

BASIC PHOTOGRAPHY II

DIVING INTO DIGITAL

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WEEK 2

WORKFLOW OVERVIEW

wǎrk'flō

- A logical series of processes in the evolution of a work which efficiently produces reliable and repeatable results.

yər wərk'flō

- YOUR PHOTOGRAPHIC WORKFLOW is a *series* of specialized workflows, completed in a specific order.
- Parts of your workflow may be so routine for you that you don't think of them as formal workflow - but you should.
- Having a defined workflow offers the opportunity for efficient, repeatable and predictable results and let's you BE MORE CREATIVE!

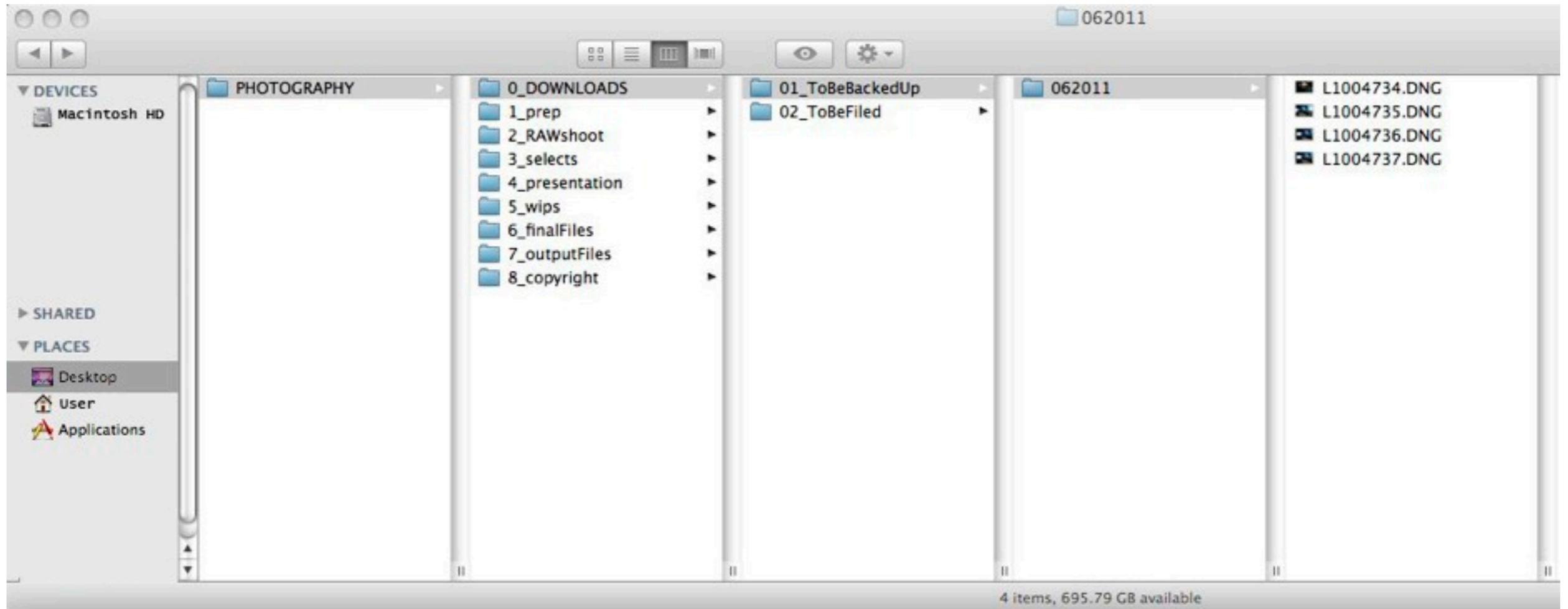
A UNIVERSAL WORKFLOW

- PREP - anything that happens before you shoot
- SHOOT
- DOWNLOAD & BACK UP TO DVD
- RENAME & ADD COPYRIGHT METADATA
- EDIT - MOVE BEST IMAGES TO “SELECTS” FOLDER
- PROCESS “SELECTS” FOR PRESENTATION
- RE-PROCESS, THEN ENHANCE & FINISH YOUR VERY BEST IMAGES AS FINAL “MASTER FILES”
- CREATE OUTPUT FILES
(re-size, crop, change resolution, change color space and create specialized files for email, web, contest entry, prints etc.)
- ARCHIVE FOR LONG-TERM STORAGE

