

WRITTEN LESSON

Basic importing/exporting and use of collections in Lightroom 5

(Each line item indicates a separate action)

IMPORTING

- Click FILE, then IMPORT PHOTOS AND VIDEO.
- On left had side, find the source you want to import from.
- Any photos that are grayed out indicate they were previously imported
- Check all photos you want imported and click IMPORT.
- TIP: I make sure once they are imported that the sorting is done by file name.

IMPORTING COMPLETE

COLLECTIONS

Collections are used to group photos together, i.e. Africa 2007, Africa 2009, Wedding, Anniversary #1, etc. Once photos are imported, there are only two options to access them at a later date: 1) viewing all photos and finding them, which could be tedious if you have thousands of photos, or 2) using collections. Therefore, it is extremely important to start out as soon as possible with collections and when spare time is found, put old photos into a collection.

-Either: 1) select the specific photos you want to go into a collection using the CTRL and LMB (Left mouse button), or 2) if all currently viewed photos are going in the same collection, click on EDIT at the top, then SELECT ALL.

-On the left menu bar, scroll down to COLLECTIONS and click the + symbol to the right of it.

-Select CREATE COLLECTION.

-Name the collection and make sure INCLUDE SELECTED PHOTOS is checked.

-Click CREATE.

COLLECTION COMPLETE

TIP: USE OF COLOR LABELS

If selecting watermarks for different areas of the image, i.e. Image #1, #3, #5 will have a watermark on the right, images #2, #4 on the left, I use the color labels. All images I want a watermark on the left, I select all those images and then click on RED (far left color). All images I want a watermark on the right, I select all those images and then click YELLOW (next color to the right). When exporting, I select all the red images first, then in the export menu add a “Left” watermark (that I’ve created in the Export menu under WATERMARKING: EDIT WATERMARKS), and repeat the process for all the yellow images placing a “Right” watermark upon their export. In my case, we have the need for four different watermarks: a left and right for me and a left and right for Ame. Therefore, all my left ones get red, then my right get yellow, then her left gets green and right gets blue.

EXPORTING

- Select all photos you want to export, either individually selecting with CTRL and LMB, or by selecting all through the edit menu, or using LMB and SHIFT for a consecutive batch.
 - Click FILE, then EXPORT.
 - Under EXPORT LOCATION, choose where you want the files to go.
 - Under FILE SETTINGS select desired format for saving. TIP: for internet use where a lower resolution image is desired, check the LIMIT FILE SIZE TO and enter 1000 for 1mb file and 1500 for 1.5mb file.
 - Under METADATA, select the option for what metadata you would like public with the picture file if it was uploaded to the internet or sent to someone else.
 - Under WATERMARKING, select your preference.
 - Click EXPORT.
- EXPORT COMPLETE

TIP: EXPORT FORMATS

Depending on the image, I export multiple times in different folders:

I create multiple folders:

- Originals*: where all untouched raw images are stored.
- Edited*: where any export goes regardless of format.
- Web* (located IN the Edited folder): reduced size JPEGs with watermark.

I then export as follows:

- #1 is “Original” (to the Edited folder). This allows me to have an edited raw copy that the LR layers will show if I use it in LR on another computer or lose my catalogue.
- #2 is “TIFF” (in the Edited folder) **only if the image is super high quality** that I am going to print professionally or in a large size. If the image will never be a pro-print, I skip this export as it takes up massive storage. I.e., a sunset with a whale I plan on printing at 36” gets a TIFF export while a casual shot of my wife and I at dinner would not.
- #3 is a NON-watermarked 100% Quality JPEG (to the Edited folder). This is for generic use, like for Xmas cards, giving to someone to use for advertising or a news article, creating a calendar, etc.
- #4 is a watermarked reduced size JPEG (to the Web folder). This is for online use to show copyright protection and have a reduced resolution image that limits its effective use if it is stolen.

TIP: WATERMARKS AND COPYRIGHTS

I do a non-official (but wish it was) differentiation between a “Copyright” and a “Watermark.” I define a Copyright as a non-translucent image of the author’s name found in a corner that does not interfere with the aesthetics of the image. I define a “Watermark” as a translucent image that is subtle and over key elements of the image to impair someone easily stealing the image, cropping out your copyright, and then claiming the image as their own. The watermark can be a symbol, author’s name, company name, etc. and placed over details that would be extremely time consuming to photoshop out. I personally take extra time to place each watermark in a custom location for each image, to keep the watermark from impairing the aesthetics of the image, while still remaining just visible enough to add a deterrent to stealing. After exporting all my watermarked images from LR (remember I define this as a copyright), I then open each image in photoshop and custom lay a pre-made double watermark and then save the image as is, a flattened JPEG file that overwrites the original Web folder file. Now there is a copyright down in the corner showing clearly the author of the photograph as well as a watermark over the image protecting it from easy theft.

Over 70% of copyright infringement is happening through Facebook, with Flickr, PBase, and other hosting sites being the secondary sources of infringement. As such, **I ALWAYS RECOMMEND REDUCED SIZE JPEGs WITH BOTH A COPYRIGHT AND WATERMARK!!!** It takes more time, but provides maximum protection.

Examples showing the copyright at the corner and double watermarks custom place for each image.

