

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

Greetings.....	2
Bringing Countless Old Images into a Catalog	3
Purpose.....	3
Content.	3
Workshop Outline	3
<i>Individual Catalog Structure.....</i>	<i>3</i>
<i>Exporting a Catalog.....</i>	<i>3</i>
<i>Changing Catalogs in LR3.....</i>	<i>3</i>
<i>Importing a Catalog.....</i>	<i>3</i>
<i>Collections.....</i>	<i>4</i>
Creating a Lightroom Central Catalog from Multiple Projects	5
Purpose.....	5
Content.	5
Workshop Outline	5
<i>Lightroom 3 Catalog Structure.....</i>	<i>5</i>
<i>Creating an Independent Project.....</i>	<i>5</i>
<i>Exporting a Catalog.....</i>	<i>5</i>
<i>Changing Catalogs in LR3.....</i>	<i>6</i>
<i>Importing That Catalog.....</i>	<i>6</i>
<i>Keywording.....</i>	<i>6</i>
<i>Collections.....</i>	<i>6</i>
Creating Professional Portfolios as Videos.....	7
Purpose.....	7
Content.	7
Workshop Outline	7
<i>What Limits Does Lightroom Impose?.....</i>	<i>7</i>
<i>Creating a Slideshow Collection.....</i>	<i>7</i>
<i>Using Photoshop for Title Communication.....</i>	<i>7</i>
<i>Choosing Your Music.....</i>	<i>7</i>
<i>Choosing Video Parameters.....</i>	<i>8</i>
<i>Creating a Video in Quicktime Format.....</i>	<i>8</i>
<i>Export Video Slideshow.....</i>	<i>8</i>
<i>Upload to YouTube.....</i>	<i>8</i>

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.

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.

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.

- [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](#)