WORKFLOW:

Capture
to
Archive

Why establish a workflow?

ARCHIVE! Backup to never lose images
Find what you want, when you want
Retain image quality with no degradation
Storage flexibility for future growth
Software independence

Tips for establishing an efficient workflow

- Pre-visualize what you need – plan for the future (hardware, software)
- Plan the steps - be systematic
- Batch processing whenever possible
- Retain original image data
- Remain adaptable

Steps of a digital workflow

Capture in camera – shoot raw

Import images – download from memory card

Metadata

Develop

Output

Archive

Capture
RAW vs JPEG

RAW (NEF, CR2, etc.)

Image data, metadata, jpeg preview

Unprocessed in camera

Proprietary format to camera manufacturer

Uncompressed

Must be rendered by software to use image

JPEG

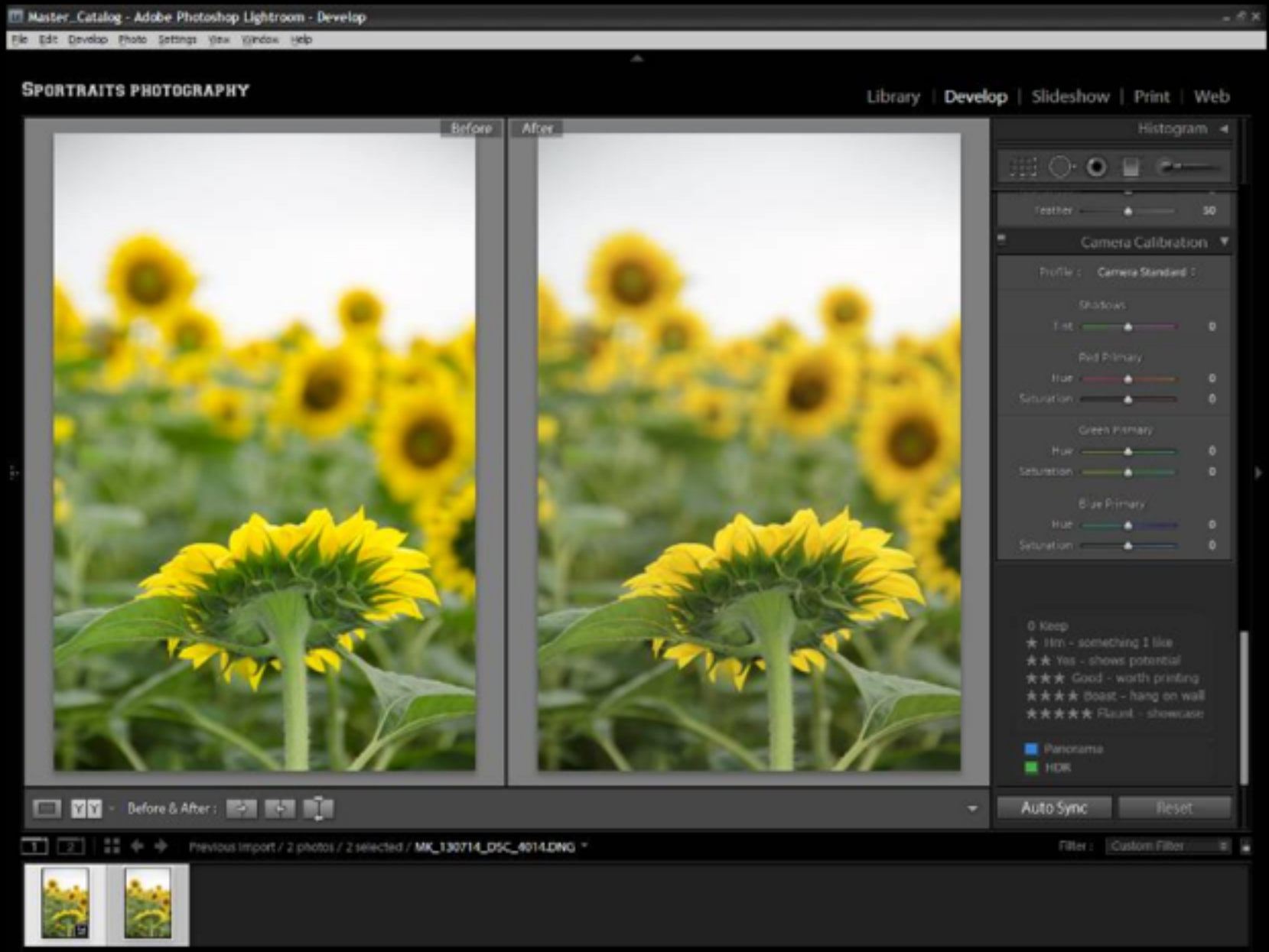
Image data, metadata

Process in camera based on settings

Universal format

Compressed in camera

Easily shared


Master_Catalog - Adobe Photoshop Lightroom - Develop
File Edit Develop Photo Settings View Window Help
SPORTRAITS PHOTOGRAPHY
Library | Develop | Slideshow | Print | Web
Before
After
Histogram
Camera Calibration
Profile : Camera Standard
Shadows
Red Primary
