

## Countless Old Images, a Central Catalog, and Videos

*"Tired of Looking for Old Photos? Need to Find Countless Old Images quickly?  
Want to Create Professional Portfolios as Tempting Videos?"*

*"Learn how to keyword images. Create a central catalog. Then define narrated  
videos for marketing. Take a look at our advanced Lightroom 3 Workshops -- Have  
Fun as You Learn!"*

*Joe Bridwell, Instructor*

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## Greetings...

I am holding a series of workshops for advanced Lightroom 3 Users. Workshops are 3-hours in length, focus on creative application rather than theory, and cost ...

*"If you're running Lightroom on a laptop during location shoots, you might want to take all edits, keywords, metadata, and photos themselves, and add them to the Lightroom catalog on your studio computer.*

*"It's much easier than it sounds. Basically, you choose which catalog to export from your laptop. Then you take the folder it creates over to your studio computer and import it.*

*"Lightroom does all the hard work for you. You just have to make a few choices about how Lightroom handles the process..."*

*the Adobe Photoshop Lightroom 3 book for digital photographers, Scott Kelby*

With Lightroom 3, Adobe created a smooth, robust transport process. Simply create new catalogs or convert prior catalogs to Lightroom 3 format, then take advantage of our workshops to learn the simple workflow.

By the way, these workshops display a full path with screenshots to show catalog transport. They extend limited information provided by Kelby.

*Easily Bringing Countless Old Images into a Central Catalog via Lightroom 3* helps with digital paradigm - shoot as many images as you want ~ ~ ~ then try to find them quickly a few months / years later!

*Multiple Catalog Transfer Laptop\_to\_Studio Computer with Lightroom 3* takes mystery out of finding old photos, keywording, and a central catalog.

*Creating Professional Image Portfolios as Videos using Lightroom 3* shows you how to spruce up your portfolios with video, voiceovers, and music.

For more information or to register, just give me a call at 505-296-4623 or email me directly at [geocomp@geocompa.com](mailto:geocomp@geocompa.com).

## Bringing Countless Old Images into a Catalog

### *Purpose.*

How many old images can you not quickly find? Digital photography is a wasteful paradigm if you don't curb placement and availability of your imaging passion. Most of us work a project at a time... *Countless Old Images* is a practical, hands-on workshop which teaches professional workflow to find, keyword, copyright, then put all images in a main catalog. *This workshop is designed especially for intermediate-advanced photographers.*

### *Content.*

A main catalog should be placed on a large external hard drive. The catalog and working images should be in separate principal folders. The well-manicured result is a skilled, searchable catalog which quickly propels you to create new fine art vs simply dying to find a key item!

So we provide a workshop to teach workflow which turns multiple catalog frenzy into a well manicured digital library.

### *Workshop Outline*

#### **Individual Catalog Structure**

- Catalog database
- Images keyworded, copyrighted, with extended metadata

#### **Exporting a Catalog**

- Put on backup drive
  - *Include all negatives*
  - *Include previews*

#### **Changing Catalogs in LR3**

- LightroomCentral
- LightroomWorkups
- External Hard Drives

#### **Importing a Catalog**

- Bring Ole Image Catalog into Main Catalog
- If necessary refocus Collections

## Collections

- Re-organizing Catalog and Future Collections

Bring your laptop, installed Lightroom 3, and external drive. *It is highly recommended you read our Lightroom 3 handouts before attending workshop.*

- **Skill level:** For beginning photographers
- **Cost:**
- **Class size:** 5 minimum. 10 maximum.
- **Duration:** 3 hours.
- **Registration:** Register by calling Joe Bridwell at 505.296.4623 or by emailing Joe at [geocomp@geocompa.com](mailto:geocomp@geocompa.com).

**About the Instructor.** Joe Bridwell is an award-winning photographer who tells stories, creates fine art, and teaches workshops. He is author of photography book *Paths of Light*, has a blog *PathwaysOfLight*, and is a member of *Enchanted Lens Camera Club*. Please visit his website at [www.BistiArt.smugmug.com](http://www.BistiArt.smugmug.com).

