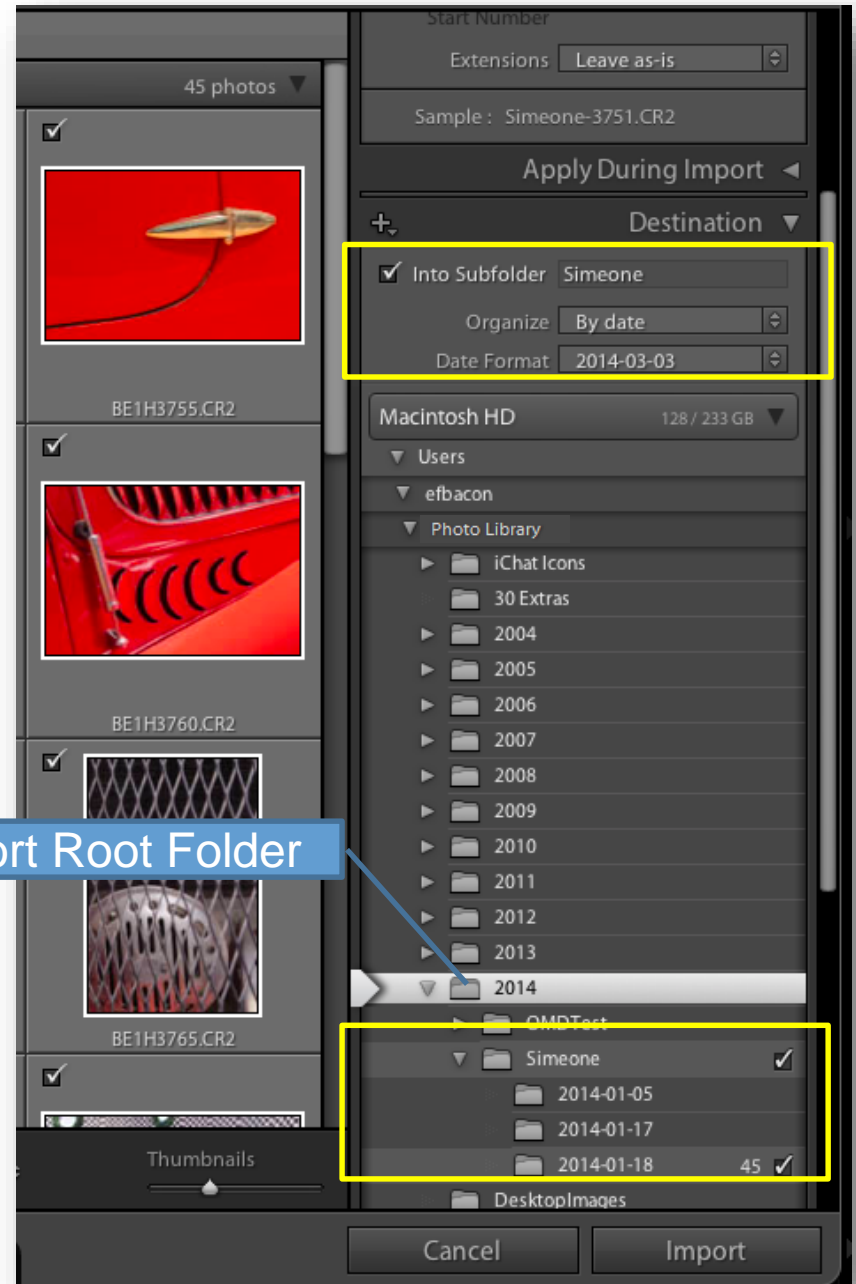
Ownership Metadata

- Creator
- Copyright

- Metadata Preset used Import Template

Good Starting Point for each Photo

- Camera Calibration
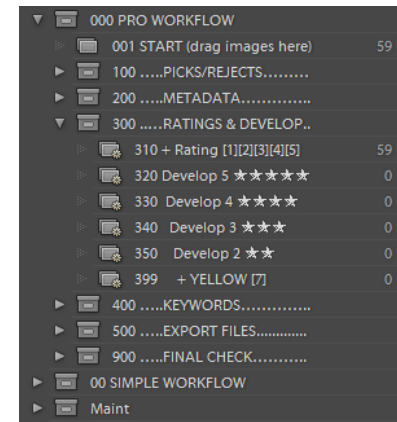- Develop Preset

- Camera Default

Editing Workflow

- Metadata

- Rating

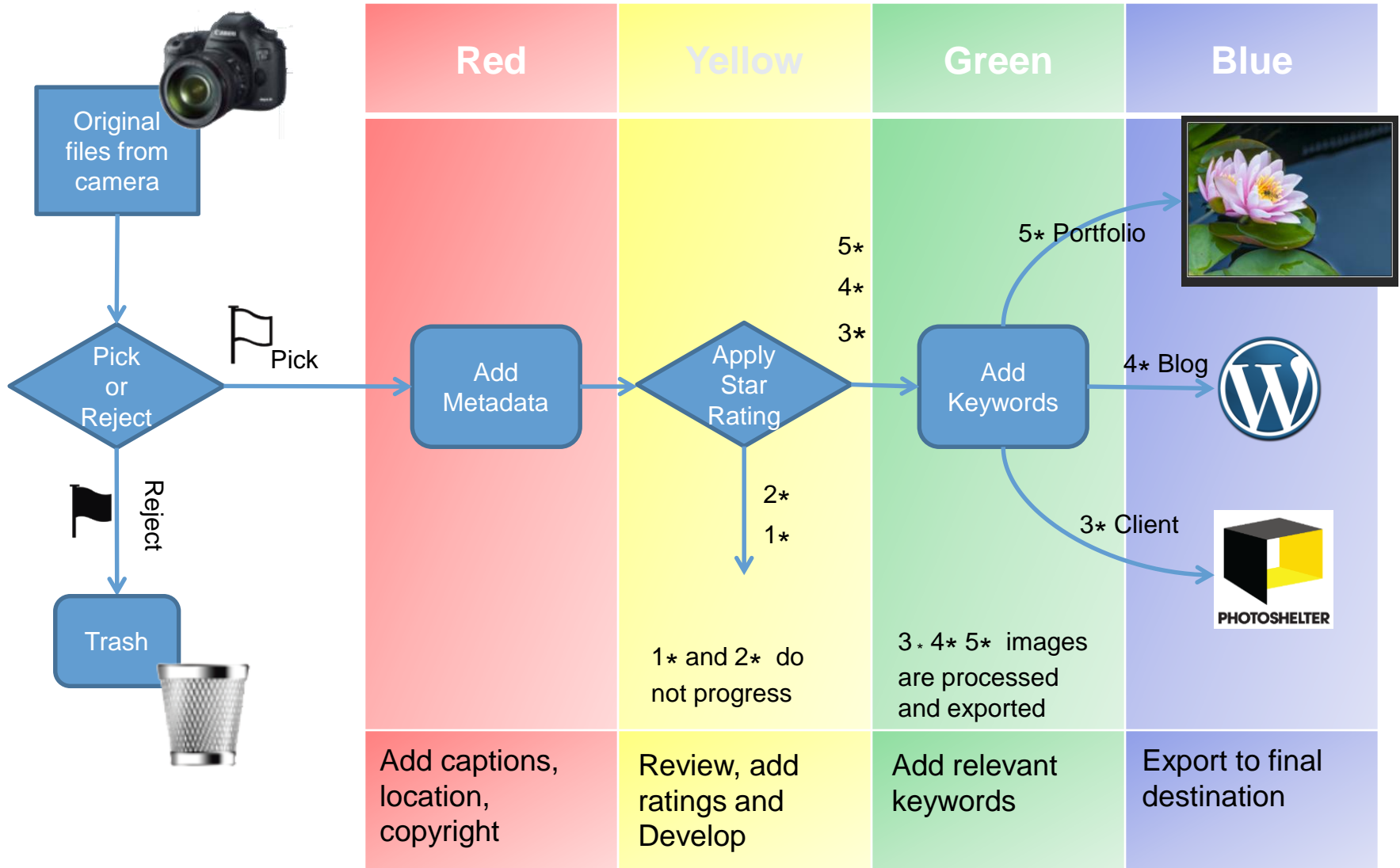- Image Processing

- Keywording