Hue
Saturation
Green Primary
Blue Primary
0 Keep
★ Hm - something I like
★★ Yes - shows potential
★★★ Good - worth printing
★★★★ Boast - hang on wall
★★★★★ Flaunt - showcase
Panorama
HDR
Before & After :
Auto Sync
Reset
Previous Import / 2 photos / 2 selected / MK_130714_DSC_4014.DNG
Filter :
Custom Filter

Import
Convert to DNG

Nondestructive adjustments
Open standard for multiple software programs
Store adjustments, metadata and preview in one file
Smaller than RAW file
Option to imbed RAW file for later use

Import

Place in folders

Folder structure – keep derivative files separate from archived files

1. Download to pictures\RAW folder
   - Convert to DNG
   - Add metadata
   - Apply develop presets
   - Keyword
2. Move to Transfer to RAW archive
   - Copy to RAW ARCHIVE on separate drive
   - RAWDVD_01_xxx ,etc.
3. Move to Transferred to RAW Archive – OK to DELETE
   - Delete files when RAW archive has been backed up to DVD

Master_Catalog - Adobe Photoshop Lightroom - Library
File Edit Library Photo Metadata View Window Help
SPORTRAITS PHOTOGRAPHY
Library | Develop | Slideshow | Print | Web
Navigator
Folders
Collections
Library Filter :
Histogram
Metadata
Import...
Export...
Sync Settings
Sync Metadata

