

PA1: GREGORY HALPERN

BASIC GUIDE TO LIGHTROOM

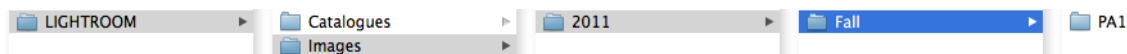
PREPARATION: Formatting Your Hard-Drive

If you have a **brand new hard-drive**, it must first be formatted before you use it in class on Wednesday. You cannot do this on the computers in the lab. You can only do this on your own private (or someone else's private) Macintosh, or at the IT help desk on the first floor of our building (7B).

If you have a Hard-drive that is **formatted for PC**, you must have it re-formatted to for Mac. This will erase its contents, so before you do this, you will want to transfer its contents to another computer, reformat your HD, and then transfer it all back. If you need more advice on this, you can get help at the IT help desk on the first floor of our building (7B).

I) CREATE A FOLDER STRUCTURE

- 1) You need to follow these steps *before* the first time you use Lightroom in order to create a folder structure for storing and organizing your images. **To begin with, make a folder directly on your external Hard Drive called LIGHTROOM.**
- 2) **Within that folder create two other folders—one called “Images” and the other called “Catalogues.”**
- 3) **Within your Images folder, create a folder called “2011.”**
- 4) **Within “2011” create a folder called “Fall.”**
- 5) **Within “Fall,” create a folder called “PA1.”**



II A) CREATE A CATALOGUE (The First Time You Use Lightroom)

- 1) The only time you will have to create a New Catalogue is the very first time you set your HD up to use Lightroom. **To do this, open Lightroom and chose FILE > NEW CATALOGUE.**
- 2) **Title this Catalogue “All Images” and save it within your “Catalogues” folder.** All of the photographs you take, no matter the content or class, will be imported through this Catalogue. (The equivalent of this Catalogue is in iTunes, if you were to click “Music” in the menu bar on the left – this will show ALL your music and make it all searchable by title, artist, etc.) Your ALL IMAGES Catalogue will function that way.

II B) OPEN YOUR CATALOGUE (Every Time After)

- 1) Once you have created a catalogue, all you need to do to start importing from your card, is open your “All Images” catalogue. You can do this by selecting File > Open Catalogue and then browsing for your “All Images” catalogue which should be located here: “Your HD > Lightroom > Catalogues > All Images”.

III) IMPORTING IMAGES FROM A CARD

- 1) **Insert your card reader into your computer and then insert your card into the card-reader.** The import screen (with previews) should automatically show up. If not, click the *Import* Button on the bottom left (not the one on the bottom right).

Hint: In this screen, you can double-click on images to zoom-in, or click “G” for grid view to see them all.

- 2) On the top of the LR window, **make sure “Copy” is selected** (it should be white). If not, click it.
- 3) The left side of the screen is the source from which you will be importing images. (i.e. your SD card or an already-existing folder of images). Be sure your camera card is selected (it should automatically be selected – if you can see thumbnails of the images on your card, then your card is selected.)
- 4) **Select the images you want to import** (or select “Check All” for all images).
- 5) File Handling: For “Previews,” select *Minimal*. (This keeps your computer from slowing down).
- 6) File Renaming: It is essential to be consistent with your image-naming! **Check the box next to “Rename Files.” For *Template*, select “Custom Name – Sequence.” Below that, in the box next to *Custom Text*, type in “Last Name_Shoot Description” (i.e. “Halpern_Assignment-1”).**
- 7) Apply During Import: This is where we add metadata. Select “New” next to “Metadata.” Plug in your metadata information. At a minimum, **I suggest inserting your name into the Copyright and Creator fields**, as well as perhaps your email into the Creator Email field.

OPTIONAL: You can save your settings at the top of the Metadata window by clicking the drop-down menu next to “Preset” and selecting “Save Current Settings as New Preset.” Note that Presets will be erased at school once you log-out, but will stay on your home computer.

- 8) Keywords: **Click on the box below the word “Keywords,” and type your keywords into the box, each word or phrase separated by a comma.** Add keywords that apply to the *entire* set of images you are importing. Be as descriptive as possible. It will help with your organization later. You can add more specific and elaborate keywords later to specific images or groups of images.
- 9) **Finally, pick a Destination for your files** by clicking “Destination.” **Check the box next to “Into Subfolder” and type the name of the folder you want to create (i.e., “Assignment 1.”) Below that, next to “Organize,” select “Into one Folder.”**

The folder you are creating for these images should be placed carefully inside your folder structure. You can navigate where this folder goes in window on the bottom right by simply clicking on the folder where you want place you new images. LR will give you a preview (*in Italics*) of where this new folder will go, so you can double-check. In this case, put your new folder here: (LIGHTROOM > 2010 > Fall > PA1 > Assignment 1).

