

**Arnold Dubin's
Presentation On
Various Photography Topics
May 15, 2018**

Cameras I Currently Own

Camera Type	What I Use The Camera For
iPhone 6	It's in my pocket all the time
Panasonic Lumix DMC-FZ300	Real Estate photography
Nikon Coolpix P7100	Walk around camera
Nikon D750	Landscape and Real Estate
Nikon D500	Nature

Shooting RAW vs JPG

RAW	JPG
Get the Highest Level of Quality	Can be processed in camera
You always have you original file	They take less memory space
Record Greater Levels of Brightness	Faster to record in camera
Easily Correct Dramatically Over/ Under Exposed Images	Any photo software can process JPGs
Enjoy Non-Destructive Editing	Can be directly uploaded to web
Easily Adjust White Balance	
Get Better Detail	
Select Color Space on Output	

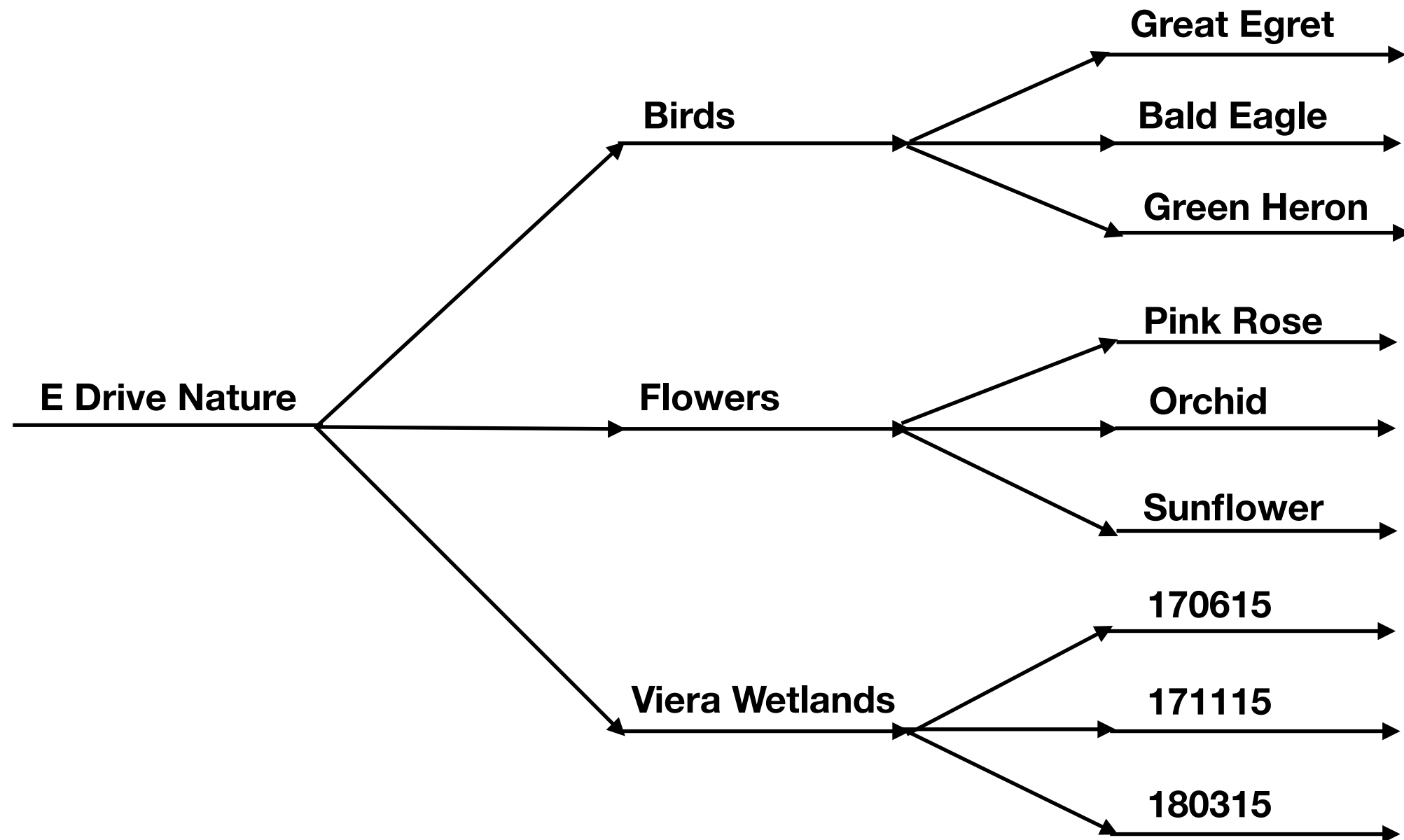
Photos I Selected and Enhanced



Software To Import and Organize Photos

- Photos for macOS
- Lightroom Classic CC
- Lightroom CC
- ACDSee
- Adobe Bridge
- Picktorial
- Folders in Mac Finder