Import

Place in folders

Internal hard drive has working folders and Lightroom catalog

Backed up live and continuously

External drive has archived files

Backed up with DVD

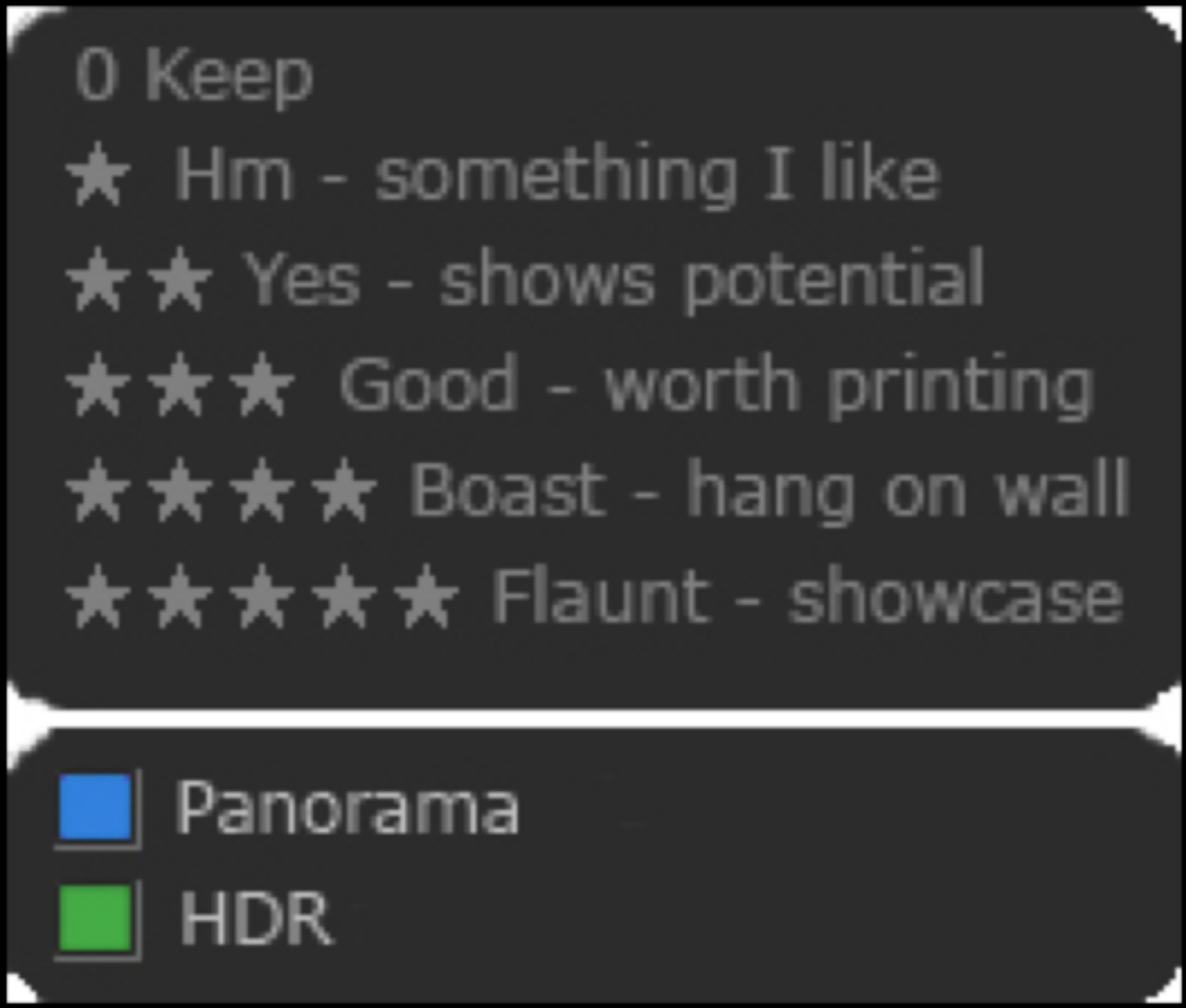
Metadata

Bulk assignment during import

- EXIF
  - Camera, exposure, GPS, date, etc
  - Filename
    - MK_yymmdd_filename
    - MK_yymmdd_filename_sequence
- IPTC
  - Copyright
  - Contact information
  - Keywords – Hierarchical
- XMP
  - Processing data, preview

Metadata
After Import

Flag
Rating
Label
Keyword


0 Keep
★ Hm - something I like
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Panorama
HDR

Develop

Use non-destructive software!

- Lightroom
- Photoshop – adjustment layers
- Aperture

Output

Print - paper
Web -screen
Export to different derivative files
    Save as HDR, BW, pano, v2, v3 etc.
Save and archive in derivative folders

Archive

3-2-1

Three copies:

- Primary - Master (hard drive)
- Two backups - Local (DVD), Offsite

Two media types

- Hard drive
- DVD

One copy offsite

- Dropbox, swappable hard drive, DVD

RAW and Derivative Archive files

Working files – need local automatic daily as well as periodic offline backup

Archiving Options

CD
DVD
Hard Drive
Cloud (online service)
Never

CD

Pro:

- Easy to make many copies
- Durable
- Inexpensive

Con:

- Small capacity

DVD

Pro

- Easy to make many copies
- Durable
- Inexpensive
- Large capacity

Con:

- Careful with format (DVD-R, +R, RW)

Hard Drive

Pro:

- Very large capacity
- Easy
- Inexpensive per MB

Con:

- Risk of failure
- Hard to duplicate

Cloud (online service)

Pro:

- Easy
- Off site storage
- Inexpensive

Con:

- Service may go out of business
- Upload takes long

Never

Pro:

- Feeling of exhilaration
- Saves time
- Inexpensive

Con:

- May loose all your images
- Impending feeling of image doom

What other methods are out there?

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Resources

The DAM Book by Peter Krogh

Digital Asset Management for Photographers

http://dpbestflow.org/

Lightroom - Aperture

Adobe Bridge

THANK YOU!!!