- 10) **Click Import.** This will transfer the images from your card to your HD.

IV) EDITING




- **MODULES:** For basic editing, you want to be in **Library Mode**. You chose the different modes by clicking one of the five Modes on the top right of your screen (Library, Develop, Slideshow, Print, Web). The two modes we will be using this quarter are Library Module (for editing/organizing your images) and the Develop Module (for image correction, such as altering color, contrast, etc.).

- **DIFFERENT SCREEN VIEWS:** Click an image and push the “E” key on your keyboard to Enlarge it (also called “Loupe View”). To go back to Grid view, push the “G” key on your keyboard. Also, double-clicking will toggle your screen back and forth from Grid view to Loupe view.
 - o The **Tab Key** shows/hides panels on the left and right. This can be helpful to give you more viewing space for your images.
 - o The **Thumbnails Slider** (on the bottom right in Grid View) increases or decreases thumbnail-image size (also the “+” or “-” key does the same thing).
 - o Click the “F” key on your keyboard for **Full Screen** view. Click “F” again to give you two more screen-view options.
- To **ROTATE** an image, hold down the “Command/Apple” key on your keyboard and then push the “[” key to rotate counter-clockwise and the “]” key to rotate clockwise.
- **STAR RATINGS:** Click on an image and hit number 0-5 to give it a **Star Rating** (0 means no stars). You can do this in Grid view or Loupe View.
- **FLAGS:** You can also edit your images by applying **Flags** if you prefer. Simply click on an image (or view it in Loupe View) and push the “P” key for “Pick as Flag.” This applies a white flag. You can push the “U” key to Unflag an image, or you can click the “X” key to Reject an image and apply a black flag.
- **FILTER:** To show images that have certain star ratings or flag ratings, use the **LIBRARY FILTER** option. To do this, click “ATTRIBUTE” (in white text at the top middle of the screen). If “Attribute” and the Library Filter options are not visible, select “View > Show Filter Bar” from the menu bar (or hit the backslash (\) button on your keyboard).
 - o Click on 1 of the 3 flags (Flagged, Unflagged or Rejected) to show any image “tagged” with that flag. You can also show any combination of images (i.e. both flagged and unflagged together, or rejected and unflagged together, etc.) so be sure to see when the flag icon is grayed out or solid.
 - o Similarly, you can filter/view according to your Star Ratings by using the Library filter as well. On the Library Filter menu (along the top of your screen) make sure “Attribute” is selected. You will see the word “Rating” grayed out in the center of this bar. Click the “≤” symbol next to it and chose one of the three drop-down items. To the right of the “≤” symbol you will see 5 grayed-out stars in this menu bar. Simply click on the star (1st, 2nd, 3rd, 4th, or 5th star) you wish to view.
 - o You can apply ratings to multiple images at once. To do this, you will need to select multiple images at once in Grid view and then select the Rating you want to apply to them all. Here are three ways to select multiple images at once.
 - To select ALL images, hold down the “Command/Apple” key and then push the “A” key.
 - To select two images and all images in between them, click the first image, then hold the “Shift” key down and click the last image.
 - To select various, random images, simply hold down the “Command/Apple” key while you click on the images you want to select.


V) COLLECTIONS

Collections are hugely important – they are how you will keep images organized. Collections work like iTunes. Even if each album is in a separate folder, a “Collection” might be something like a playlist, that pulls songs from individual folders and groups them into a new categories . For example, you might have collections such as “Landscapes,” “Portraits,” “Personal Work,” “Final Portfolio,” etc. These Collections can pull individual images from any and all of your folders.

To make a Collection:

- 1) Click the “plus”  button next to “Collections” on the left menu bar.
- 2) Select “Create Collection” and name it (i.e. “Light Assignment”).
- 3) You can then click and drag thumbnail images into any of your Collections on the left. This does not actually move your image files. It simply adds them to a Collection (the same way one song can be part of multiple playlists in iTunes).
- 4) To **delete** a Collection, click on it (in the menu bar on the left) and click the minus “-” button to the left of the  button.
- 5) To delete a collection you have created, simply select the collection (in menu bar on the left) and click the minus “-” button to the left of the  button.

