

Why Have a Workflow?

By Arnold Dubin

- **Self satisfaction**
- Become more efficient by;
 - Improving organization of your time
 - Reducing errors
 - Obtain repeatable results
 - Eliminate post processing
- **Make more money if you are a professional**
- Win more contests
- **Improve the quality of your photographs**

Major Workflow Steps

- **Buy Decisions**
- Objectives For Taking Photographs
- **Pre-visualize The End Photograph**
- Prepare for the Shoot
- **Acquire Image**
- Download Images/Develop Film
- **Organize and Manage Your Photos**
- Calibrate Monitor
- **Digitally Edit Photographs**
- Print and Share Your Images
- **Final Photograph Presentation**

Buy Decisions

- **Evaluate budget constraints**
- Needed features
- **Do your research**
- Consider used vs. new equipment
- **Consider prime lens**
- Look at buying top quality equipment
- **Use the original manufacturer's supplies**

Objectives For Taking Photographs

- **For enjoyment**
- For experimenting
- **For artistic prints**
- To satisfy a client
- **To sell photographs**
- For contests
- **To document to share with your friends**

Pre-visualize The End Photograph

- **Make your photograph unique**
- Size of end photograph
- **How the photograph will appear after it is processed**
- Emotion that you want to evoke
- **Message you want to convey**
- Photograph impact

Pre-visualize The End Photograph

Composition

- **Lighting**
- Color
- **Consider B&W photograph**
- Rule of thirds
- **Patterns**
- Depth of field
- **Curves**
- Lines
- **Strong center of interest**
- Keep simple and eliminate distractions in the background

Prepare for the Shoot

Equipment

- **Camera and manual**
- Flash
- **Tripod/Monopod**
- Remote camera release
- **Various lenses**
- Various filters
- **Extra camera body if available**
- Camera equipment bag
- **Fully charged batteries**
- Take along extra batteries and memory cards
- **Film**

Prepare for the Shoot

Other Equipment Considerations

- **Ball/Gimbal heads**
- Beanbag camera rest
- **Battery charger/s**
- Spare batteries for your flash
- **Lens cleaners**
- White/gray card for white balance
- **Light meter**
- Binoculars
- **PC**
- Mass storage device/viewer for long trips
- **GPS – Load it before you leave home**
- Tape recorder
- **Paper & pencil**

Prepare for the Shoot

Camera set-up

- **One Time Set-up**
 - Color Space – Adobe RGB 1998
 - Date & time
- ISO
- **Film type and speed**
- RAW vs. JPG, RAW+JPG
- **Resolution – Size & Resolution Fine, Normal, Basic**
- White Balance
- **Auto Focus**
- VR is turned on
- **EV is set to zero**
- Make sure automatic bracketing is turned off

Prepare for the Shoot

Other items to consider

- **Check your image sensor for dust**
- Make sure your lenses are clean
- **Take along and wear proper clothing and rain gear**
- Consider taking sunscreen, bug spray, *meds*, water, etc.
- **Know your subject**
 - Research it on the Internet
 - Look for something unique
 - Look at past contest winners
- Know when the best time of day is to shoot your subject
- **Check local weather, sunrise, and sunset times**
- Attend workshops/seminars
- **Allow enough time when going out on a photo shoot**

Prepare for the Shoot

Tips

- Don't reset file sequence number when you are on a trip/vacation
- Make sure your camera bag is acceptable to take onboard.
- If traveling abroad, obtain a customs document so that you don't have to worry about paying customs fee on your camera equipment when you come back stateside
- Obtain a map of the area that you are visiting prior to leaving or at local visitor's center
- Talk to somebody who has had experience or has visited location in the past
- Avoid windy days
- Shoot subject at eye level (important for people and animals)
- Set your digital camera to the highest resolution to enable to crop in closer
- Only format your compact digital memory card with your camera and not your PC or some other device

Acquire Image

Things to think about before snapping the shutter

- **Determine the best way to captured an image**
- Make a habit of using a tripod
- **Take subject from different angles**
- Position yourself to eliminate distracting objects
- **Get close to the subject**
- Be patient when taking photographs
- **Don't be afraid to use different lenses**
- Don't be afraid to take many images of the same subject
- **Bracket your exposures**
- Evaluate your histogram and blowout highlights
- **Don't shoot the same subject everybody else has**