Organize Photos



Process Of Selecting and Ordering Your Photos

Selecting Photos	Ordering Your Photos
Remove any blurry photos	Highest impact photos
Select best photo of similar ones	Sequence to tell story
Good lighting	Follow theme
No major distraction in the photo	
Composed properly	
One that tells a story	
Proper timing	
Wait a period of time before making final selection	

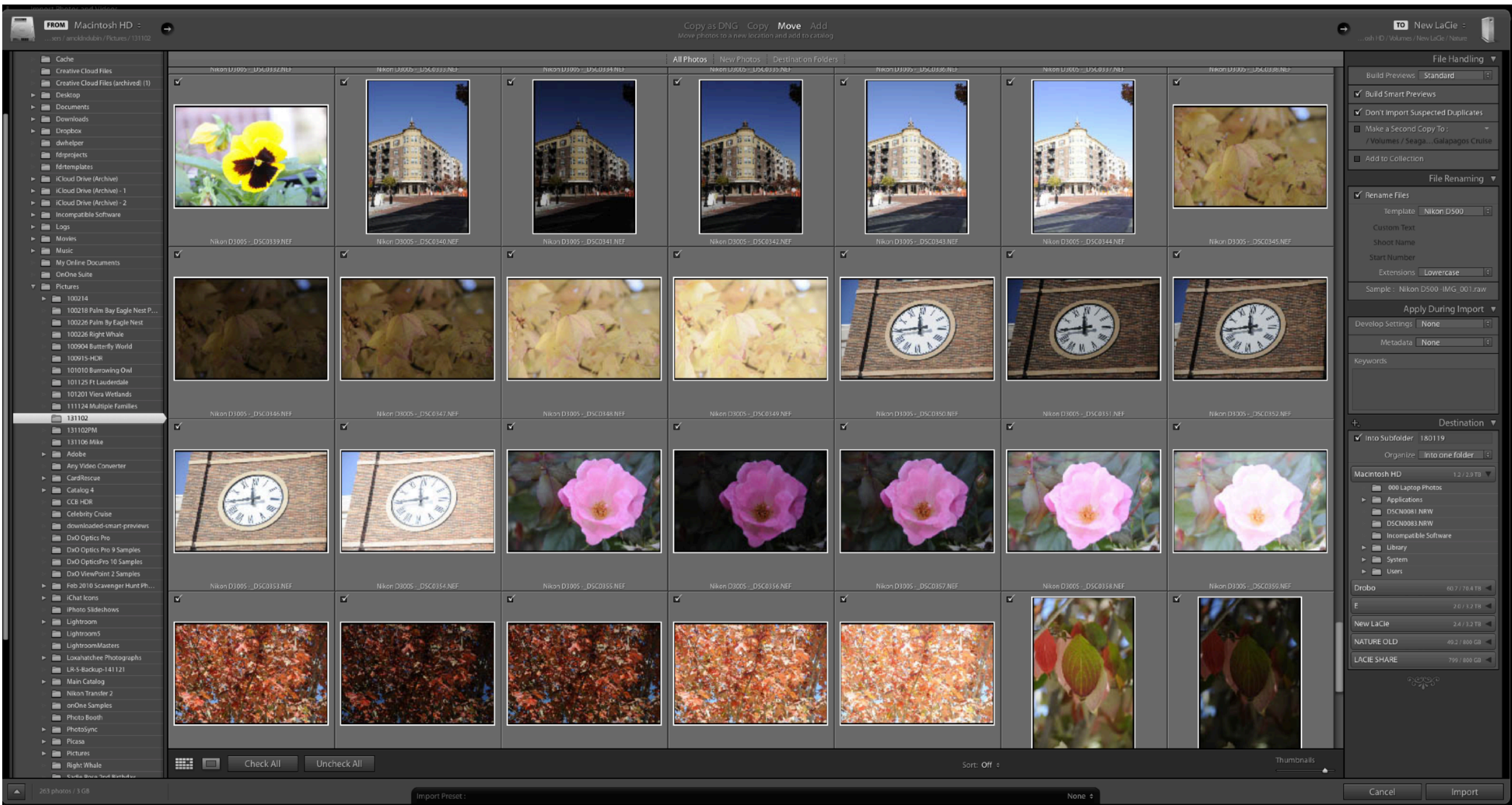
Photos I Selected and Enhanced



Backup Photos

- I have 2 external hard drives where I store my photos
- The internal is where my catalog file is located
- I use a Raid Drobo to backup my photos and internal hard drive
- I use Carbon Copy Cloner for my back-up software
- I use Backblaze upload into a cloud
- You can select how often you want these back-ups to happen
- I use SmugMug for high resolution jpg backup

