

USING PHOTO SOFTWARE

A Modest Introduction



WHAT'S IMPORTANT

- Decide on your *software* ... and learn how it works
- Decide on your *workflow* ... and stick to it every time

STEP 1
DECIDE ON YOUR SOFTWARE

Snapshotter	Photographer	"Pro" Photographer
<p><i>Basic software</i> (Free)</p>	<p><i>Advanced software</i> (\$80)</p>	<p><i>Pro software</i> (\$80-700)</p>
<ul style="list-style-type: none"> ■ Windows Live Photo Gallery (PC) 	<ul style="list-style-type: none"> ■ Adobe Photoshop Elements 10 (PC & Mac) Upgrade \$80 - Buy \$100 	<ul style="list-style-type: none"> ■ Adobe Photoshop CS 5 (PC & Mac) \$700
<ul style="list-style-type: none"> ■ Google Picasa 3.8 (PC & Mac) 	<ul style="list-style-type: none"> ■ Corel Paint Shop Pro X4 (PC) Upgrade \$80 - Buy \$100 	<ul style="list-style-type: none"> ■ Adobe Lightroom 3 (PC & Mac) Upgrade \$100 - Buy \$300
<ul style="list-style-type: none"> ■ iPhoto '11 (Mac) \$15 update at App Store 	<ul style="list-style-type: none"> ■ Aperture 3 (Mac) \$80 at App Store 	<ul style="list-style-type: none"> ■ Aperture 3 (Mac) \$80 at App Store

SNAPSHOOTERS

- Best Choice : Buy a Mac and use iPhoto
 - iPhoto is nearly foolproof plus has great functionality
- For the PC, Windows Live Picture Gallery, Google Picasa and your camera software are free, fairly simple and offer basic functions

PHOTOGRAPHERS

- Adobe Photoshop Elements is the best choice. It offers amazing editing power for the money and has good organizing and sharing capability. PC and Mac versions are now basically the same.
- For Mac people, iPhoto remains a real option if you don't shoot in the RAW format. If you shoot RAW, use Aperture.
- Corel Paint Shop Pro X3 gets good reviews, but I don't know anyone who has used it.

“PRO” PHOTOGRAPHERS

- The gold standard is Adobe Photoshop CS5 together with Adobe Lightroom.
- But Lightroom alone may be all you need.
- Apple’s Aperture is an alternative to Lightroom for Mac users organizing large photo collections and doing editing in the RAW format.

STEP 2
DECIDE ON YOUR WORKFLOW

DIGITAL PHOTO WORKFLOW

- 1 Transfer them from camera to computer
- 2 Organize them so you can find what you want
- 3 Improve them through editing
- 4 Secure them with backup copies
- 5 Share them in ways that suit you best

TRANSFER PHOTOS

- For newcomers, most problems start with a lack of understanding of downloading
- Either they use “automatic” downloading and then don’t understand what has been done
- Or they use manual settings, but aren’t consistent in applying them.

TRANSFER PHOTOS

- I prefer a card reader to a direct cable
- You can control the transfer yourself or let the photo software control the transfer. I say, you do it!
- You can decide where to store the photos
- You can rename the files during the transfer
- You can decide to delete the files on the memory card

WHERE TO STORE PHOTOS

- You should place photos in folders that relate to dates or event names
- Elements defaults to a folder for each day
 - You could also create a folder for each “Event”
 - I prefer an Event / Month / Year structure
- Photo Gallery defaults to a folder for each “Event”
- iPhoto creates “Events” based on your preferences and the events are stored chronologically

WHAT TO RENAME PHOTOS

- Your camera assigns an alphanumeric name
 - Sequence numbers should be continuous
- You can change the name to some combination of a date / event / event sequence number / camera “name”

DELETE OR NOT?

- It's best to delete photos on the card after downloading to free up space and avoid multiple downloads ... but they are your only backup until you make another copy
- For safety, (1) download, (2) then make a backup copy on an external hard drive or DVD, (3) then use the camera to erase the card
- *Elements* allows you to make a backup copy on an external hard drive while you are downloading so you can safely let the software erase the card

COMMON PITFALLS

- Different pictures with the same name
- Multiple downloads of the same pictures
- The same picture with different names
- Some pictures can't be found in Elements
- Elements shows thumbnails but can't find pictures

ORGANIZE PICTURES

- You must decide how to file your pictures
- Depends on what type of pictures you take
 - Family & travel versus nature & art
- Depends on how often & how much you download
 - Group event folders by day or month or year
- Simplicity versus flexibility

KEY DIFFERENCES IN THE SOFTWARE

- Photos are not stored “in Elements”. They can be anywhere in folders on your hard drives.
- In Elements, you can only “see” photos imported into Elements
 - On a PC you can use “watch” folders to make this happen automatically
- In iPhoto you can only “see” photos imported into iPhoto. They are stored in the “iPhoto Library”

