Digital Image Organization

The right way.

Digital Image Organization

The **right** way.

The **wrong** way.

Digital Image Organization

The **right** way,
The **wrong** way,
<u>YOUR</u> way.

Digital Image Organization

1. **Organization, what is this DAM thing anyway?
(Digital Asset Management)**

2. **Different methods you can use & software that can help.**

Digital Image Organization

1. **Organization, what is this DAM thing anyway? (Digital Asset Management)**

2. **Different methods you can use & software that can help.**

Organization, what is this DAM thing anyway?
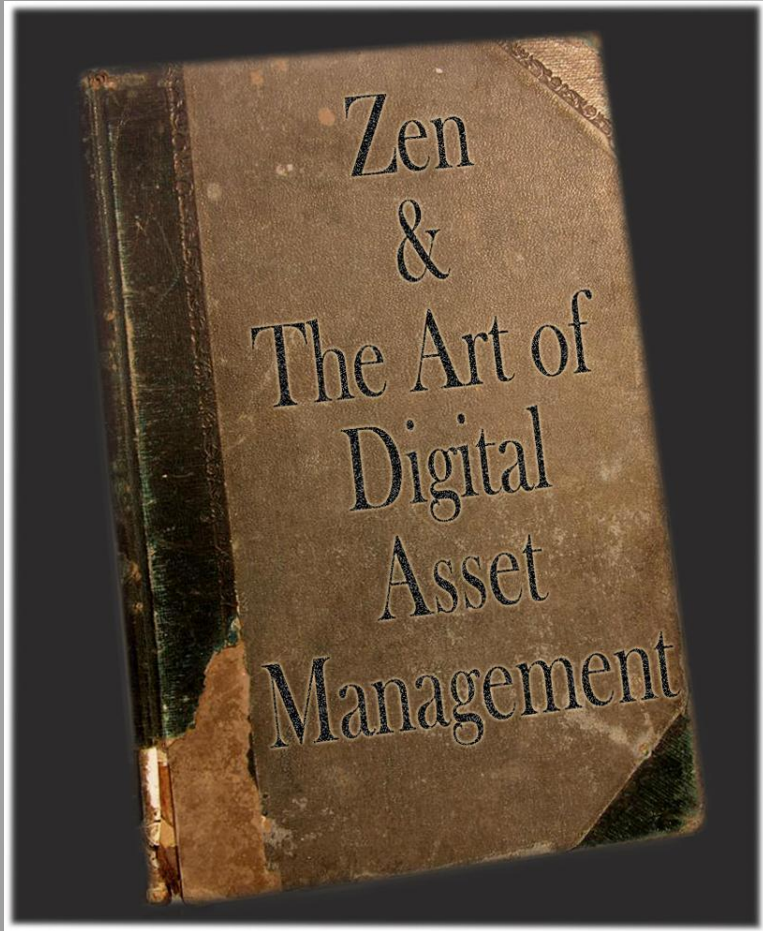
Why do we need to organize our digital images?

Can't find it = It doesn't exist!

Enter… Digital Asset Management

Digital Asset Management

Zen
&
The Art of
Digital
Asset
Management

DAM is not rules,
…but a concept.
Safe & Available.
Image Ecosystem,
a series of
achievements.

Deliberate - Repetitious - Constant

Digital Asset Management

DAM = Everything that relates to your image collection.

Images, software/hardware, file formats, folder structure, workflow, backup routine, etc…

Digital Image Organization

1. **Organization, what is this DAM thing anyway?
(Digital Asset Management)**

2. **Different methods you can use & software that can help.**

Methods & Software

Generally two options:

A. Describe your own method.

Based on image content & date produced.

Ex: Jen & Ryan's Wedding in 2018

-Or-

B. Off-the-shelf software.

Ex: Adobe Lightroom, Apple iPhoto/Photos, Flickr

Describe your own method

PROS:

- Free! Portable. Uses only your computer's OS.
- No additional software to learn.

CONS:

- Potential for higher margin for error – don't deviate from your described system.
- Limited functionality. Only a file system.
- Lack of consistency can be disastrous.