- Guided by Smart Collections

Library Module

Flag
Caption
Location
Rating
Develop
Keyword

Workflow: Smart Collections

Workflow

Red	Yellow	Green	Blue

Original files from camera

Pick or Reject

Pick

Reject

Trash

Add Metadata

Apply Star Rating

5*
4*
3*

Add Keywords

5* Portfolio

4* Blog

3* Client

2*
1*

1* and 2* do not progress

3* 4* 5* images are processed and exported

Add captions, location, copyright

Review, add ratings and Develop

Add relevant keywords

Export to final destination
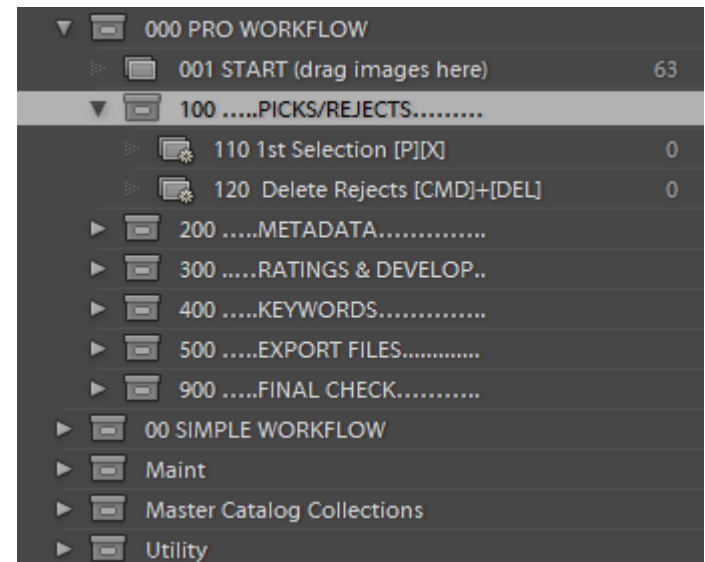
Smart Collections

- Logical combination of facts about photos
  - Can be quite complex
- Shows all images that satisfy filter
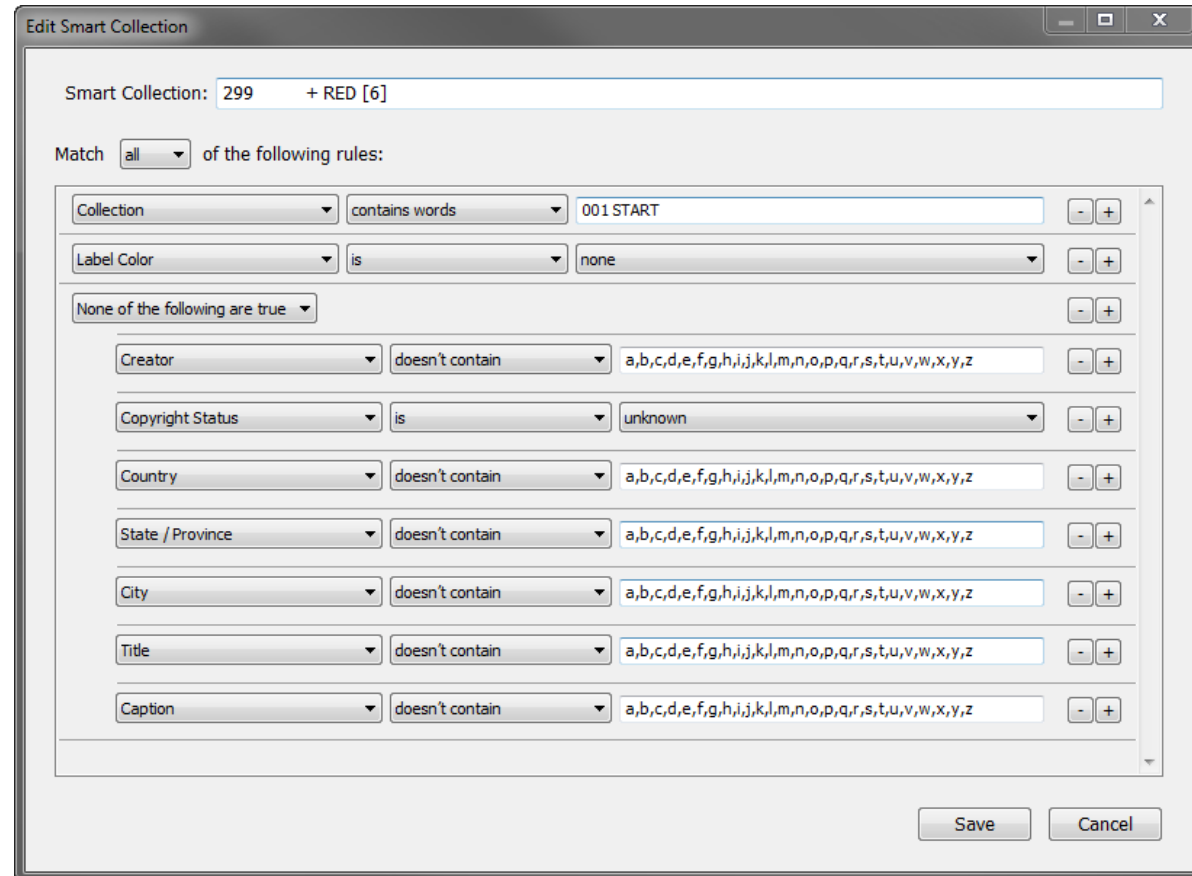
Step 1: Initial Review: In/Out