ORGANIZATION

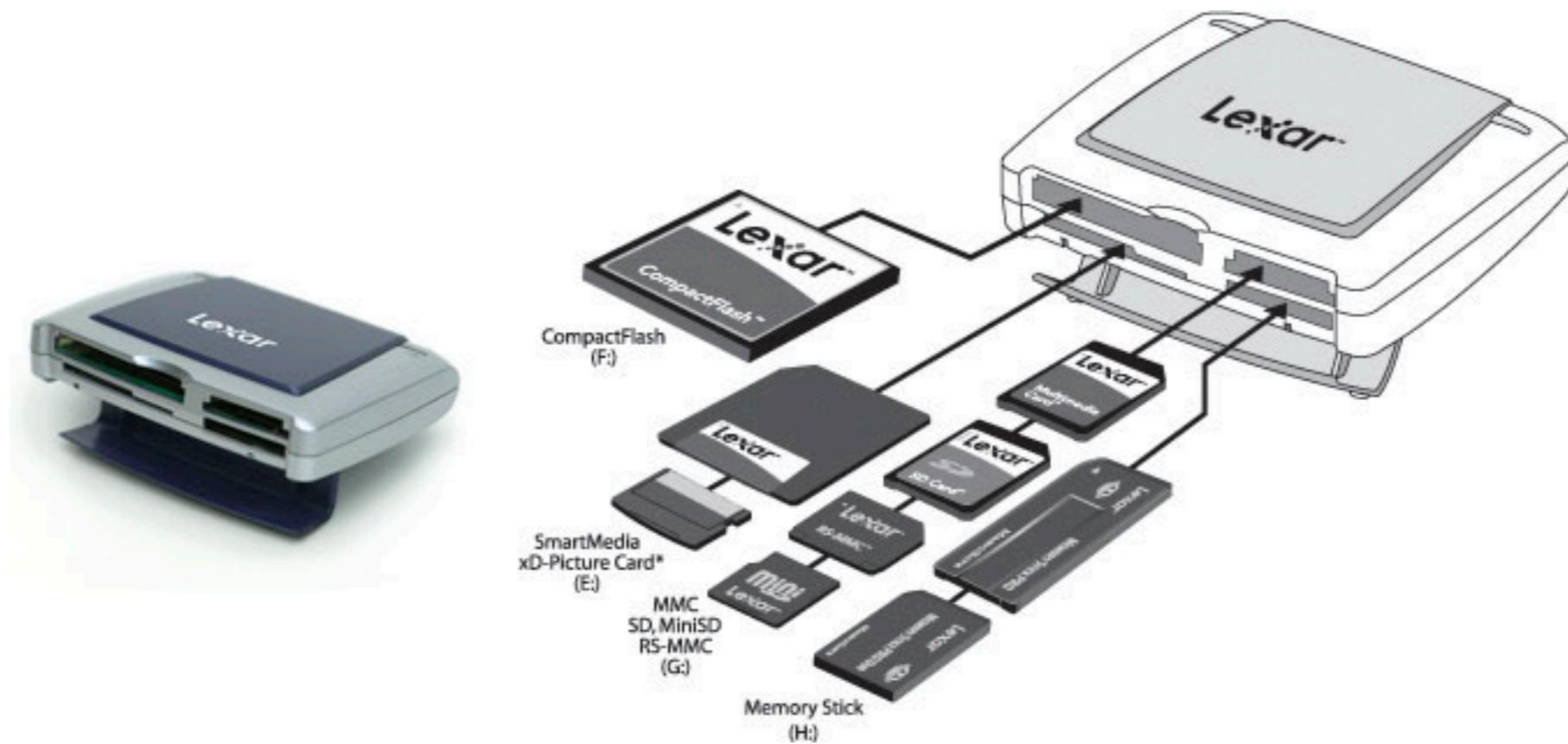
- Create a main “PHOTOGRAPHY” folder on your desktop
- Inside the “PHOTOGRAPHY” folder create sub-folders named:
 - 0_DOWNLOADS - *Images from camera - 1 card per folder*
 - 1_prep - *Any information prior to shoot*
 - 2_RAWshoot - *Downloads go here AFTER backup to DVD*
 - 3_selects - *Edited group of images MOVED from RAWshoot*
 - 4_presentation - *Draft-processed files for consideration*
 - 5_wips - *Works In Progress (layered Photoshop files)*
 - 6_finalFiles - *Finished Images (layered Photoshop files)*
 - 7_outputFiles - *Converted/flattened files for output (jpeg, tif...)*
 - 8_copyright - *Jpegs or pdfs for copyright registration*
- Inside the “DOWNLOADS” folder create 2 sub-folders named:
 - 01_ToBeBackedUp - *untouched download files - 1 card per folder*
 - 02_ToBeFiled - *folders MOVED intact from “01” after DVD backup*

