

ALL THOSE PHOTOS!

And what to do with them

WORKFLOW

Digital Asset Management (D.A.M.)



HUH?

- Some people are put off DAM because it sounds boring or worse seems irrelevant to their photography.
- DAM applies to everybody; pro photographer, designer, amateur, family snapper, videographer..
- If you create any digital content, be it pictures, Word documents, or invoices you need some sort of DAM

What is DAM?

- It is the protocol for downloading, renaming, backing up, rating, grouping, archiving, optimizing, maintaining and exporting files.
- It refers to the entire process that occurs after taking of the picture, though final output to permanent storage.

Rules of DAM

- Systematize – don't use a "hodge-podge" of archiving practices
- Don't rely on memory
- Be comprehensive – consistency of organization leads to more reliable searching
- Be future-orientated – you need a system that will accommodate growth and change
- Do it once – but don't overdo it

PRINTING

- Your own printer
- The local printer (local/online)
- Brilliant Prints
- Photomart
- Artisan State
- InkFx

TYPE OF PRINTING

- Paper – all types
- Canvas
- Acrylics
- Aluminium
- Mugs, T-shirts, etc
- Calendars
- Photobooks

PHOTOBOOKS

- Select your photos
- Edit – straighten, crop, colour correct, sharpen
- Copy them all in a separate folder
- Add to your desktop photo book software or upload online
- Layout your photobook
- Send off your order (and pay)
- Enjoy and show off

MOMENTO



MOMENTO



ARTISAN STATE - ZNO

The screenshot shows a web browser window displaying the ZNO website. The browser's address bar shows the URL www.zno.com/?gclid=CjwKEAjlwqdi7ERCL6Zmk5-rsTw5IA8miVabz22WD65IWxE35mZl2dk0h7P62C6LH-G-sCL2Sb3CqBoCMgDw_wcB. The website's navigation bar includes the ZNO logo, a 'We changed name. [Learn more >](#)' notification, and links for 'Pro Plan', 'Support', 'Cart', and 'My Stuff'. Below the navigation bar, there are four main menu items: 'Products', '\$5 Trial', 'Marketplace', and 'Create'. The main content area features a large heading 'Photo Book Revolution' followed by the text 'Layflat Flush Mount Photo Albums' and 'Insane Quality. Insanely Affordable'. A 'Learn More >' link is positioned below the text. The background of the main content area is a large, high-contrast photograph of a woman's face, framed as if it were a photo album page. The Windows taskbar at the bottom of the screen shows various application icons, including Internet Explorer, Google Chrome, and Adobe Photoshop, along with the system clock indicating 8:40 PM on 1/07/2016.

ZNO

Pro Plan Support Cart My Stuff

Products \$5 Trial Marketplace Create

Photo Book Revolution

Layflat Flush Mount Photo Albums
Insane Quality. Insanely Affordable

[Learn More >](#)

8:40 PM
1/07/2016

PRODUCTS

The screenshot shows a web browser window displaying the ZNO website's product list. The browser's address bar shows the URL www.zno.com/product-index.html. The website's navigation bar includes the ZNO logo, a "Pro Plan" button, and links for "Support", "Cart", and "My Stuff". Below the navigation bar, there are four main categories: "Products", "\$5 Trial", "Marketplace", and "Create". The "Products" category is expanded, showing a grid of product categories with their respective sub-items:

- Albums & Books**
 - [Flush Mount Album >](#)
 - [Layflat Book >](#)
 - [Press Book >](#)
- Wall Arts**
 - [Canvas >](#)
 - [Frames >](#)
- Prints & Posters**
 - [Photo Prints >](#)
 - [Posters >](#)
- Cards**
 - [Holiday Cards >](#)
- Calendars**
 - [Wall Calendar >](#)
 - [Desk Calendar >](#)
 - [Poster Calendar >](#)
- Custom Clothing**
 - [T-Shirts > *New!*](#)
- Table Tops**
 - [Crystal Plaque >](#)
 - [Wood Plaque >](#)
 - [Modern Frame >](#)
 - [Classic Frame >](#)
 - [Metal Cube >](#)
- Boxes**
 - [Presentation Box >](#)
 - [Image Box >](#)
 - [Gift Box >](#)
 - [DVD Case >](#)
- Studio Samples**
 - [Album Samples >](#)
 - [Print Test >](#)
 - [Swatch Rings >](#)
 - [Frame & Canvas Samples >](#)

At the bottom of the page, there are four columns of links: "About" (Home Change, About Us, What's Flush Mount?, Terms of Use, Privacy Policy), "Saving Plans" (Membership, Pro Plan, Volume Discount), "Solutions" (Design Service, Photo Brackets, Gift Certificate, Studio Samples), and "Support" (FAQs, Tutorial Videos, Price Sheet, Contact Us). The Windows taskbar at the bottom shows the time as 8:40 PM on 1/07/2016, with various application icons open.

OTHER PHOTOBOOKS

- Snapfish
- Photo Pico (Canon)
- Blurb
- Photobox
- Photobooks Australia
- Office Works

SLIDESHOWS

- Proshow Gold & Producer
- Animoto – www.animoto.com

- Prepare images as for Photobooks

DIGITAL SHARING

- Facebook
- Instagram
- 500px
- Viewbug
- Flickr
- YouTube
- Vimeo
- Your own website

Competitions

- Photoclub & associated competitions
- Free Comps – Viewbug, Canon Light Awards
- Better Photography
- Australian Photography
- Epson Pano Awards
- Travel Photographer of the Year
- Outdoor Photographer of the Year
- Maitland Salon
- Local shows & comps
- Astrophotography – David Malin Awards

EXPERIMENT



Photomorphis – Doug Landreth

The screenshot shows the website **PHOTOMORPHIS PHOTOGRAPHYEVOLVED**. The main banner features a vibrant red flower composite with the text: **NOW ANYONE CAN CREATE AMAZING TEXTURED PHOTOSHOP COMPOSITES: ISOLATED ARTIFACT BLENDKIT**. Below this, a call to action reads: **STOP THROWING AWAY GREAT PHOTOS: LEARN MORE**. Three product tiles are displayed: **SHOP LIGHTROOM** (with a cityscape image), **SHOP TEXTURES** (with a blue butterfly image), and **SHOP ON 1 PRESETS** (with a character in a landscape image). The footer includes **POPULAR LINKS** and **RECENT POSTS**, with the latter showing **SUM PROCKINS EDITORIAL PART 1** dated May 17th, 2016. A **Help** button is located in the bottom right corner. The browser's address bar shows www.photomorphis.com and the Windows taskbar at the bottom displays icons for Internet Explorer, Google, Photoshop, and Lightroom, along with the system clock showing 5:37 PM on 3/10/2016.

Make Collages

The Breach



Amaroo Cruises

July 3 2016



Wonderfully Wild by JudeCunningPhotography.com

Other Ideas

- Screensavers
- Submit to newspapers & magazines
- Tablets and Smart Phones