- [Countless Old Images Handout 1](#)

## Creating a Lightroom Central Catalog from Multiple Projects

### *Purpose.*

Understanding your software is a cross catalog key to becoming a creative photographer. *Multiple Catalogs* helps you master Lightroom 3. It also introduces you to workflow professionals use to achieve creative results. A practical, hands-on workshop helps you master exporting, importing, collections, Smart Collections, and workflow. *This workshop is designed especially for intermediate-advanced photographers.*

### *Content.*

Do you have 10,000 (or more) images you can not quickly find? Does your mind create several projects over time? Do you need to **collect** 'things' at frequent intervals?

Multiple catalogs are an efficient way to begin a new project. But, they are truly pitiful at finding a particular image several years later. If a certain image poignantly portrays succinct drama for an evocative marketing video of your Fine Art... you want it NOW!

So we provide a workshop to teach the workflow which turns this chaos into a well manicured library.

### *Workshop Outline*

#### **Lightroom 3 Catalog Structure**

- Catalog database
- History of every change fully maintained
- Non-destructive development
- Ingestion
  - *Copyrighting*
  - *Keywords*

#### **Creating an Independent Project**

- Naming and Storage Conventions
- Image Placement

#### **Exporting a Catalog**

- Create project on Laptop
- Put on backup drive

- Include all negatives
- Include previews
- Move Project Catalog to External Drive

### Changing Catalogs in LR3

- LightroomCentral
- LightroomWorkups
- External Hard Drives
- Open Recent

### Importing *That* Catalog

- Bring Project Catalog into Main Catalog
- If necessary refocus Collections

### Keywording

- Additional Keywording strengthens Main Catalog  
*S nm-Chaco, Chaco, Pueblo Bonito, award, endorse, publish*

### Collections

- Organizing Catalog
  - *Smart Collections*
  - *Future Collections*

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- [Multiple Projects Catalog Handout 1](#)

## Creating Professional Portfolios as Videos

### *Purpose.*

Presenting your fine art creations is key to becoming a professional photographer. *Video Portfolios* helps you master Lightroom 3. It also introduces you to how professional photographers use video workflow to achieve creative results. A practical, hands-on workshop helps you master video creation, voice overs, and music inclusion in your Lightroom 3 video workflow. *This workshop is designed especially for intermediate-advanced photographers.*

### *Content.*

Do you have select images you know a gallery owner would love? Can you tell exciting stories about how you captured those images? Do you want these compelling videos on YouTube?

Lightroom 3 provides a mix of stills, narration, and musical background for your creation of evocative videos.

So we provide a workshop to teach the workflow which turns this chaos into a well manicured video.

### *Workshop Outline*

#### **What Limits Does Lightroom Impose?**

- Slideshow design capabilities are somewhat plebeian.
- Use Photoshop CS5 to simulate some title tools in PowerPoint.
- You inject title slides as guideposts.

#### **Creating a Slideshow Collection**

- Set up slideshow parameters.
- You design Slideshow layout, overlays, backdrops, titles, and playback.

#### **Using Photoshop for Title Communication**

- Storyboard slides (a.k.a. Powerpoint) - talk about video flow.
- Name landscape images up front as part of story.

#### **Choosing Your Music**

- Open Playback Panel.
- Select Music.
- Fit slide duration to Music.
  - Preview...
- Choose Fades.

- Time slides change from one to another.
- Turn off Repeat - you may not want the story repeated!

### Choosing Video Parameters

- LR3 provides you video preset format options.
- In small print, you could decide what class video you want to make (e.g., iPod/iPad/laptop). Here we choose iPhone / iPod Touch...
- Larger screen images create larger video file sizes.

### Creating a Video in Quicktime Format

- Encode slide show as mp4 video for Quicktime.
- LR3 mp4's play as Quicktime laptop videos.
- Convert LR3 mp4's to m4v for iPod / iPhone (See Appendix A for iPhone conversion steps).
- Review video for smooth continuity.

### Export Video Slideshow

#### Upload to YouTube

- Upload video to YouTube.
- Embed video in blogs / web sites.

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- [Creating Professional Marketing Videos Handout 1](#)