PHOTOGRAPHY WORKFLOW FOLDER STRUCTURE



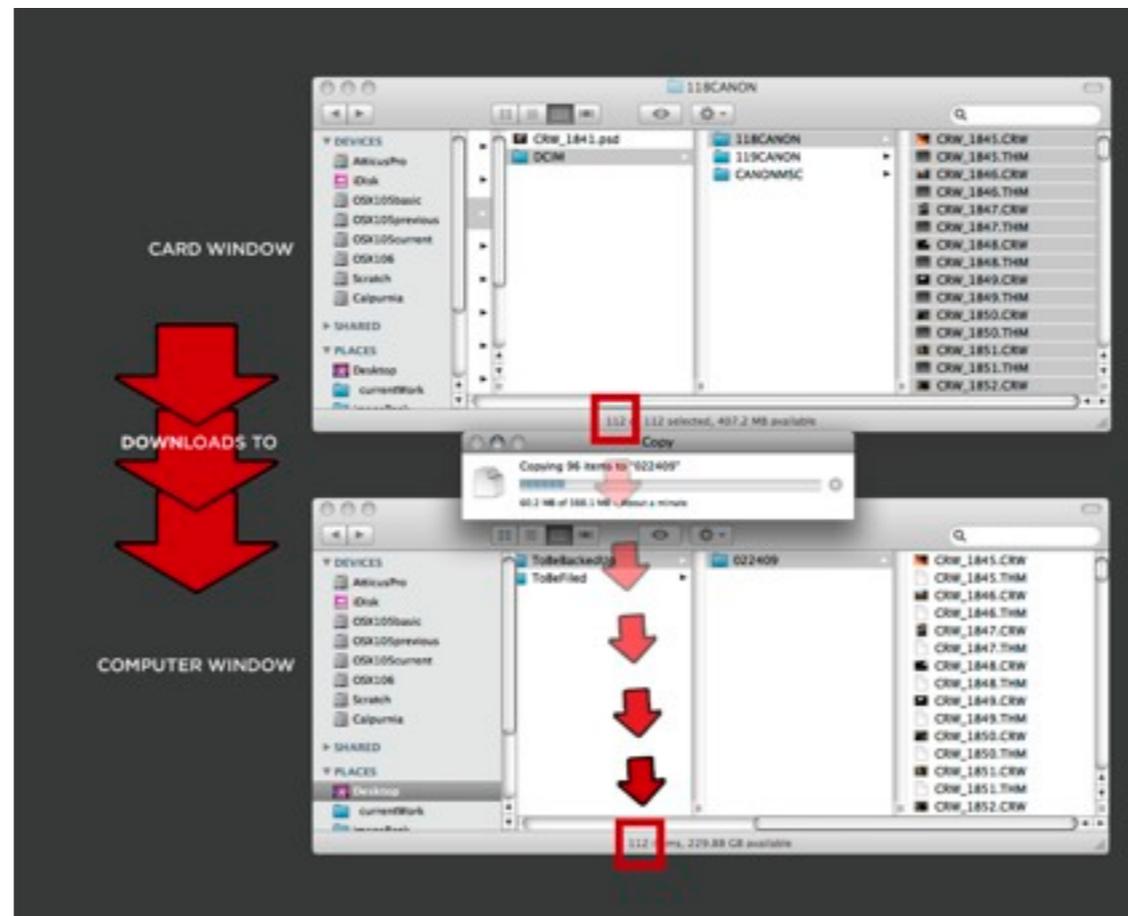
DOWNLOAD

- USE A CARD READER, NOT YOUR CAMERA
 - USB
 - FIREWIRE
 - FIREWIRE 800
- SINGLE OR MULTIPLE FORMAT



DOWNLOAD

- INTO “0_DOWNLOADS > ToBeBackedUp > *DATED FOLDER*”:
 - **COPY** files from each card to its own folder
 - (add “a”, “b”, “c” etc for multiple downloads on same date.
This is an OS operation - no software involved.)
 - **VERIFY** the # of files on the card and those downloaded to your computer in the finder window.

