

# Creating your photographic workflow

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There are as many workflows as  
there are photographers.

Define the flow that is best for you.  
Here is what to consider...

# Consider the flow which meets your needs.

- **Wedding Photography**
  - Lots of pictures for a single client, multiple cameras
- **Portrait / Commercial**
  - Lots of pictures for multiple clients
- **Fine Art**
  - Lots of pictures of a similar subject, possibly creatively edited
- **Family Snapshots**
  - Typically an eclectic collection of photos
- **Events / Sports**
  - Lots of pictures with multiple uses

# Elements of a work flow

## Capture

Exposure  
Composition  
Subject  
Location  
Lighting  
White Balance

...

## Develop

Color Correction  
Align  
Initial Crop  
Exposure  
Color Adjust

...

## Process

Delete  
Copy/File/Store  
Rate (Stars/Select)  
Copyright / Meta data  
Keyword  
Backup

...

## Post Create

Clone  
Frame  
Perspective  
Composite  
Sharpen

...

## Pre-Create

Panoramas  
HDR  
Hyper DoF

## Produce

**Final Crop**  
Export (email, slide show)  
Print (home printer, printer  
service (Bay), books  
Web (Flickr, Smugmug,  
Shutterfly, your own site)

...

Assuming RAW, Calibrated Monitor, Good Backup Strategy

# Capture

## Capture

Exposure

Composition

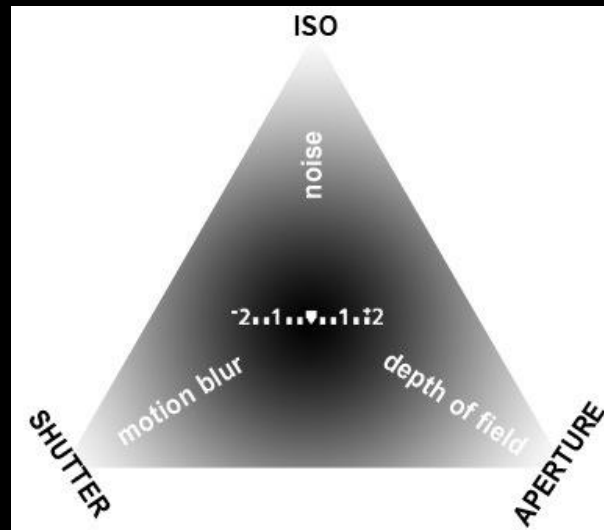
Subject

Location

Lighting

White Balance

...



# Process

## Process

Delete

Copy/File/Store

Rate (Stars/Select)

Copyright / Meta data

Keyword

Backup

...

Step 1: Delete bad photos

Step 2: Copy pictures into a folder  
by subject or by date by client or ...

Step 3: Backup good photos

Step 4: Rate your pictures

(I use a 1-5 scale

1= delete

2= maybe salvageable

3= Good maybe for a slide show

4= Great and possibly a 5)

Others use "Select or Pick"

Step 5: Delete bad photos!