VI) SMART COLLECTIONS

- 1) To make a “Smart Collection,” click the  button and select “Create Smart Collection.”
- 2) Name the Collection, set the parameters and click “Create.”

MORE HELPFUL HINTS:

- If you hover (with your mouse) over an icon, it generally tells you what it does and tells you the keyboard shortcut.
- Keep in mind that you have to be viewing a “Collection” in order to click and drag and move images around.
- To DELETE images, select them in grid-view and then push the delete button. You will then be given the choice to delete then from just the Catalogue or from the Catalogue as well as from your folders, which will delete them entirely and permanently.)
- MORE SHORTCUTS: Hold down the “Command/Apple” key and then push the “/” key

VI) ADDING MORE SPECIFIC KEYWORDS

- 1) On the menu bar on the right, open “Keywording” (by clicking the little gray arrow).
- 2) Select one, multiple, or all images. Click in the large, blank, text box. Type keywords, separated by a comma. Hit the “Return” key on your keyboard to enter the keywords. They will be applied to all images that were selected.
- 3) You can also click the icon of the spraypaint bottle at the bottom-middle of the screen. Then type all the keywords you want into the text-box where it says “Enter Keywords Here.” Hit the “Return” key on your keyboard.
- 4) Your cursor has now turned into a spray-can. Click the spray can on any images you want to label (or “spraypaint”) with those keywords.
- 5) When you are done, click the icon of the spray-can to make your cursor return to an arrow.

HELPFUL SPRAY-PAINTING HINT: At the bottom, next to the Spray-can icon, click where it says “Keywords.” You will see a menu of options. You can apply any of these categories, filters or changes with the spray-can!

MORE ON KEYWORDS

Courtesy Willie Osterman

If the keywords you are using mean the same thing when entered as individual words, then separate them (red, boat). The image will still be found if the person searching puts in "red boat" as the search phrase. But if the words must be grouped together to get a specific result (orange juice, license plate), be sure to preserve them in a keyword group. This means you will not use the individual words; license and plate, since those search words would bring up very different results for the person searching.

Keep proper names grouped together (Nelson Mandela) as well as locations (Grand Canyon, Empire State Building). You can also include the individual words if it will help the search (Colorado River, Colorado, river, rivers).

Keywording Do's

- Spell check your keywords! But you may also consider including the wrong spelling of commonly misspelled words: foreign/foreign, category/category, argument/argument.
- Use a comma or semicolon to separate your keywords.
- Use literal and conceptual keywords.
- Use alternative international spellings (gray/grey, neighbor/neighbor).
- Use synonyms but be careful not to dilute your keyword block too much.
- Use the keyword "people" for any images with people in them.
- Use gerunds, and include the verb (swimming, include swim).
- Use the present tense (create). Most people do not search in the past tense (created).
- Separate different versions of a word with a comma (dog, dogs, puppy).
- Separate different spellings of a word with a comma (grey, gray).
- Think like a photo-buyer.
- Keep keywords simple.
- Consider your target audience.
- Limit the number of keywords to speed up searches.
- Capitalize proper nouns, names and locations.
- Add the country the image was taken in.
- Add stemming (adore, adoring, adoration and celebrate, celebrating, celebration)
- Add the term "copy space" if the composition will allow for type in an ad.
- Apply keywords consistently (scuba diving vs. scuba diving or use both).
- Avoid generic keywording.
- Avoid unnecessary adjectives (like “big” is not necessary to describe a whale).
- Avoid use of hyphens.
- Avoid adverbs.
- Use slow instead of slowly.
- Avoid keywording for marginal or non-existent content of an image.
- Avoid words with two meanings.
- Remember the obvious: add dog along with dachshund, add flower along with daisy.

Keywording Don'ts

- Don't keyword insignificant objects in the image.
- Don't go overboard. Less might be better.
- Don't guess.
- Don't describe every detail in the photo.
- Don't include your name, agency, city, image ID, or any personal information.
- Don't use special characters (!, &, -, () and quotes “”).
- Don't punctuate at all (except for the comma or semicolon in between the keywords).
- Don't use periods to separate your keywords.
- Don't repeat keywords. It doesn't help.
- Don't use all CAPS.
- Don't enter the dates of the images except for historic events.

- Don't add irrelevant details.
- Don't include keywords that don't describe the image.
- Don't use reverse psychology (image of large family for birth control).
- Don't use superlatives (best, newest, kindest).
- Don't use slang.
- Don't apply human attributes or emotions to animals.
- Don't add names unless it's a celebrity or noteworthy person.
- Don't include prepositions (on, with, and, or).
- Don't separate phrases like Lincoln Monument into individual words.
- Don't use trademarked names (don't use Nike to describe a sneaker).