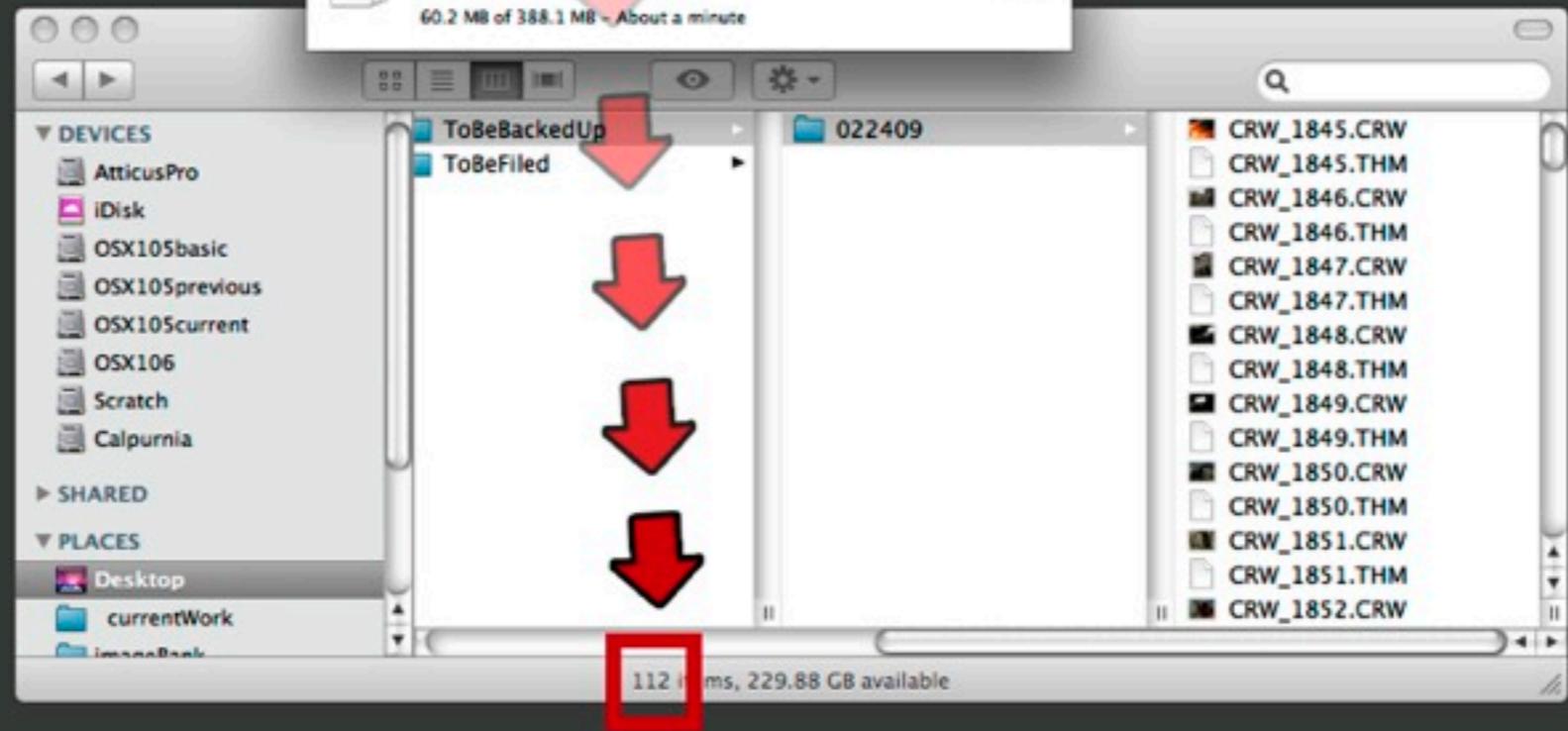
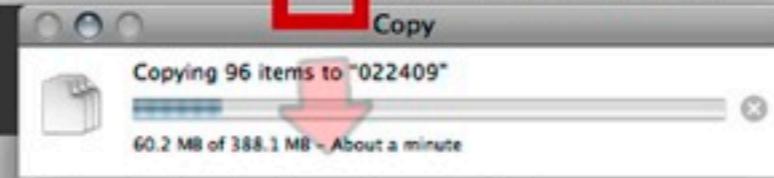
