CREATING YOUR PHOTOGRAPHIC WORKFLOW

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BY NC SA

Apologies

- I make photos with a Canon 5D Mark 3 and Canon 7D Mark 2
- I sometimes use an Olympus OM-D E-M1
- I process images with a PC
- I process images with Lightroom, Photoshop and Nik HDR
- I am an “Adobe Creative Cloud for Photographers” subscriber
- I love HDR
- I print fine art photos on a Canon printer
- I print daily files on an HP printer
- I am an engineer / reforming nerd
- I am an addicted photographer

- Sorry Nikon users, Mac Users, non-Adobe users, Epson users, and Normal people….

THERE ARE AS MANY WORKFLOWS AS THERE ARE PHOTOGRAPHERS.

Define the flow that is best for you.

Here is what to consider…

Consider the flow which meets your needs.

- Fine Art
  - Lots of pictures of a similar subject, possibly creatively edited
- Events / Sports
  - Lots of pictures with multiple uses
- Wedding Photography
  - Lots of pictures for a single client, multiple cameras
- Portrait
  - Lots of pictures for multiple clients
- Family Snapshots
  - Typically an eclectic collection of photos
- Commercial
  - Multiple photographers, multiple subjects, multiple clients: content management system.

Workflow considerations

	Family Snapshots	Fine Art, Public Events (air shows)	Private Events (ie local sports)	Weddings	Commercial
How am I going to find images in the future? (What is my backup Strategy)?	✓	✓	✓	✓	✓
How am I going to promote my images?		✓	✓		
How am I going to deliver images?		✓	✓	✓	✓
How do I quickly process a large number of images?				✓	✓
How am I going to present to my customers?		✓	✓	✓	
How to manage high volume images from a large number of photographers?					✓

Elements of a workflow

Capture
- Exposure
- Composition
- Subject
- Location
- Lighting
- White Balance
- …

Import and Select
- Delete
- Copy/File/Store
- Rate (Stars/Select)
- Copyright / Meta data
- Keyword
- Backup
- …

Pre-Create
- Panoramas
- HDR
- Hyper DoF

Develop
- Color Correction
- Align
- Initial Crop
- Exposure
- Color Adjust
- …

Post Create
- Clone
- Frame
- Perspective
- Composite
- Sharpen
- …

Produce
- **Final Crop**
- Export (email, slide show)
- Print (home printer, printer service (Bay), books
- Web (Flickr, Smugmug, Shutterfly, your own site)
- …