What to Include

- Gender, age group or range, role and race, (female, elderly, mother, Caucasian).
- Profession (doctor, nurse, teacher).
- Physical traits (short, fat, bald, tall).
- Accessories if important to image (computer, telephone, book, desk).
- Concepts (security, freedom, simplicity).
- Latin terms for plants, birds, animals, etc.
- The date for news event (John F Kennedy, funeral, 1966).
- Animals if important part of image (dog, mammal, whale).
- The number of people (couple, single, alone, three).
- Variations on a name like President Carter and Jimmy Carter.
- Technical aspects of the image (horizontal, vertical, portrait, b&w).
- The perspective (underwater, aerial, space).
- Other attributes (warm, blue, calm).
- Special effects (long exposure, fisheye).
- Ethnicity and nationality (Chinese, multiracial, Native American).
- Relationships (daughter, mother, sister, granddaughter).
- Adjectives to describe your main subject (ugly, gigantic, beautiful).
- The setting (indoor, underwater, urban, landscape).
- Natural events (earthquake, flood, storm).
- Events (Christmas, accident, funeral).
- The main category (science, architecture, fashion).
- Moods and emotions if important to the image (scared, joyous, mad).
- Weather, season and time of day if important to the image (rain, fog, sun, winter, spring, dawn, nighttime).

VIII) EXPORTING IMAGES (For Drop-Box):

- 1) Narrow down your final selection using a filter system (like stars or flags) so that your screen is showing only the images you want to export.
- 2) Re-sequence images by clicking and dragging images into the sequence you desire. (Remember that you have to be viewing a "Collection" (see below) in order to click and drag and move images around.)
- 3) Select all images (Apple key + "A" on keyboard) or select individual images, depending on what images you want to export. (NOTE: If you select no images, Lightroom will also export all images).
- 4) On the bottom left, click "Export."
- 5) Under Export Location, next to "Export To," select: "Specific Folder."
- 6) Use "Choose" to create a new folder on the desktop (or somewhere else) for your final JPGS. This is the folder you will drag into the Dropbox. Always name your folders like this: "Lastname_Firstname-Assignment 1" (Smith_Joe_Assignment-1).

- 7) If you wish to re-sequence your images, so that I view them in a particular order, you will need to re-name your images, so they are named with a new number-sequence. To do this, follow the steps below:
 - a. Under File Renaming check the box next to “Rename To.” Then select “Custom Name – Sequence.”
 - b. Type in a Custom Text and type in “Start Number” as “1”.
 - c. That way when I view them, they will be numbered (and then automatically sequenced) according to the order they are currently sequenced in your Lightroom Window.
- 8) Under File Settings, Format should be: JPEG. “Quality” should be 100 and “Color Space” should be sRGB.
- 9) Under Image Sizing: Check “Resize to Fit.” Chose “Long Edge” and type in “2000.” “Resolution” should default to 240.
- 10) Click “Export” on the lower right.
- 11) Once images are exported to your folder on the desktop, you can drag that folder into the dropbox, and then delete the folder on the desktop.

IX) MOVING PHOTOS, RENAMING FOLDERS, ETC.

- 1) Moving images must be done in Lightroom, not in the Finder. To do this, you can click and drag images into folders on the menu bar on the left.
- 2) You can rename folders by holding the Control button and clicking on the folder. Then select “Rename.”
- 3) You can create new folders or sub-folders, by clicking the “+” symbol next to “Folders” and selecting “Add Folder” or “Add Subfolder.” You can delete a folder by selecting the folder and clicking the minus “-” key.

X) DROPBOX

- 1) In the **Finder**, select **GO > Connect to Server**
- 2) **Connect to Server** and go to this address: **smb://cias-files.rit.edu/courses**
- 3) Once in the course folder you will go to the folder titled **Current**. You will find your professor’s name, and then the folder with the appropriate course number (**2067-201...**). There are two sub-folders: one is **drop box** and the other is **public**. The **public** folder is for me to share documents with the class. Anything you put in it will be public, or available to anyone else in the class.
- 4) Drag the folder you want to submit into the **drop box** folder. Once it is dropped you no longer have access to it—only your professor does.
- 5) Drag your assignment into the **drop box** folder. Once it is dropped you no longer have access to it—only I do.