

Digital Image Organization

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Digital Image Organization

The **right** way.

Digital Image Organization

The **right** way.

The **wrong** way.

Digital Image Organization

The **right** way,
The **wrong** way,
YOUR way.

Digital Image Organization

1. Organization, what is this **DAM** thing anyway?
(**D**igital **A**sset **M**anagement)
2. Different methods you can use & software that can help.

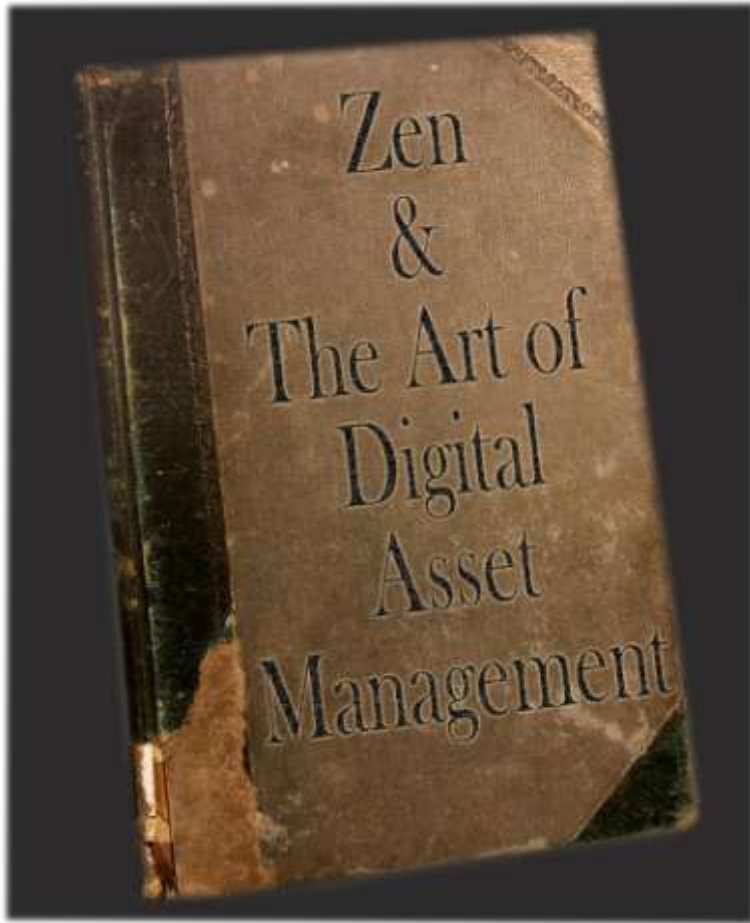
Organization, what is this **DAM** thing anyway?

Why do we need to organize our digital images?

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

Enter... **D**igital **A**sset **M**anagement

Digital Asset Management



**DAM is not rules,
...but a concept.
Safe & Available.
Image Ecosystem.
A series of
Assertions.**

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?
(**D**igital **A**sset **M**anagement)

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 2008

-Or-

B. Use software.

Adobe Lightroom, Apple iPhoto, Picasa, Flickr, etc...

Describe your own method

PROS:

- Free! 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.

File Naming & Folder Structure.

Possible file naming convention:

RM2008-0205-001.jpg

1. RM – Originator (photographer) string.
2. 2008 – Date string (use 2 or 4 digit date 08 or 2008).
3. 0205 – Unique identifier string (use 2,3,or, 4 digits).
4. 001 – Image number string (use 3 or 4 digits).
5. .jpg – File extension (period (.) and three letters).