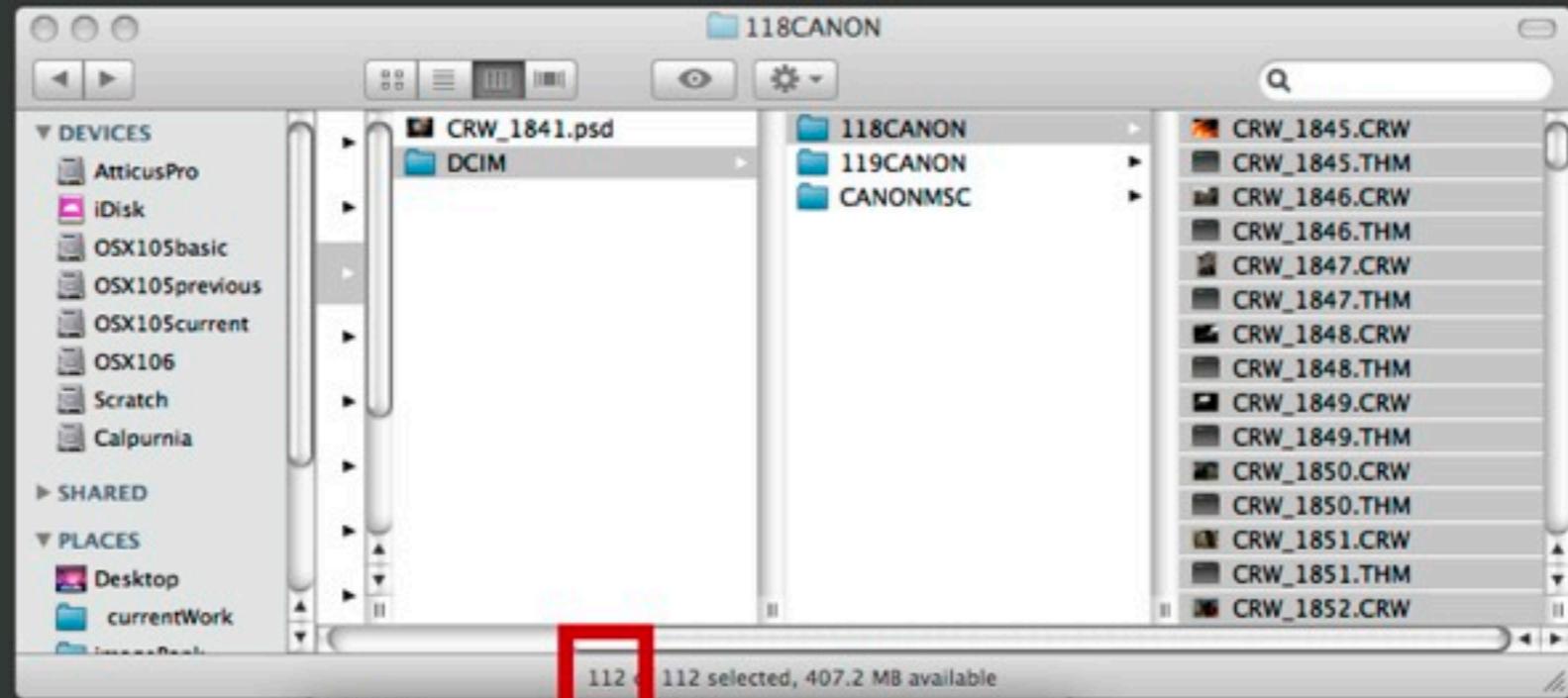