File Naming & Folder Structure.

Possible file naming convention:

RM-2018-JRWED-0001.jpg

1. **RM – Originator (photographer) string.**

2. **2018 – Date string (use 2 or 4 digit date 18 or 2018).**

3. **JRWED – Unique identifier string (#s or ABCD).**

4. **0001 – Image number string (use 3 or 4 digits).**

5. **.jpg – File extension (period (.) and three letters).**

Dos & Don'ts - File Naming

Try to…

✓ Use standard characters A-Z, a-z, 0-9, period (.), hyphen (-), underscore (_)

✓ "my_catfluffy.jpg" www.mywebsite.ca/my_catfluffy.jpg

✓ **Avoid** special characters like # $ % & * [ ]

✓ **Avoid** use of blank spaces in file names. Ex: "Peugeot 6.tif" will be changed to "Peugeot**%20**6.tif"

✓ No periods (.) in folder names, only 1 in filename.

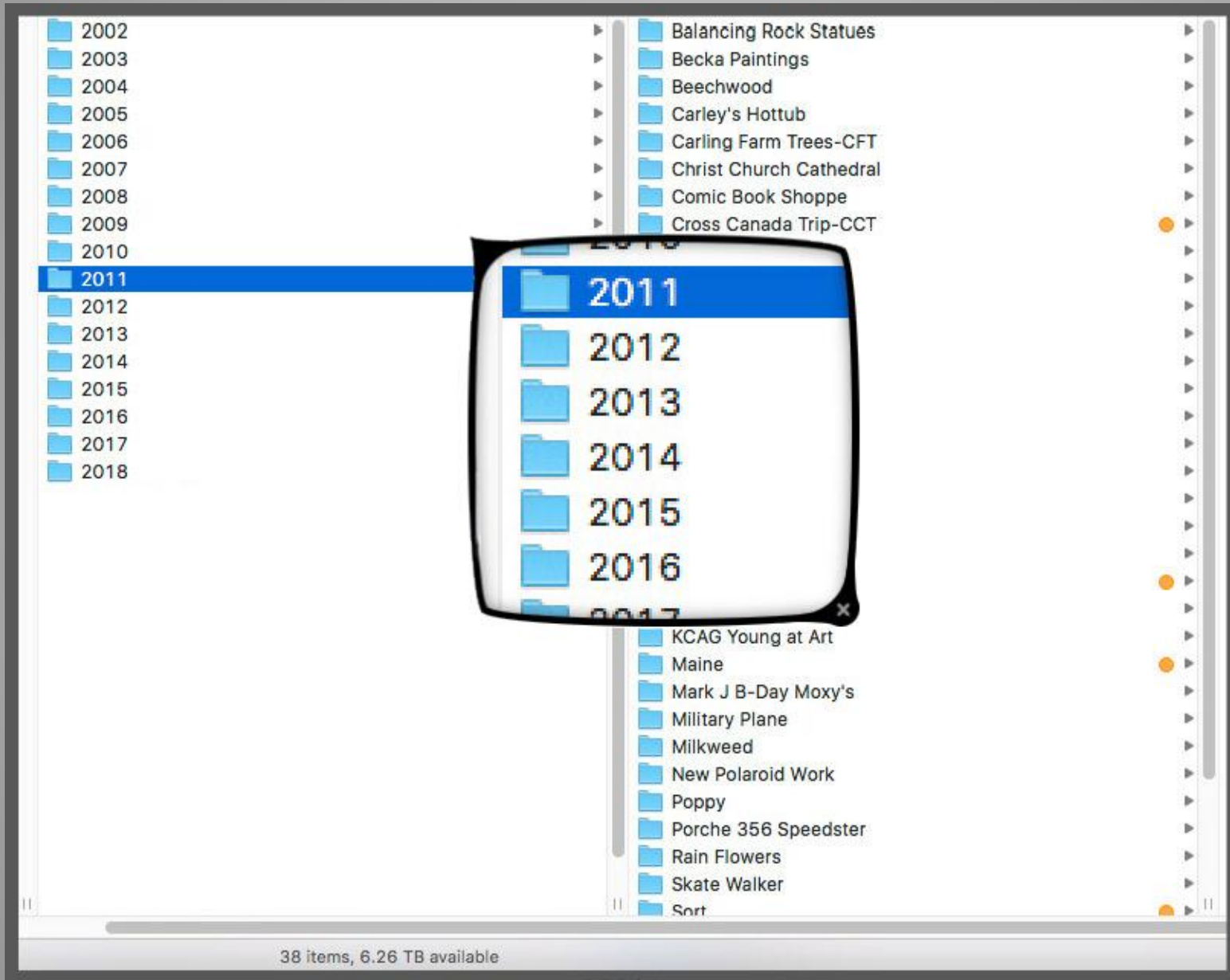# File Naming & Folder Structure.