Input Screen For New Photos



Metadata

Loading Into Lightroom	After Loaded Into Lightroom
Location where photo was taken	Name of subject
Camera and lens	Specific activity
Process for editing i.e. LR CCC	Uniqueness i.e. reflection
Subject i.e. birds, flower, etc	

Add Additional Fields When I Export

- Title
- Caption

Input Additional Metadata

Keyword Tags

Enter Keywords

Desoto Parkway in Satellite Beach, LR CCC, Manatee, Nikon 28 300 mm lens, Nikon D750

Keyword Suggestions

Keyword Set

Recent Keywords

+ Keyword List

EXIF and IPTC Metadata

Preset

None

File Name

Nikon D750 - _DSC6788.nef

Sidecar Files

xmp

Copy Name

Folder

180118

File Size

22.77 MB

File Type

Raw

Metadata Status

Up to date

Metadata Date

1/21/18 8:05:01 AM

Rating

★ ★ ★ ★ ★

Label

Green

Title

Location - Desoto Parkway in Satellite

Caption

Two Manatees going nose to nose.

A screenshot of the Adobe Lightroom Classic Library grid. The main area displays a large photograph of a brown duck swimming in water, with its reflection visible. The duck is facing right. To the left is the 'Compare' panel, showing a smaller version of the same duck photo. Below the Compare panel is a folder tree with the following structure: Stick Marsh (1377), Tosohatchee State Re... (54), Viera Wetlands (3727), 2005 (6), 2006 (128), 2007 (172), 2008 (260), 2009 (566), 2010 (569), 2011 (532), 2012 (438), 2013 (200), 2014 (222), 2015 (38), 2016 (275), 2017 (321), 170219 (11), 170228 (16), 170501 (12), 171203 (282), 2018 (0), and Wakodahatchee Wetl... (248). The folder '170228' is selected. At the bottom of the Compare panel are 'Import...' and 'Export...' buttons. To the right of the main photo is a histogram showing a distribution of colors. Below the histogram are tabs for 'Original Photo', 'Custom', and 'Quick Develop'. Further right is a 'Keywording' section with 'Keyword Tags' (Enter Keywords), 'Keyword Suggestions', 'Keyword Set' (Recent Keywords), and 'Keyword List'. Below that is a 'Metadata' section with 'Preset' (None), 'File Name' (Nikon D500 - _DSC1112-Edit.psd), 'Copy Name', 'Folder' (170228), 'File Size' (65.96 MB), 'File Type' (Photoshop Document (PSD)), 'Metadata Status' (Up to date), and 'Metadata Date' (3/5/17 5:07:40 PM). At the bottom of the grid is a filmstrip showing 12 of 16 photos from the selected folder. The first photo is a duck, and the others are various other birds. The filmstrip includes a 'Filter' section and a 'Filters Off' button.

Means Of Selecting Photos

- “X” Trash, “P” pick, “U” unpick
- Star values 0 - 5
- Color values - 5 different colors

Before and After Processing



Develop Module




Develop Module

Adobe Lightroom Classic CC
Arnold Dubin

Library | Develop | Map | Book | Slideshow | Print | Web

▼ Navigator FIT FILL 1:1 3:1



▼ Presets +


- ▶ Lightroom B&W Filter Presets
- ▶ Lightroom B&W Presets
- ▶ Lightroom B&W Toned Presets
- ▶ Lightroom Color Presets
- ▶ Lightroom Effect Presets
- ▶ Lightroom General Presets
- ▶ Lightroom Video Presets
- ▼ Real Estate Presets
 - Black Clipping Only
 - Lens correction
 - Nikon 16-35mm lens
- ▶ Serge America Night
- ▶ Serge BW
- ▶ Serge Bad Weather
- ▶ Serge Basic
- ▶ Serge Urban look
- ▶ Trey's Lightroom Presets - HDR
- ▼ User Presets
 - Nikon 16-35mm import profile