Capture

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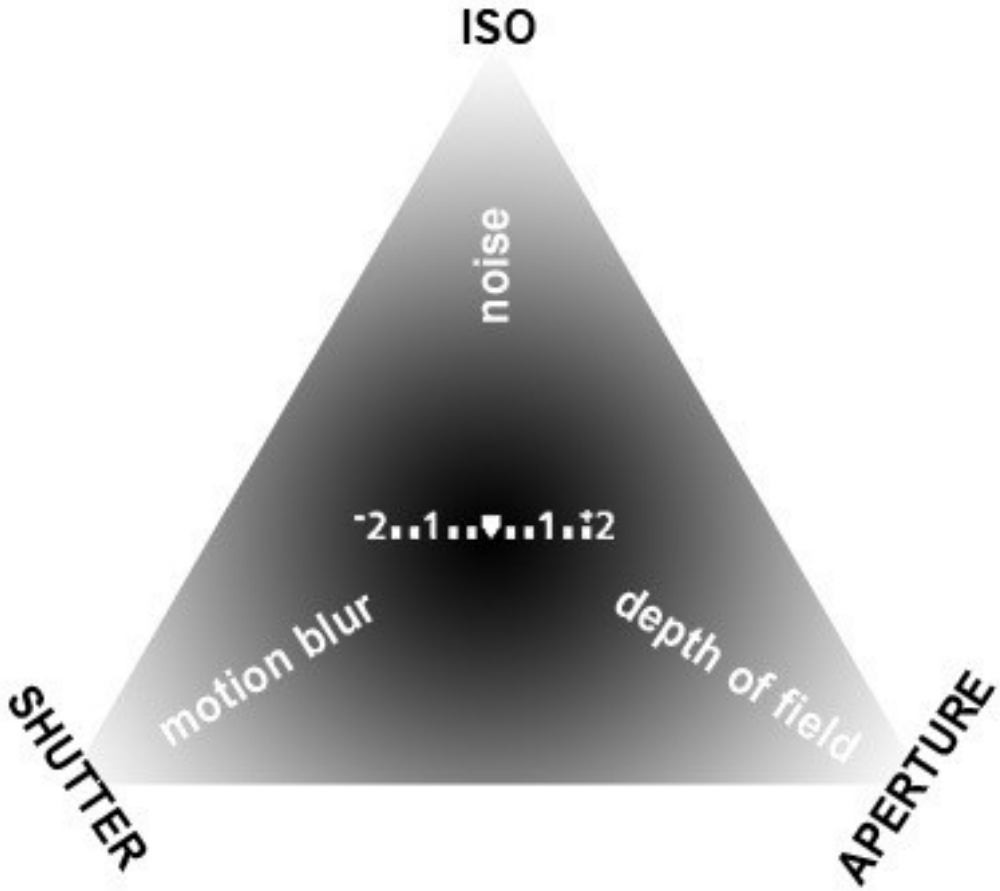
- Exposure
- Composition
- Subject
- Location
- Lighting
- White Balance
- …



Shooting Raw is critical for successful post processing

About Raw

- If you are not photographing in Raw, you are doing your photography an injustice.
  - Yes it adds another step in processing,
  - Yes the files are larger
- But you have so much more room to make corrections and fix problems post production.

- Exception…
  - If you are going to shoot jpeg, do this only on snap shots and selfies…

Select

Select
- Delete
- Copy/File/Store
- Rate (Stars/Select)
- Copyright / Meta data
- Keyword
- Backup
- …

Step 1: Import / Copy pictures into a folder
by subject or by date by client or subject…
Step 2: Rate your pictures

I use a 1-5 scale
1= delete
2= maybe salvageable
3= Good maybe for a slide show
4= Great and possibly a 5

Others use “Select or Pick”

Step 3: Backup
Step 4: Delete bad photos

For those you images who are potential 5’s
Step 5: add Meta Data ← In Lightroom this can be done on import
Copyrights, Titles, Captions, Locations
Step 6: Keyword your images
Step 7: Backup

Good backup strategy is critical

Backup Strategy

- How much are your images worth?
- How much do you spend on camera gear?
- How much do you spend on backup?

Are you prepared for
Hard drive crash?
Robbery?
Fire?
Acts of nature?

If there was a tornado watch in your neighbor hood, what would you grab to save?

Backup is about recovery

- How long are you willing to wait to recover lost images?
- How do you recover a single corrupted file?
- Where do you keep your files?

- In some cases cloud storage may take days to recover a large number of images.
- If you keep all your backups in the same place as your computer you may loose everything and not be able to recover your work!