- Drag photos to START collection

- Remain in catalog
  - Flag
  - Keyboard P
- To move to Trash
  - Reject
  - Keyboard X

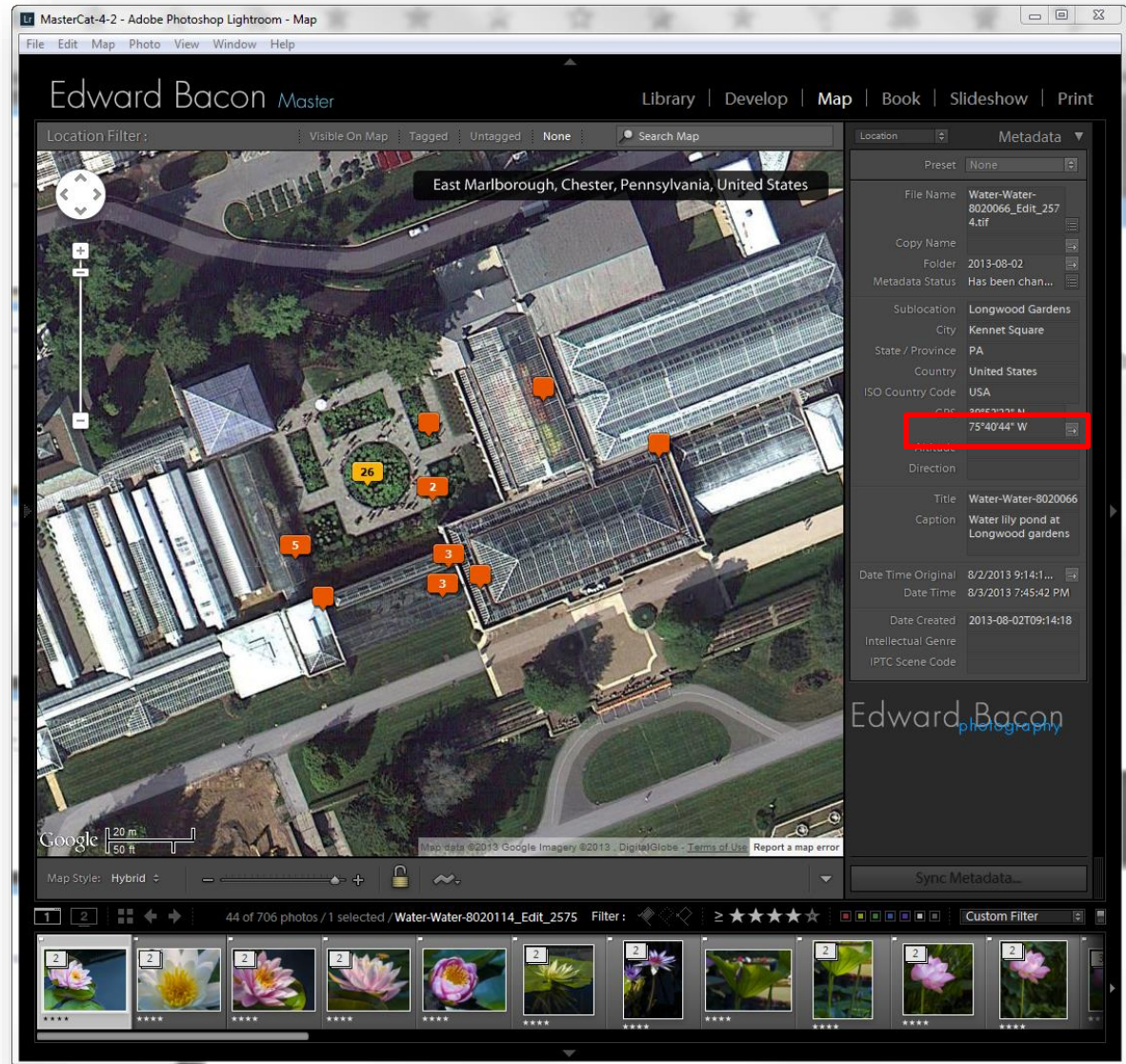| Flags		
No Flag		Awaiting first review
Black Flag	⚑	No good – To be moved to Trash
White Flag	⚐	OK – keep in Catalog