CARD WINDOW



DOWNLOADS TO

COMPUTER WINDOW



BACK UP TO DVD

- AFTER EACH DOWNLOAD IS COMPLETE:
 - BURN a DVD ARCHIVE of your complete **untouched** files
- **THEN**
- REFORMAT the card in your camera for re-use
- **OR**
- RETAIN used cards until needed



MOVE DOWNLOAD FOLDERS

AFTER DOWNLOAD FOLDERS HAVE BEEN BACKED UP TO DVD:

- **MOVE** the folder(s) to “02_ToBeFiled”
if you plan to file and edit your images at a later time.

OR

- **MOVE** the folder(s) directly to “2_RAWshoot”
if you plan to begin editing immediately.

NOTE: MOVE the folders - do not COPY.

RENAME FILES ADD COPYRIGHT METADATA

AFTER DOWNLOAD FOLDERS HAVE BEEN MOVED INTO THE “RAW SHOOT” FOLDER, BUT BEFORE YOUR START TO EDIT:

1. **RENAME** all files “your initials_date of download_sequence#” using your organizing software

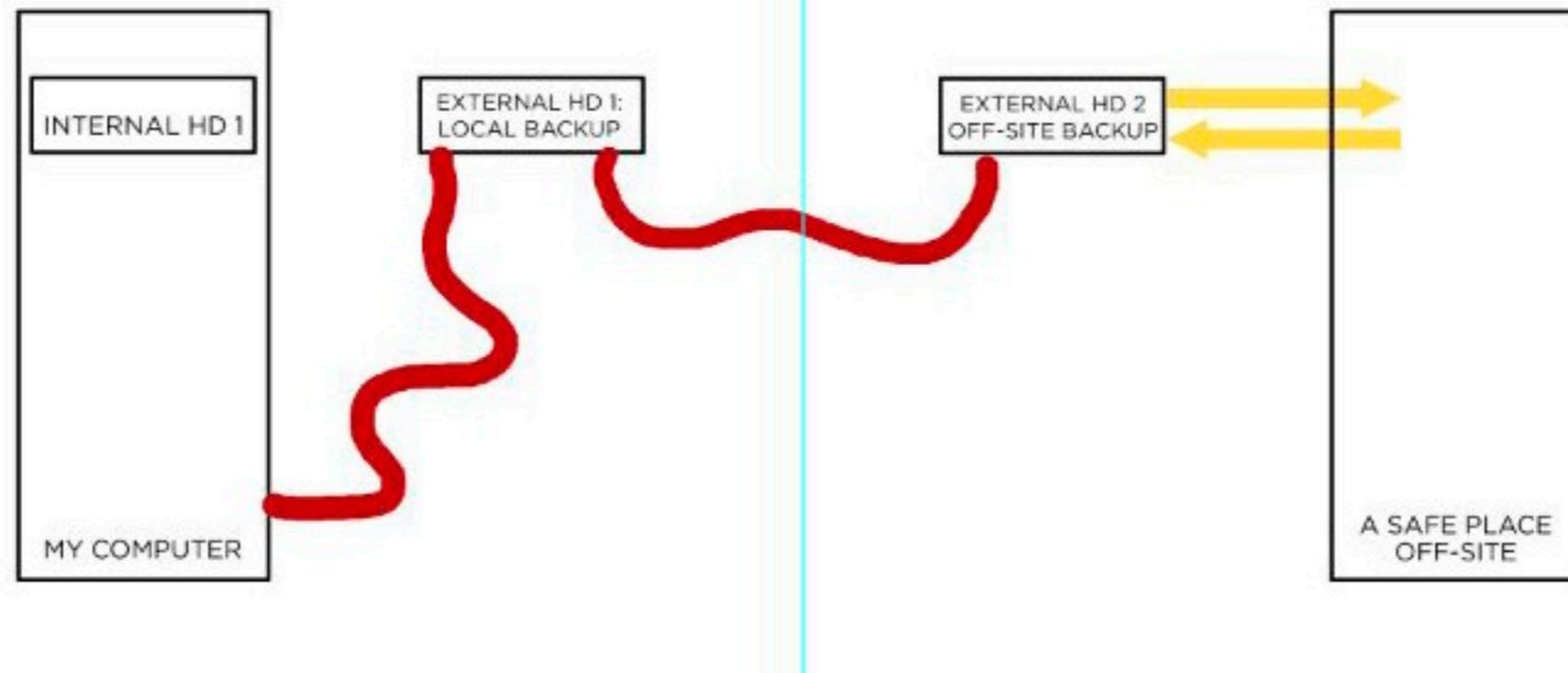
AND

2. **ADD** your copyright information to the metadata of all files “©2011 *Your Name*, All Rights Reserved”

NOW YOU ARE READY TO BEGIN EDITING.

HARDWARE SETUP

BACKING UP YOUR COMPUTER AND FILES



1. COMPUTER WITH INTERNAL HARD DRIVE LARGE ENOUGH TO HOLD YOUR SOFTWARE AND YOUR WORKING PHOTOS.
2. TWO IDENTICAL CAPACITY EXTERNAL HARD DRIVES THAT ARE AT LEAST AS LARGE AS YOUR INTERNAL HARD DRIVE.

