Organizing your Digital Photos

This is a **2-part presentation**: **Discussion** and then **Demo** using Photoshop Elements 14 Organizer

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Goals: at the end of this **presentation/demonstration** you will be able to:

1. Decide on your workflow **equipment** and **strategy** requirements;
2. Make a storage/archive strategy for images on the computer;
3. Develop a Tag/Keyword strategy to apply to your images;
4. Find Images within your collection quickly and efficiently.

Discussion:

What is an actual Digital Photograph? It is image and Metadata combined (**See Hand-out**).

Backup Your Photographs: before you can effectively organize your photos you need to protect them by using a reliable backup technique! It's as easy at 3…2…1 (**See Hand-out**)

Terms:

- **Metadata** = (**EXIF** from Camera) + (**IPTC** = Keywords/Tags/Ratings from Photographer)
- **Image Browsing** (This PC or Finder using Folders) vs. **Image Cataloging** (Elements Organizer)
- Original file vs. Derivative file

Concept of Cataloging style of Organization

1. A **Librarian** manages **Books** stored in a **Library** by creating a **Card Catalogue**.
2. **Elements Organizer** manages **Photos** stored on your **Computer** by creating a **Thumbnail Catalogue**.
3. **Therefore**, Elements Organizer is to Photos on your Computer as a Librarian is to Books in a Library.

Organizing your Digital Photos must be:

1. **Streamlined** for easy implementation;

2. **Easy to migrate** to emerging technology platforms; (obsolescence prevention like Adobe DNG or USB)

3. **Comprehensive** for ease of searching; (proper use of Ratings and Keywords)

4. **Reliable** for archival use.

Topic A: **Camera settings** as related to image management/organization.

Camera Settings: Date, Time, file numbering (continuous)

- **Date and Time** are important for Organizing (i.e. Events with Multiple Cameras), Searching, even adding GPS location Data (all photos can have GPS info added to them after they are taken).
- File numbering – "**Continuous**" incremental file number increase, the average photographers method, or "**Re-Set**", the method of the job photographer, resetting to ONE for each new job.

Topic B: **Workflow strategy** implementation:

- **Workflow** involves image ingestion to computer, Naming/Rating/Organizing, **backup/verification,** Editing, **backup/verification**, Production.
- **Hardware** (large Internal & External Hard Drives) and **Software** (Image Cataloging software)

Workflow:

- **Importing** of photos onto computer, creation of catalogue thumbnails, Archiving Original RAW files, Rating, Keywords.
- **Hardware**: USB card reader, Computer, external hard drive (USB 3.0 or Thunderbolt are fastest)
- **Software**: Photoshop Elements 14 (Organizer and Editor) or Lightroom Classic (Both Mac/Win)

Searching Effectively:
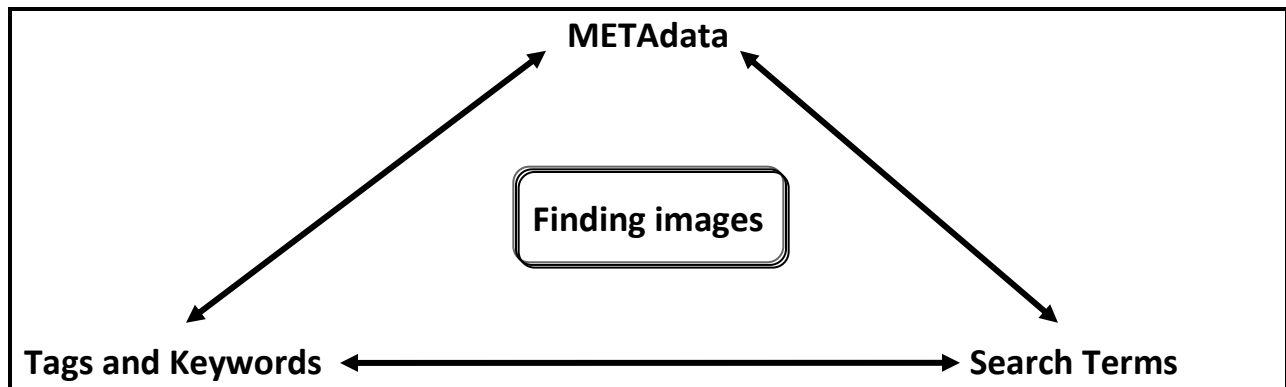
Demonstration:

- Compare and Contrast using a Browser vs. Cataloging software.

Browsing Software	Cataloging Software (Only Use ONE to manage your photos!!!)				
Free	Free	or	Consumer	or	Professional
This PC (Win) & Finder (Mac)	Picasa 3 (discontinued)		Elements 14		Lightroom 6

- Using "The Organizer" in Photoshop Elements 14. (**See Organizer outline on page 3**.)

Now what??? – Resources for after the presentation:

1. Questions and Answers
2. All you need to really know to organize your Digital Photos. – www.theDAMbook.com
3. Online forum for Elements users – www.elementsvillage.com

Use an Image Organizer like the one that comes with Photoshop Elements 14.

1. **Import via**: Card, Folders, Search… This is where you start to bring photos onto your computer;

2. **Albums, Mobile Albums** (Revel with Adobe ID account) & **Folders** . These represent the locations where you various photos are currently stored. (**NOTE**: Adobe ended Revel effective Feb 23, 2016)

3. **Thumbnails** of photos in your catalog. These are just small thumbnails representing your photos, they are not your full size photographs. Think of them like the catalog cards in a library…

4. Marking photographs as **People, Places & Events**. This is where you can start marking your photos based on their content.

5. **Timeline** showing months of the years with photographs in catalog. This allows you to search and display all the photos of any given month of any year.

6. Media can be sorted based on selecting **People, Places & Events**. This method displays your photos based on the content of the photo…People-Who? Places-Where? Events-What?

7. **Create & Share** functions for working with photos or sharing photos.

8. **Rating with Stars & Tagging** (using Keywording) & **Captioning** photographs

9. **Thumbnail sizing**, **Instant Fix & Display Tags/Info Panel**. Adjust the size of your thumbnails, and call up the "Tags/Info Panel".

Keywording Worksheet:

Instructions: In the space provided, for each of the images below, write down as many reference keywords as you can come up with. **They should be general & simple words, not phrases**!

This is a hot air balloon		
Image 1	Image 2	Image 3
Image 4	Image 5	Image 6

What Makes a Digital Photograph

EXIF: Make & Model
Date & Time
Camera Settings
GPS info
etc...

IPTC: Name
Copyright
Contact Info
Address
Keywords
Rating

Image

MetaData

3,2,1...Backup strategy

3 Copies of every photograph

2 different types of storage media

(Prevents loss from obsolescence of technology)

1 set photos at different location