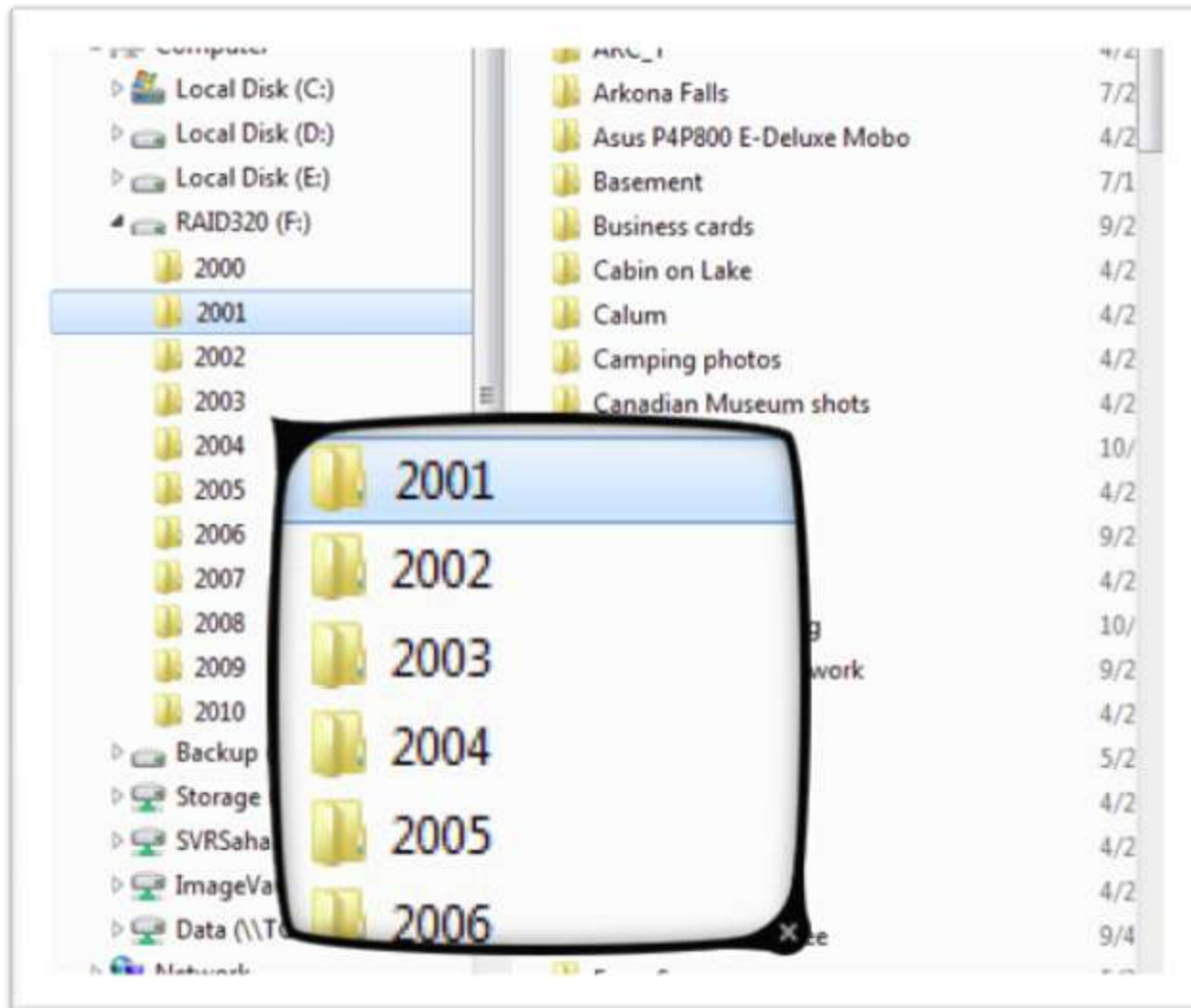
File Naming & Folder Structure.

Possible folder structure:

❖ 2008 (*Folder*)

➤ Jen & Ryan's Wedding (*Sub-Folder*)

- RM2008-0205-001.jpg (*Image*)
- RM2008-0205-002.jpg (*Image*)
- RM2008-0205-003.jpg (*Image*)
- RM2008-0205-004.jpg (*Image*)



Example of possible folder structure in Windows.

Describe your own method

Try to...

- ✓ Use standard characters A-Z, a-z, 0-9, period (.), hyphen (-), underscore (_), www.mywebsite.ca/my_cat.jpg “my_cat.jpg”
- ✓ **Avoid** special characters like # \$ % & * []
- ✓ **Avoid** use of blank spaces in file names. Ex: “Peugeot 6.tif”
will be changed to “Peugeot%206.tif”

Describe your own method

Important to remember...

Be consistent – stick with the plan!

DAM software

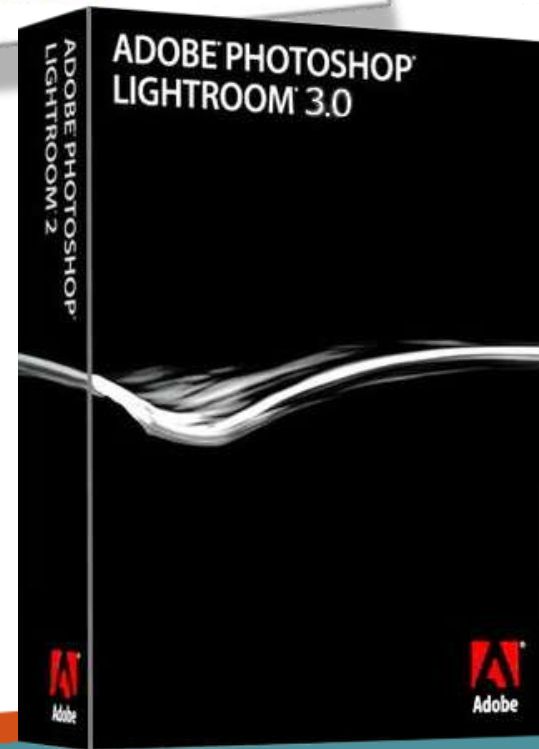
Google

Digital Asset Management software

About 423,000 results (0.19 seconds)



WIKIPEDIA
The Free Encyclopedia



DAM software

PROS:

- Does the dirty work for you. Handles re-naming & storage.
- Multi-function. Image viewer/editor included.

CONS:

- Some are free... most cost money.
- Some limited to certain computers - iPhoto only available on a Mac.

DAM software

Function of DAM software:

- View
- Sort
- Edit
- Convert
- Track

... 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: Lighthouse, Louisbourg, Nova Scotia, Maritimes, Blue Sky

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.

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