▼ Snapshots +

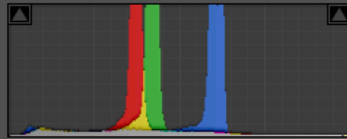
▼ History ×

Vibrance	+4	4
Shadows	0	65
Clarity	+85	85
Dehaze Amount	+2	-4
Contrast	+29	29
Dehaze Amount	-6	-6
Add Brush Stroke		
Add Brush Stroke		
Update Exposure Adjustment		
Add Brush Stroke		
Shadows	+65	65
Highlights	-90	-90
Edited in Adobe Photoshop (3/2/17 2:52:08 PM)		

▶ Collections +



Histogram ▼



ISO 1000 600 mm f / 6.3 1/1600 SEC

☐ Original Photo

Treatment: **Color** Black & White

WB: As Shot ▼

Temp 0

Tint 0

Tone **Auto**

Exposure 0.00

Contrast +29

Highlights -90

Shadows +65

Whites 0

Blacks 0

Presence

Clarity +85

Vibrance +4

Saturation 0

☐ Tone Curve ◀

☐ HSL / Color / B & W ◀

☐ Split Toning ◀

☐ Detail ◀

☐ Lens Corrections ◀

☐ Transform ◀

☐ Effects ▼

Post-Crop Vignetting

Style **Highlight Priority** ▼

Amount 0

Midpoint 50

Roundness 0

Feather 50

Highlights 0

Grain

Amount 0

Size 25

Roughness 50

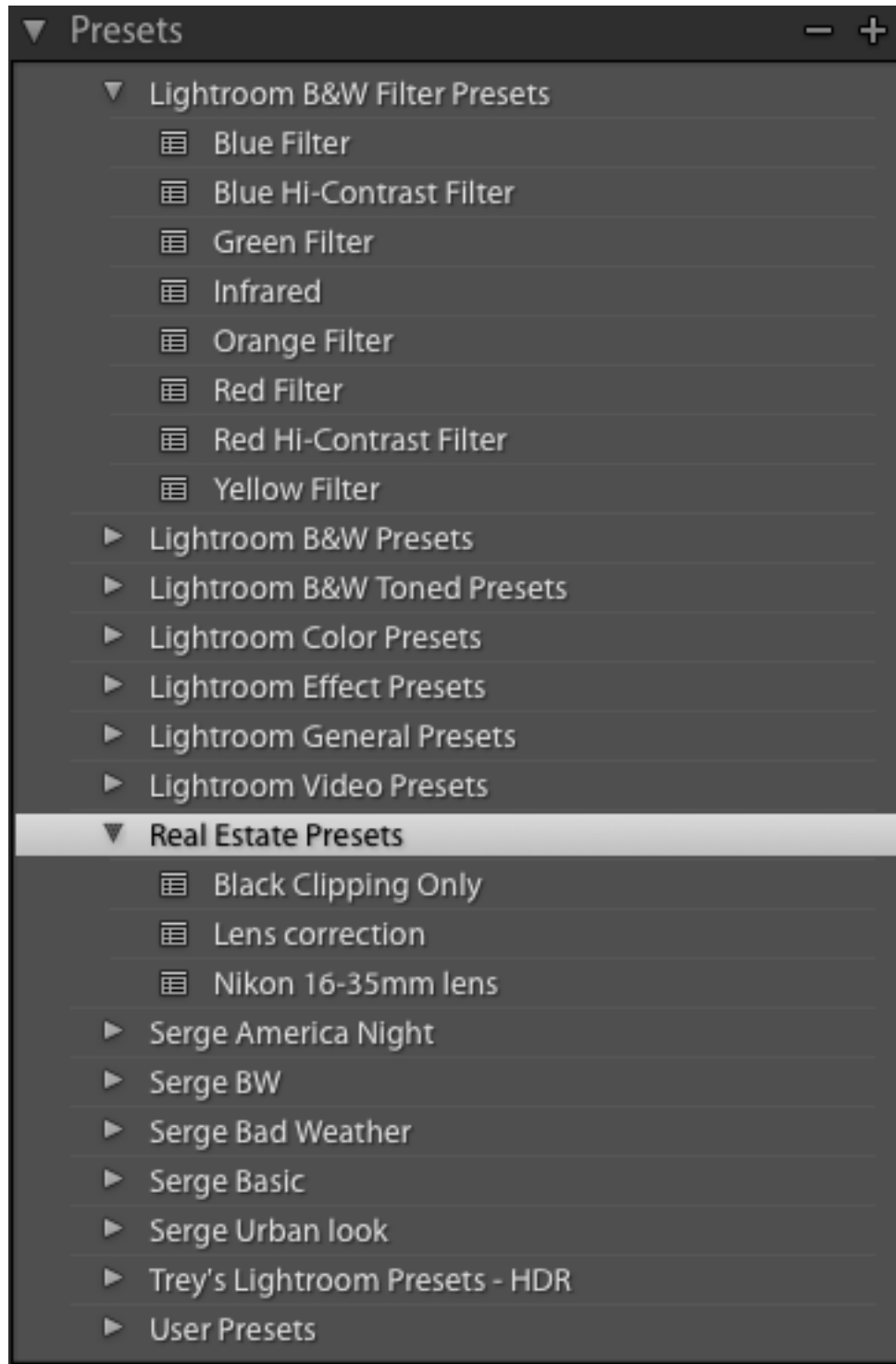
Dehaze

Amount -4

Various Plugins

- Photoshop CC 2018
- On1
- Luminar
- Photomatix
- HDR Expose 3
- Topaz
- Nik

Presets



- **Used To Transform your images into amazing new styles**
- **What is it? It a set of adjustments i.e. exposure, saturation, contrast, etc**
- **Where do get them?**
 - **You can make them**
 - **They come with LR**
 - **You can download for free**
 - **You can buy them of the Internet**

What Are Plugins Used For

- Enhance details
- Remove unwanted objects
- Reduce noise
- Enable to work with layers
- Process HDR photo
- Change sky
- Add texture and frame to a photo
- Move an object in a photo

What Can You Save Your Photos For?

- For a website - SumgMug, Flickr, Etc
- Facebook, Twitter, Etc
- iPhone or iPad
- Printing
- Photo book

Places To Get Photos Printed

Title	Website Link
CVS	https://www.cvs.com/photo?_requestid=1620820
Walgreens	https://photo.walgreens.com/store/prints
Walmart	https://photos3.walmart.com/?&search_redirect=true
B J's Wholesales Club	http://photo.bjs.com/