Step 6: Keyword your images

Step 7: add Meta Data

Copyrights, Titles, Captions, Locations

Step 8: Backup



**Good backup strategy is critical**

# Pre-Create

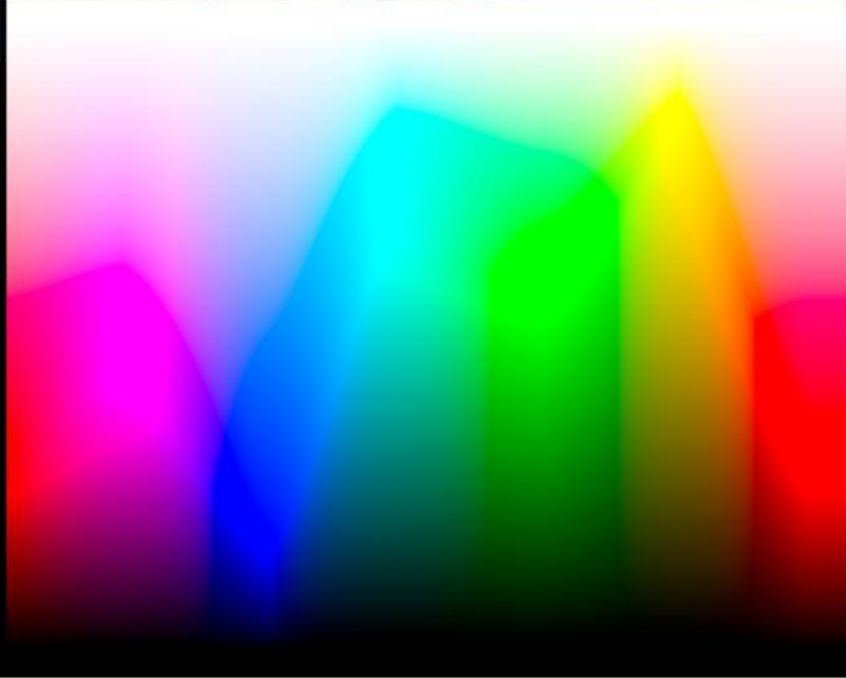
**Pre-Create**  
Panoramas  
HDR  
Hyper DoF

Pre-create is the use of certain tools to process groups of images before taking into the develop stage.

It is easier to combine images that create a larger work first before adjusting for white balance, exposure etcerra.

These programs include creating panorama, high dynamic range photographs or hyper depth of field photographs.





*Image Title Here*

MARTIN BAILEY PHOTOGRAPHY ..... FINE ART PRINT TESTS

# Develop

## Develop

Color Correction


Exposure

Align

Initial crop

Color Adjust

...

- 
- Step 1: Align image and crop
  - Step 2: Adjust white balance
  - Step 3: Check exposure (Histogram)  
Black level, fill, contrast, brightness
  - Step 4: Adjust colors as necessary or BW conversion
  - Step 5: Noise Reduction, Sharpen
  - Step 6: Repeat for next photo

Very Important to have a calibrated monitor

# Post Create

## Post Create

Clone

Frame

Perspective

Composite

Sharpen

...



*Wall Flowers*

# Produce

## Produce

Export (email, slide show)  
Print (home printer, printer  
service (Bay), books  
Web (Flickr, Smugmug,  
Shutterfly, your own site)

...

For emailing or Flickr you need to resize the image to something you can see on a screen but keep it small.

1024 x 786 pixels

720 x 480 pixels

For print services (Bayphoto or Smugmug) icc profiles are important and a calibrated monitor is more important

Measurements are inches and 260 – 600 pixels per inch are normal.

For slideshows, resize the image to the screen or projector you will be using:

1400 x 1050 (SBCC)

1024 x 786 (Larger Desktop)

720 x 480 (Laptop)

Assuming RAW, Calibrated Monitor, Good Backup Strategy



And now for how I do it with LightRoom 2.x

# References

- **Lightroom2 book for digital photographers – Scott Kelby**

- **The digital photography connection:**

<http://www.thedigitalphotographyconnection.com/LFDP.php>

- **“Develop workflow”**

<http://digital-photography-school.com/simple-lightroom-image-fixing-workflow#more-7747>

- **Luminous Landscape.com**

<http://www.luminous-landscape.com/tutorials/understanding-series/digital-workflow.shtml>

<http://www.luminous-landscape.com/tutorials/workflow1.shtml>

<http://www.luminous-landscape.com/techniques/process.shtml>

[http://www.luminous-landscape.com/tutorials/instant\\_photoshop.shtml](http://www.luminous-landscape.com/tutorials/instant_photoshop.shtml)

- **Another set of workflow articles:**

[http://handbook.outbackphoto.com/section\\_workflow\\_basics/index.html](http://handbook.outbackphoto.com/section_workflow_basics/index.html)

[http://www.outbackphoto.com/CONTENT\\_2007\\_01/section\\_workflow\\_basics\\_2009/20090614\\_DOP\\_WorkflowIntegration/index.html](http://www.outbackphoto.com/CONTENT_2007_01/section_workflow_basics_2009/20090614_DOP_WorkflowIntegration/index.html)