Backup Options

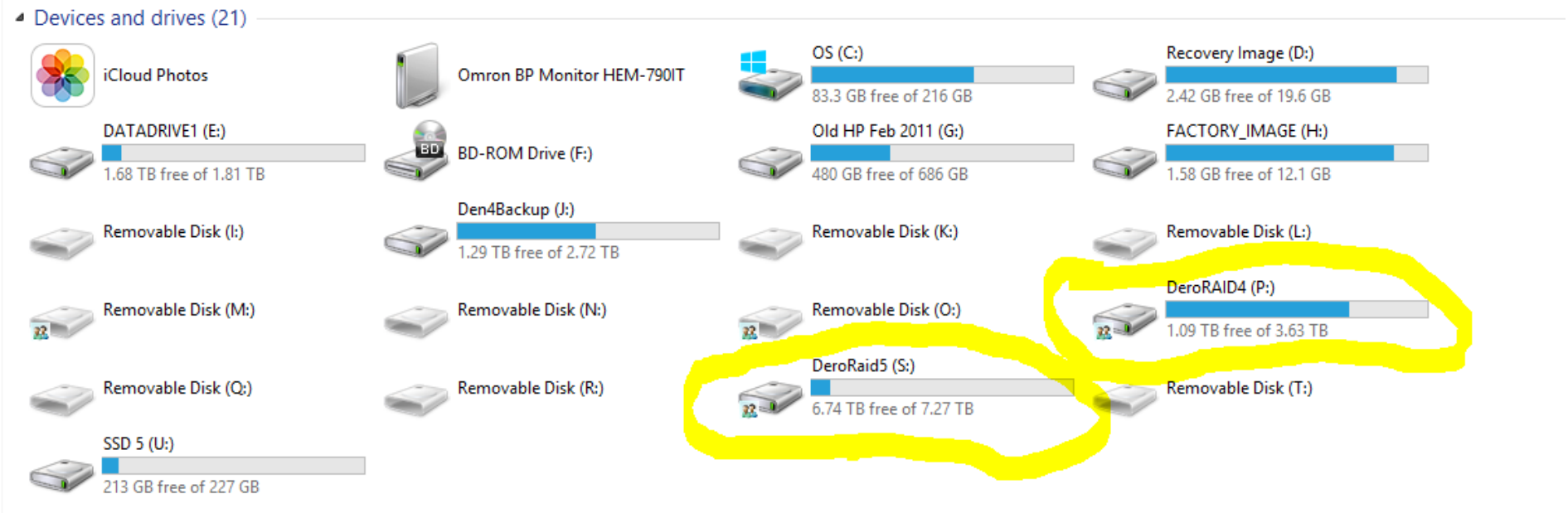
- Redundant Hard Drive
- USB Sticks
- Cloud Backup

Redundant Hard Drives

- Multiple drives
  - Copying files onto two different drives using backup software
  - Storing drives in different locations.
- RAID Drives
  - Basically a box with two or more drives.
  - When you save a file a copy of the file is placed on each drive automatically.
  - If one drive fails, there is a copy on the other drive.
    - RAID modes: Use RAID 1 (two drives) or RAID 5 (three or more drives)
  - If the RAID box is damaged all files can be lost.
- Two RAID drives one at your workspace and one at a remote site is the safest method to protect images.
  - Also most expensive.
- WD and Lacie make great drives.

USB Drives

- How many terabytes of storage are you using?



- I use 3.07 TB across two RAID drives. This includes my best and worst images. Would require 13 - 256GB USB drives at $75 each. $975 to back up.

But what if I saved only my 5 star images…

- I have 2493 images I consider 5 starts. (Very select group)…
- These take up 148 GB (RAW) and USB could be cost effective backup method.
- One 256 USB 3.0 Drive would be needed at $60 - $82

Cloud Backup

- Cloud backup is basically copying your files to a service and they take care of your files

	Storage Limits	Costs	Recovery Fees
iCloud (apple)	1TB	120/year	
Carbonite	1 PC	60 - $150	Free to shipping fee
Dropbox	2 GB up to Unlimited	Free to $180 ($99 for 1TB)	None

- Others: justcloud, zipcloud, mypcbackup, sos, sugarsync, mozy, backup gemie, dropbox, box, crashplan
- Down side is recovery time.

What works for me?