Step 2: Apply Metadata

- Metadata
  - Facts about a photo
  - EXIF
    - Created by camera
  - IPTC
    - Extensive, related to press photos
- Most common
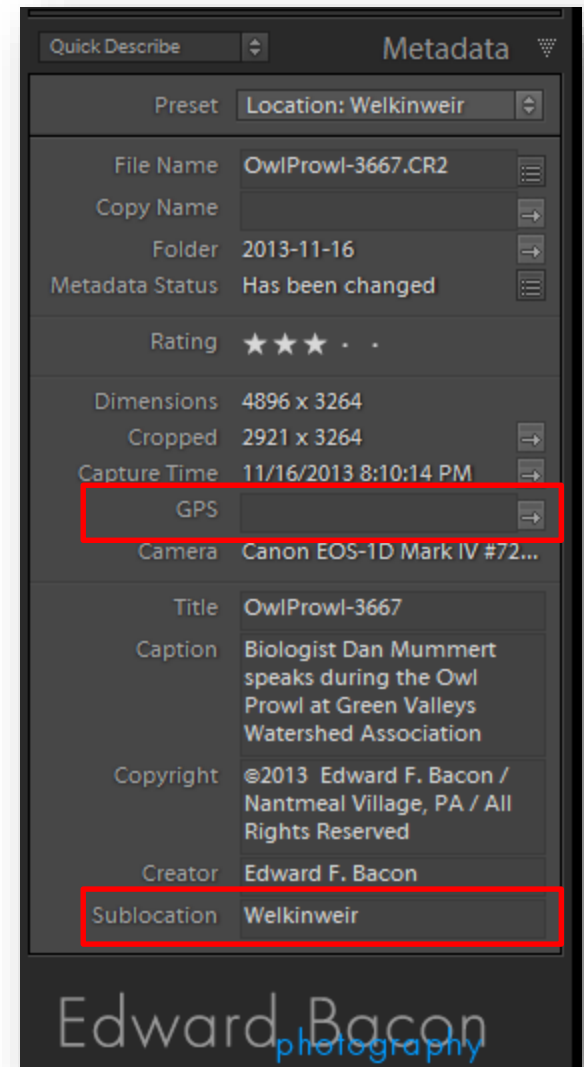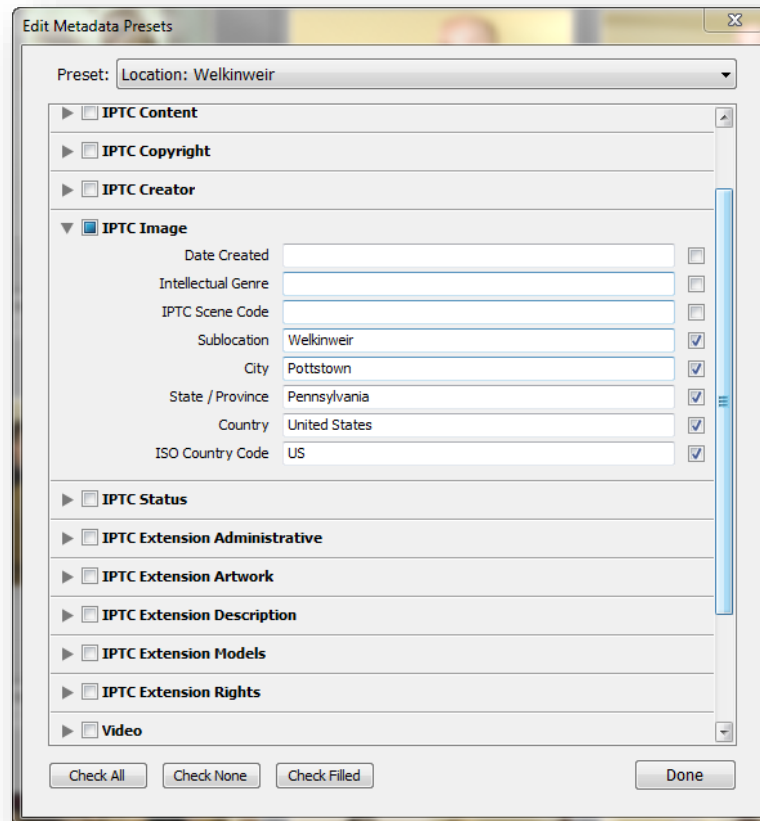 - Ownership
  - Location
  - Description

