



# PHOTO MANAGEMENT

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*Solutions & Strategies*

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# GOOD OLE DAYS

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## ❖ Much Simpler

- Film
- One or two cameras
- Take some pictures – get them developed – throw out the bad ones – put them in an album – maybe get some duplicates made for family
- Film was expensive – came in 12/24/36 exposures - so number of total shots not large



# GOOD OLE DAYS

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## ❖ BUT

- Could be days / weeks before used up a roll and got results
- Maybe the good shot wasn't so good
- Albums are bulky – get filed away
- Pictures can fade with light and time
- Difficult to share photos with family / friends
- Did you really save your negatives?



# TODAY

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- ❖ Digital rules
- ❖ DSLR's / Point & Shoot / Phones
- ❖ “The best camera to have is the one that is with you” Annie Leibovitz talking about her iPhone camera



# WHAT HATH THIS WROUGHT

- ❖ Multiple cameras
- ❖ Multiple repositories
  - Phone
  - Camera
  - PC
  - Cloud
  - Social Media
  - Albums
- ❖ LOTS of images



# CHALLENGES

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- ❖ How to manage all this
  - Different file formats (JPG / RAW / TIFF / ...)
  - Different naming conventions
    - And you probably want to rename them
  - Enhance



# CHALLENGES

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❖ Organizational challenges

- By occasion / location
- By date
- By person

❖ And how to protect this

- Backup strategy
- Computers / disk drives can be replaced.
- Digital memories can NOT be replaced



# STRATEGIES & SOLUTIONS

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❖ There are many strategies

- Preserve everything
  - In multiple places
    - PC / External Hard Drive / Off premise / Cloud
- Select and then preserve (what's worthy)





# STRATEGIES & SOLUTIONS

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## ❖ Be organized

- Category / Date / Occasion
- E.g. Vacations / 2014 / 07 / Southwest trip
- Important to think this through – what works for 10 photos doesn't necessarily work for 10,000. What works for one occasion doesn't necessarily work for hundreds

# STRATEGIES & SOLUTIONS

- ❖ For the “good” stuff, best to have one central location (PC) and branch out from there
- ❖ Social media (Facebook) great for sharing the moment
- ❖ Cloud (Flickr / Picassa / ...) good for long term preservation and some sharing
- ❖ Dropbox / One Drive / iCloud good for backup and limited sharing
- ❖ Shutterfly / ... good for photo projects, prints, some preservation, some sharing



# TOOLS

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❖ Organizational

- iPhoto / Photo Gallery / Picassa / Flickr / Thumbs Plus

❖ Enhancement

- Photoshop / Lightroom / Photoshop Elements

❖ Some tools – especially consumer oriented – can do both



# STRATEGIES & SOLUTIONS

- ❖ Get the good stuff onto PC in an organized manner
  - Cull the bad stuff
  - Enhance the really good stuff
  - Back it up to external media
- ❖ May have to merge several sources into one coherent folder
- ❖ Some tools have “virtual” folders
  - “Best of 2014” – a collection of photos from various sources organized into one virtual location. Albums on Flickr do this.





# HOW TO GET PHOTOS ONTO PC

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## ❖ Cameras with SD Card

- Fastest and easiest to remove SD Card and through card reader insert into PC
- Copy to PC

## ❖ Some cameras and most phones can be attached as USB devices

- Even an iPhone
- Phone/Camera looks like USB device. Look for DCIM folder
- iTunes for iPhone/iPad will place photos onto/off of device



# HOW TO GET PHOTOS ONTO PC

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- ❖ Various Android / Windows apps – e.g. Kies for Samsung devices
- ❖ Network connection
  - Some cameras / wifi sd cards / phones
- ❖ Email
- ❖ From the cloud
  - If auto backing up device to Dropbox/Flickr/...

# STRATEGIES

## ❖ Once on PC & organized

- Backup locally
  - External Hard Drive(s)
  - Another PC
  - Offsite (Carbonite ...)
- Backup to cloud(s)
  - Dropbox / OneDrive / Google Drive
- Share on social media
- Send to commercial processing sites (Shutterfly / Costco)



# CLOUD

- ❖ Basically services for storing & accessing “things” online
- ❖ Great for backup and sharing
- ❖ Social Media Sites
  - Most have auto sync feature from phone
    - Pics are “private” until explicitly shared
  - Facebook
    - But image quality is not typically maintained
    - Can organize into albums



# CLOUD

- Google+
  - Unlimited free storage for photo's (but limited to 2MB/image)
  - Integrated with Picassa
- ❖ Dropbox / One Drive / iCloud / Google Drive ...
  - Best for backup
  - Phone app can usually auto sync to storage
  - Typically 5 to 15 GB of free storage
    - Then you pay
    - ~500 images / GB (your mileage will vary)
  - Sharing is possible, but more of a challenge than Social Media

# CLOUD

## ❖ Flickr (my personal favorite)

- Popular with “serious” photographers
- Can auto sync with phone
- Sharing with other Flickr users is encouraged
- 1 TB of free storage
  - ~500,000 images
- Photo quality is always preserved



# HOW TO SHOW YOUR PHOTOS

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- ❖ Share them
- ❖ Print them
- ❖ Gather around the PC / Camera / Phone
- ❖ Display them on the TV
  - Smart TV's
  - TV's made smart - Roku / Apple TV / Chromecast



# HOW TO SHOW YOUR PHOTOS

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- Apps
  - Dayframe / Casting / Airplay
- DLNA
  - Standard to take pictures from media server and display on device
  - Mezzmo / Plex / Tversity



# TERMINOLOGY

- ❖ Cloud – Internet based services for storing and accessing objects
- ❖ Photostream – Pictures auto organized by date
- ❖ Folder – Physical storage area, also referred to as a directory. May have sub folders
- ❖ Album – Logical collection of images
- ❖ Set – Logical collection of albums
- ❖ RAW – Original set of captured pixels from source

# TERMINOLOGY

- ❖ Lossy – Typically jpegs – when photos are compressed, some image detail can be lost
- ❖ Lossless – Typically TIFF, but also png and psd. When image is compressed, no loss of pixels.
- ❖ Pixel – single “dot” in image
- ❖ Resolution – number of pixels in image
- ❖ Density – pixels per inch (ppi)
- ❖ Exif – Metadata that is embedded into most images
  - Date / orientation / camera / picture settings / gps data / ...

# EXAMPLES

- ❖ Local Storage
  - [..\Pictures](#)
- ❖ Photo Gallery (Windows Photo app)
- ❖ Flickr
  - <http://www.flickr.com>
- ❖ Facebook
  - <http://www.facebook.com>
- ❖ Google Drive
  - <http://photos.google.com>