BACKUP PROCEDURE

1. STORE EVERYTHING ON YOUR COMPUTER'S INTERNAL HARD DRIVE - operating system, applications and photographs. This applies whether you use a laptop, iMac or MacPro tower as your PRIMARY PHOTOGRAPHY WORKSTATION.

IF you have more than one computer, designate ONE COMPUTER as the PRIMARY PHOTOGRAPHY WORKSTATION. Transfer any new work initially stored on a secondary computer to the primary computer for storage, backup, edit, organization and enhancement. Do not keep duplicates on multiple computers.

2. Use Apple's *TIME MACHINE* to automatically back up your internal hard drive to your external "LOCAL BACKUP" drive.

3. Install "SUPER-DUPER!" software on your computer (www.shirt-pocket.com) and set it to automatically run a "Smart Backup of 'EXTERNAL HD1: LOCAL BACKUP' TO 'EXTERNAL HD 2: OFF-SITE BACKUP' whenever the off-site backup drive is attached.

4. Keep the off-site backup drive in a safe off-site location (safety deposit box, fireproof safe, your desk at work, your *sane* cousin's house - not the pyromaniac one!).

5. AT LEAST ONCE PER WEEK, bring the off-site drive home, plug it in and run the SuperDuper! backup, then return it to the safe off-site location.