- The default structure that Photoshop Elements uses

Pictures

20080806

20081111

20081225

20090112

20090124

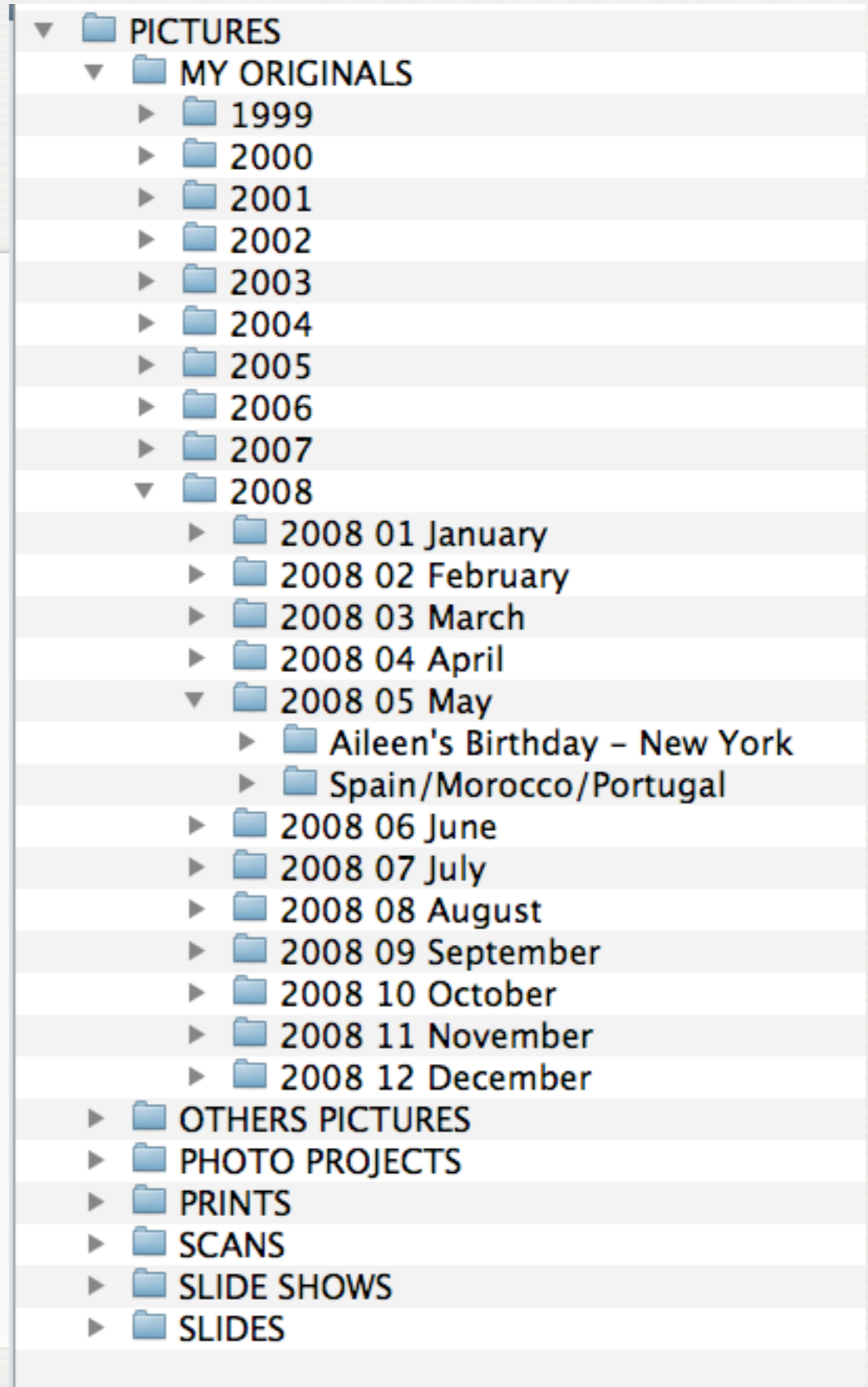
20090308

20090514

20090622

20090928

- The file structure that I use to store pictures when using Elements.



ORGANIZE PICTURES

- Delete the bad ones
- Assign *keyword tags* for people, places, subjects
- Create *Albums* for best photos or photo projects
- Decide on how to treat *versions*
- Can make copies for “Photo Project” folders

EDIT PICTURES

- Basic - Crop
- Basic - Exposure, Brightness, Contrast & Saturation
- Basic - Fix other things (redeye, blemishes, hue, sharpness etc.)
- Advanced - Get creative (levels, curves, layers, selections, filters etc.)
- Advanced - shoot & edit in Raw format
 - Change camera settings after the fact

**PLEASE, PLEASE, PLEASE
MAKE A BACKUP COPY
OF YOUR PICTURES!**

**TODAY ... BEFORE THE
SUN SETS!**

BACK UP PICTURES

- Make an “Originals” file on your hard drive
- Make an archive copy on an external drive
- Make an archive copy on an internet site
- Make CD or DVD copies & send one to kids

SHARE PICTURES

- Prints
- Slide shows
- Books
- Calendars
- Internet & e-mail

**FOR MORE
INFORMATION**

MORE INFORMATION

- Experiment with the lessons learned today
- Go to www.kiawahphotoclub.com for links
 - All Workshop slides will be posted there
- Read your manuals and other photo books
- Come to more of our Workshops & Lectures

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