Acquire Image

Determine the shooting mode

- **Exposure Mode**

- **Automatic** - camera makes all the decisions for you
- **Program mode** – More sophisticated than auto mode
- **Aperture priority** - consider using when DOF is important
- **Speed priority** - use for stopping action for sports, car racing, etc.
- **Manual** - provides you complete control of the camera

- **Consider using EV override when in aperture or shutter priority mode**

- Determine if the internal light meter should be set-up on matrix vs. spot
- **Focus mode and area**

Acquire Image

Tips

- When taking a panoramic sequence of photos put some identifier at the beginning and at the end of them. – Leave an empty frame to indicate the sequence of photographs associated for a panoramic picture.
- Identify where you have been by taking pictures of signs
- Jot notes on a pad Record messages on audio recorder
- Shoot with an experienced person
- Use a polarized filter when taking pictures of landscapes. – This also drops the f-stop by 1.5 to 2 stops so it can be used as a neutral density filter too
- Use common sense etiquette when taking pictures

Download Images/Develop Film

- **In the field on vacation use a hard drive with viewer.**
- Laptop, PC, and/or Mac
- **Take your digital memory card to retail (drug stores, professional labs, etc.) to get pictures printed**
- Scan film or pictures into PC for digital editing
- **Backup/archived original images Use external hard drive, CD-ROM, or DVD**

Tips

- Use card reader to download images onto your PC or Mac.
- Only delete obviously flawed images

Organize and Manage Your Photos

- ***Why do it??***
 - Recall old photographs over time
 - Back-up/archive in case hard drive fails
- **Be comfortable with software**
- Download onto PC, external hard drive, DVD's, CD-ROM's, etc.
- **Establish setting for download photos**
 - Folders/directories they will be filed in
 - Beginning of name – date, your initials, place picture was taken, etc.
 - Generic metadata info
 - Batch loading info
- **Sort**
- Group like shots
- **Add Metadata - keywords to identify your photos, copy write info, etc.**
- Pick keepers
- **Rate**
- Classify (capture, print, artistic, delete)

Calibrate Monitor

- **Use Adobe Gamma for calibrating**
- Purchase a hardware/software solution
- **Do it often**
- Beware that some LCD monitors reflect the actual colors of a photograph

Digitally Edit Photographs

- **Process RAW Files**
 - White Balance
 - Exposure
 - Rotate and/or straighten
 - Crop for composition and/or paper size
 - Tonal adjustments
 - Save or open in editing program
- Remove color cast
- **Exposure (use Levels, curves, brightness, and/or contrast)**
- Remove red-eye
- **Improve tonal values**

Digitally Edit Photographs

- **Further enhancements**
 - Dodge and burn
 - Use healing brush
 - Clone objects in or out of your photograph
- **Artistic Enhancements**
 - Convert to B&W
 - Convert to painting or watercolor texture
 - Make a picture collage
 - Feather the subject
 - Add motion blur
 - Panoramic
- **Resize photo and select resolution**
- If sharpening is needed – Do this the last step before printing

Digitally Edit Photographs

- **Save the image**
 - Eight or 16 bits
 - Flatten image
 - File types - Color mode - RGB, sRGB, CMKY, etc.
 - File format - PSD, JPG, TIFF, etc
- Consider making training as part of this process

Tips

- Don't save file for the web because you will loose your Camera Exif data
- Make sure the image is at 100% magnification before you sharpen it
- To prevent loss of quality to your JPG images by not saving them over the original or an edited file
- Learn how to batch process

Print and Share Your Images

- **Determine where you will print your photographs; home, retail store, Photographic Lab**
- Process prints at home
 - Make sure your printer and driver are setup correctly
 - Determine which device will manage the colors during printing
 - I recommend using the manufacturer's inks and paper
 - Use correct ICC profiles for paper that you will be using
 - Select paper size, paper type, and paper longevity
 - Having borders around your photograph
- **Convert to sRGB for slideshows, Email, and Internet**

Tip

- The quality of the size of the print will be determined in part on what resolution you took the photograph at

Final Photograph Presentation

- **Store prints in acid free environment, low humidity, and away from direct sunlight**
- Mounting considerations
 - For long term storage make sure material that is being used is acid free
 - Mat framing board color and style, foam back board
- **Think about getting a photographic critique**
- Make picture album
- **Scrap booking**
- Photo books
- **Electric picture frames**
- ***Remember satisfy yourself first***

The End

Questions???