Sam's Club	https://photo.samsclub.com/home.aspx?rdir=true&_requestid=1591431
Sterling Photo	http://www.sterlingphotoonline.com
National Photo	https://www.nationalphoto.net
Bay Photo	https://www.bayphoto.com

Export Photos

Export To: Hard Drive

Preset:

▼ Lightroom Presets

Burn Full-Sized JPEGs

Export to DNG

For Email

For Email (Hard Drive)

▼ Arnold

Water Mark with Boarder

► Aurora HDR 2017

► Aurora HDR 2018

► Aurora HDR Pro

► Google

► HDR Expose 3

► Luminar

► Nik Software

► Photomatix

► X-Rite Presets

▼ User Presets

Email

PSD Print

SmugMug

SmugMug 3000

AddRemove

Post-Process Actions:

► Process with ImageFramer

InsertRemove

Plug-in Manager...

Export One File

▼ Export Location

Export To: Specific folder

Folder: /Users/arnoldndubin/Desktop Choose...

☒ Put in Subfolder: SmugMug-Eagles

☐ Add to This Catalog ☐ Add to Stack: Below Original

Existing Files: Ask what to do

▼ File Naming

☒ Rename To: Custom Settings

Custom Text: Start Number: 1

Example: 001-20180116-180118-...n D750 -_DSC6847.jpg Extensions: Lowercase

► Video

▼ File Settings

Image Format: JPEG Quality: 100

Color Space: sRGB ☐ Limit File Size To: 100 K

▼ Image Sizing

☐ Resize to Fit: Width & Height ☐ Don't Enlarge

W: 1,000 H: 1,000 pixels Resolution: 300 pixels per inch

► Output Sharpening Sharpening Off

▼ Metadata

Include: All Metadata

☒ Remove Person Info ☒ Remove Location Info

☒ Write Keywords as Lightroom Hierarchy

▼ Watermarking

☐ Watermark: Simple Copyright Watermark

► Post-Processing Go to Export Actions Folder Now

CancelExport

Collections and Publish Services



Training Website

Title	Website Link
KelbyOne	https://kelbyone.com
Linda.Com	https://www.lynda.com
YouTube	https://www.youtube.com
Julieanne Kost's Blog	http://blogs.adobe.com/jkost/lightroom-training-videos
Apple Photos	https://digital-photography-school.com/apple-photos-an-under-appreciated-post-processing-software-powerhouse/