Location Data

- Map Module
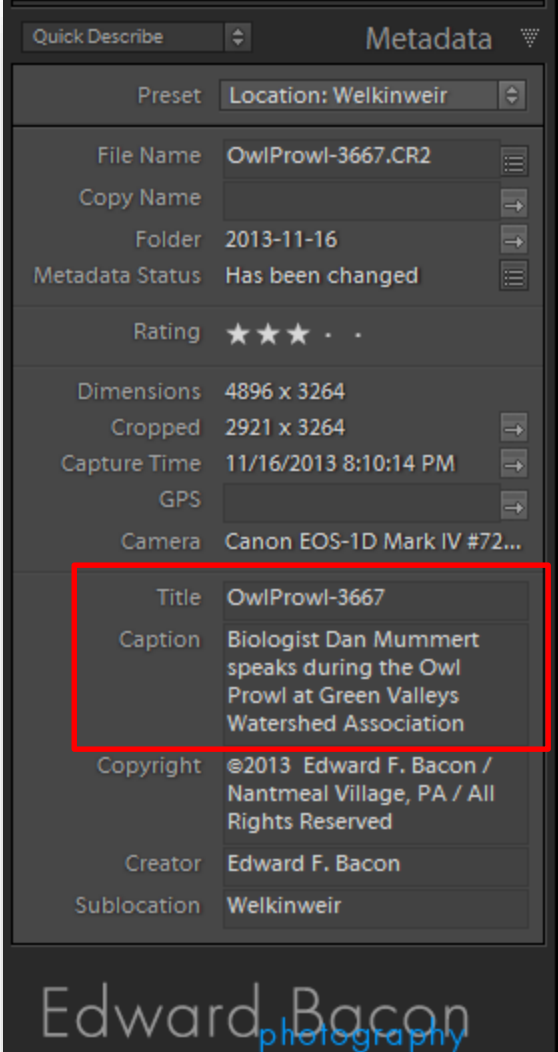- Drag & Drop
- GPS Track

Location Data

- Exporting GPS
- Metadata Presets

Title & Caption

- Caption describes the unseen
  - Who, What, When and Where
  - Helps provide a complete picture
- Title
  - Can be the file name

- Source for caption
  - Field Notes
  - Brochures and Guides
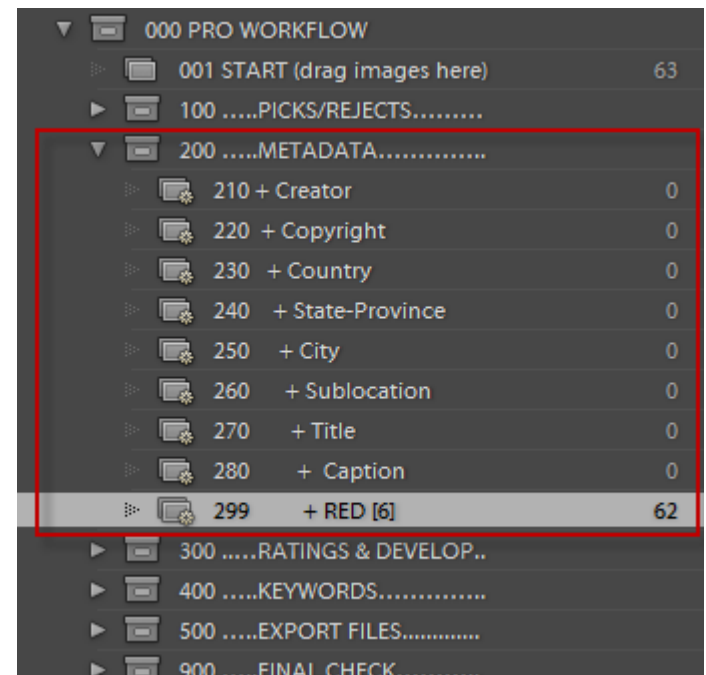 - Google & Wiki
  - Caution on rights & usage

What do you do with your photos?