- Working images stored on my PC's internal hard drive.
- RAID drive connected to my PC
- Monthly backup of all photos to an 8TB hard drive (stored in my office 60 miles from home)
- My favorite photos are backed up on DropBox

- I use "Second Copy" to back up my files.
  - www.secondcopy.com

Cost of Workflow

- Camera kit 800 - 2000
  - Lens, memory cards, case, accessories
- High Performance Compute 600 - 2000
- Monitor 500 - 1000
- Printer 500 - 1000
  - And don’t forget the ink…

- RAID Backup Drive (8TB) 350
  - (provides 4 TB storage)
- Second 4TB Drive 120
- Backup software free or 30
- Lightroom + Photoshop 132/year
  - Adobe cloud

Pre-Create

Pre-Create
- Panoramas
- HDR
- Hyper DoF

Pre-create is the use of certain tools to process groups of images before moving into the develop stage.

It is easier to combine images that create a larger work first before adjusting for white balance, exposure etcetera.

These programs include creating panorama, high dynamic range photographs or hyper depth of field photographs.

Develop

Develop
- Color Correction
- Exposure
- Align
- Initial crop
- Color Adjust
- …

Step 1: Align image and crop
Step 2: Adjust white balance
Step 3: Check exposure (Histogram)
Black level, fill, contrast, brightness
Step 4: Adjust colors as necessary or BW conversion
Step 5:, Noise Reduction,Sharpen

Step 6: Repeat for next photo

Very Important to have a calibrated monitor

About Monitor Calibration

- Monitor calibration is critical to the success of reproducing your image.
  - Datacolor has some great products to help calibrate your monitors.
  - Their product is called “Spyder” and it enables accurate color correction.

Post Create

Post Create

- Clone
- Frame
- Perspective
- Composite
- Dust Removal
- Sharpen
- Photoshop manipulation
- …

Produce

Produce

Export (email, slide show)
Print (home printer, printer service (Bay), books
Web (Flickr, Smugmug, Shutterfly, your own site)
…

For emailing or Flikr or Facebook you need to resize the image to something you can see on a screen but keep it small.
1024 x 786 pixels
720 x 480 pixels

For print services a calibrated monitor is very important

For slideshows, resize the image to the screen or projector you will be using:
1400 x 1050 (Some camera clubs)
1024 x 786 (Larger Desktop)
720 x 480 (Laptop)

Print for archive
I print all my 5 star images on 8 x 10 and store 2 copies of them in a archival box.