Possible folder structure:

❖ 2018 (*Folder*)

➢ Jen Ryan's Wedding (*Sub-Folder*)

- RM-2018-JRWED-0001.jpg (*Image*)
- RM-2018-JRWED-0002.jpg (*Image*)
- RM-2018-JRWED-0003.jpg (*Image*)
- RM-2018-JRWED-0004.jpg (*Image*)

Example of possible folder structure.

Describe your own method

Important to remember…

Be consistent!

Stick with the plan!

Write it down what you did.

DAM software

Digital Asset Management

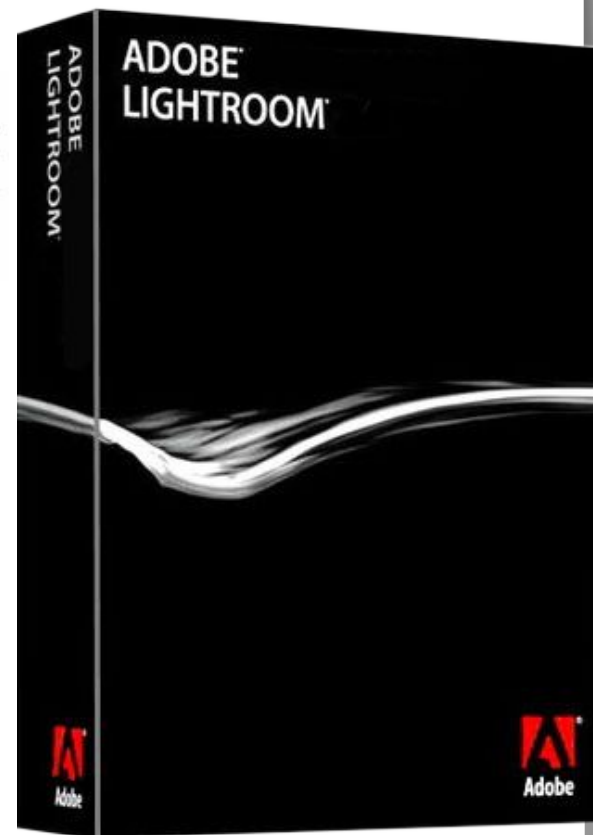# DAM software

PROS:

- **Does the dirty work for you. Handles re-naming, storage & organization.**

- **Multi-function. Image viewer/editor included.**

CONS:

- **Some are free… most cost money.**

- **Some limited to certain computers - iPhoto/Photos is only available on a Mac.**

DAM software

Function of DAM software:

- View

- Sort

- Edit

- Track

- Convert

… your digital images.

DAM software

Keywords (Metadata)

Data about data… information about your images.

Keywords…

(*Who / What / Where / Why / When*)

- Tell a story based on image content.

- Used in cataloguing & searching.

- Can be tricky – too many or too few keywords.

Keywords: Architechture, Lighthouse, Louisbourg, NovaScotia, Blue Sky, Landscape, Maritimes, 2005

Wrap-Up

- **Organization (DAM) is all about accessibility, finding your images when you want them.**

- **Lots of methods… find one that works for you!**

- **Consistency is the key to success.**