**Thank you for attending this workshop
Arnold Dubin**

Interesting Websites

Photo Catalog Software - Dedicated

ACDSee Pro Photo Manager - www.acdsee.com

Thumbs Plus - www.cerious.com/thumbsplus.shtml

iView - www.iView-multimedia.com/mediapro

extensis – Portfolio - www.extensis.com/en/products/asset_management/product_information.jsp?locale=en_US&id=2000

Photodex – mCompuPic - www.photodex.com/products/compupic

Phototools - IMatch Professional Edition - www.phototools.com/index.php

Preclick - www.preclick.com

Multi Use Software – Catalog/Edit/Sharing/Print

Lightroom - www.adobe.com/products/photoshoplightroom

Apple Aperture – Apple Only - www.apple.com/aperture

IRFANVIEW - www.irfanview.com/index.htm

IPhoto – Apple Only - www.apple.com/ilife/iphoto

Show Your Photos - www.showyourphotos.com/photo_resizer_pro.html

Code Jam - www.codejam.com/products.htm

Breeze Systems - www.breezesys.com/index.htm

CoffeeCup Photo Gallery Sample - www.coffeecup.com/photo-gallery/sample/4

Picajet - <http://www.picajet.com/en/index.php>

Picasa – Free - picasa.google.com

Fotosizer - Batch Image resizing - <http://www.fotosizer.com>

adionSoft Fast Image Resizer - <http://adionsoft.net/fastimageresize>

Multiple Image Resizer.NET - <http://www.multipleimageresizer.net>

Monitor Calibration

X-Rite i1Display 2 - www.xrite.com/product_overview.aspx?ID=788

Pantone Color Control – huey - www.pantone.com/pages/products/product.aspx?pid=79&ca=2

ColorVision – Spyder - www.colorvision.com/product-mc.php

Digital Photograph Editing Software

Adobe Photoshop CS3 - www.adobe.com/products/photoshop/photoshop

Adobe Elements 6 - www.adobe.com/products/photoshopelwin

Corel Paint Shop Pro Photo X2 - www.corel.com/servlet/Satellite/us/en/Product/1152105040688

Editing Software - Free - <http://www.gimp.org/>

PhotoPlus 8 - www.freerisefsoftware.com/software/PhotoPlus/photoplus8.asp

Photo Pos Pro Image-Editor - www.photopos.com/Photo-Pos-Pro-Image-Editor.asp

Paint.net - www.getpaint.net

Encore – Print/Photo Shop Pro - <http://www.encoresoftware.com/products.aspx?ChannelID=3&BrandID=17>

Editing Programs Add-Ins or Stand Alone

Adobe 3rd Party Add-ins - www.adobe.com/products/plugins/photoshop

BenVista – Photo Enlargements - www.benvista.com

On One Software - www.ononesoftware.com/products.php?type=ps

Photomatix – Helps ncrease the dynamic range of your photographs - <http://www.hdrsoft.com/index.html>

Noise Ninja – Software to reduce noise - <http://www.picturecode.com/index.htm>

Training & Workshops

Lynda.com – Online Video or purchase DVD - www.lynda.com

NAPP - www.photoshopuser.com

Total Training - www.totaltraining.com

ASMP - www.asmp.org/news/events.php

Share Work on the Web and Obtain Feedback

PhotoSig - www.photosig.com

Photo Byte - www.bytephoto.com

PBase - www.pbase.com

Smbug - <http://www.smugmug.com/>

Flickr - <http://flickr.com>

Shutterbug - www.shutterbug.net

Web Shots - www.webshots.com

Slideshows

Photo Story 3 – Free - www.microsoft.com/windowsxp/using/digitalphotography/photostory/default.msp

Books

Total Digital Photography: The Shoot to Print Workflow Handbook
www.wiley.com/WileyCDA/WileyTitle/productCd-076456952X_descCd-tableOfContents.html

Product Reviews

Digital Product Review - <http://www.dpreview.com>

Steve's Didicam - <http://www.steves-digicams.com>