- Man holding a sleeping infant. (Stock photo caption)
- Michael holding Emma Joy at three weeks. (Family caption)

Mark Metadata phase complete

- Photos with appropriate metadata marked with Red label
  - Indicates where image is in the workflow
  - Keyboard shortcut 6

- Ready for Ratings and Develop

Step 3: Ratings and Develop

- Apply star ratings to all images
  - Done when no image has no stars

- Use Lightroom Develop Module to process photos
  - Global Adjustments
  - Local Adjustments
  - Avoid going into Photoshop, for now.
  - Done?
    - Global Adjustments complete
      - Sans alternative processing (unless needed to show client)
    - Local Adjustments presentable enough

Ratings

- Where image is destined
  - Keyboard 1 through 5
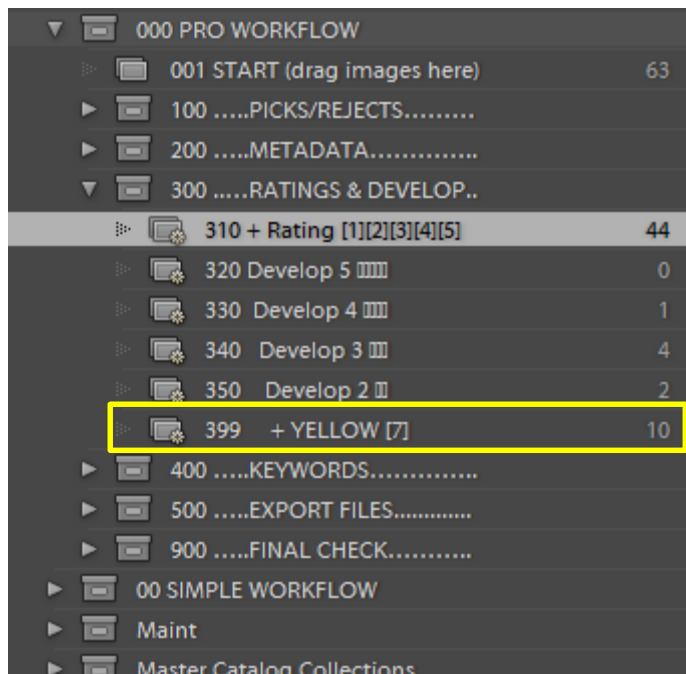
Ratings	
No Stars	Awaiting Second Review
*	Reviewed but not for processing
**	Possible. For further comparison
***	Selected for "client work"; show in Photoshelter client area
****	For blog and website
*****	Portfolio

- Set rating moves to new collection
- Only process 5-, 4-, 3-star images
- Finished processing, Yellow label

Step 4: Apply Keywords

- Point is to make it *easier to find* photos later.
  - But not be to burdensome
- Facts about photos
  - Where   Location
  - What   Event, Subject
  - Who   People
  - Why   Job or Project
  - When   Time of Day, Season
- Consider the Caption for ideas
- Done?
  - When you think **you** will be able to find them again.
  - It is OK to apply more keywords later

Keywording

- Best way to organize your library
  - Most Flexible and Dynamic tagging mechanism
- Build up hierarchy of keywords
  - Who, What, When, Where
  - Concepts, Emotions, Actions
- Synonym
  - Latin species name for flower, maiden name, alias
- Exporting Keywords
- Homegrown evolving list
  - For you to find them
- Controlled vocabulary list
  - For stock photo clients to find them

Final Check

- Customized Gavin Gough's Workflow
  - I do NOT always Export and label Blue immediately
  - Export has multiple phases for me
    - Review, Select, Deliver

- Final Check Collection
  - Shows photos that are OK
  - Select All
  - Return to START
  - Remove selected images from START collection
  - Anything left?
- When finally done with this batch …
  - Remove all images from START collection
  - Ready for the next batch

Next: Exporting Images

- Make list of targets
- Create Export Preset or Publish Service for each

PHOTOSHELTER

Lr Export Preset

g+

Lr Library Module