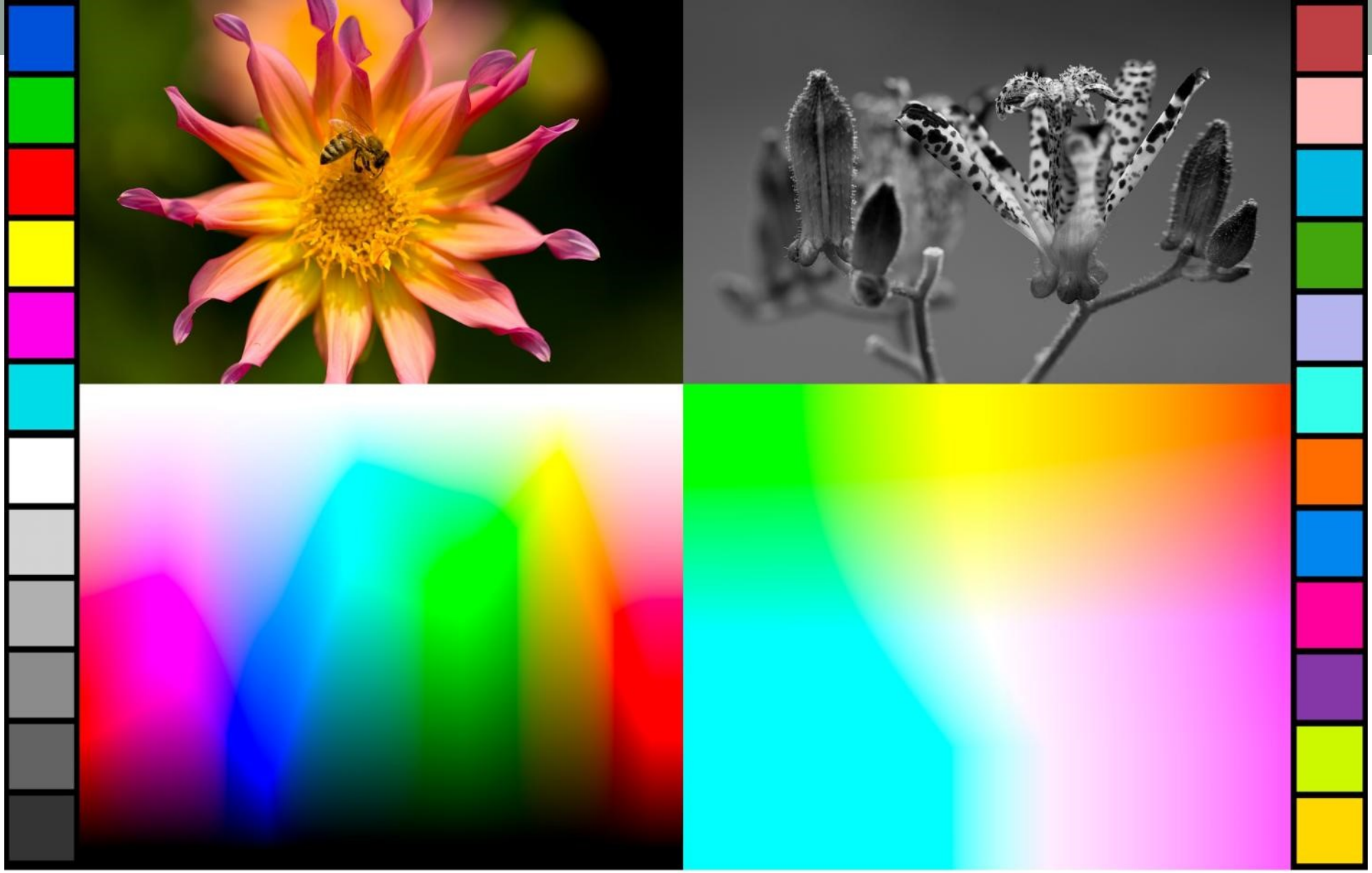


Image Title Here

MARTIN BAILEY PHOTOGRAPHY ····· FINE ART PRINT TESTS

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http://www.martinbaileyphotography.com/

About ICC files

- ICC profiles map your paper to the printer profile.
- If you use paper other than those supported by the manufacturer of your printer (Canon only supports Canon paper), you need ICC profile for that paper you are using.
- You can get your ICC profiles from the paper manufacturer.
- You can create your ICC profiles (same way as monitors).
- Some people ignore this and still comes up with decent prints. But using specific ICC profiles can provide more accurate recreation of images from screen to printer.

Worry Free Photography

- Once you define *your* workflow and stick to it, your photographic life will simplify.
- Take the time now to get your flow in place and once running, you don’t need to worry.
  - One caveat is to check every once in a while to make sure your backup is actually working by checking your backup locations.

- This enables photographic Nirvana so you can focus on what is important… being creative…

THANKS!

References

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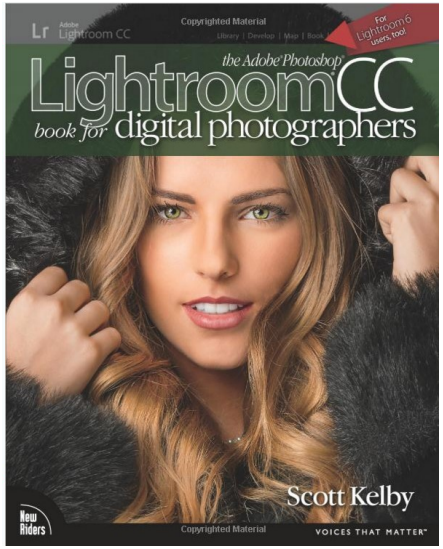

And now for how I do it with LightRoom