

Sharing Your Images Online / Using Lightroom to Create Web Galleries

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We all have lots of images tucked away as slides, prints or image files on a hard drive. But no one can enjoy them if they're hidden. Fortunately the Internet gives us an opportunity to share our images with people—friends, relatives, customers, *potential* customers, etc.

Free or Almost Free Options for Sharing Images Online

- SmugMug (\$40/yr + 2 higher levels) – www.smugmug.com
example that shows how to purchase a print: <http://sttp.smugmug.com/>
- Flickr (\$25/year) – www.flickr.com
example: Ian Plant
<http://www.flickr.com/photos/ianplantphotography/sets/72157618047055674/>
- BetterPhoto (\$199/yr + 1 higher level) – www.betterphoto.com/sites4photogs/
example: Alan Borrer at
<http://www.betterphoto.com/premium/default.aspx?id=66535&mp=V3>
- Photo.net (\$25/year) – www.photo.net
example: Marc Adamus
http://photo.net/photodb/member-photos?user_id=1353935

Having a Website of Your Own

The basic requirements to make a website “live” on the Internet:

- **Your own domain**
- **A Host**

A domain is the unique name (address) of your website on the Internet, for example portlandcameraclub.org or artwolfe.com.

You obtain a domain by registering it. Once you register a domain, no one else can use it while it is registered to you.

To register a domain costs \$8–15/year. There are many domain registrars available, for example, Network Solutions and GoDaddy.

A host is a company with a large network of computers that are connected to the Internet. The host rents you space on their computers—space to store your website's files—and the host makes your files available on the Internet. In other words, a host makes your website “live” on the Internet.

A host costs roughly \$10/month, often less. Many companies serve as both domain registrars *and* hosts, which is convenient because you only have to deal with one company. A popular registrar and host is www.godaddy.com.

I personally use Alentus Hosting because their rates are reasonable and their technical support has been very good (www.alentus.com). A Maine firm with a solid reputation is Maine Hosting Solutions (<http://www.mainehost.com/>) in Bath.

Building Your Own Website

Websites are created with a coded language called HTML (hypertext markup language).

If you want to learn HTML on your own, I recommend *HTML for the World Wide Web* by Elizabeth Castro.

Web Page Editing Program

A web page editing program (aka HTML editor) is used to build the web pages that make up a website. There are many editors to choose from. Dreamweaver is a popular, good web page editing program. Personally, I use HomeSite for 90% of the work I do.

For a list of web page editing programs, go to:
http://en.wikipedia.org/wiki/List_of_HTML_editors

Hiring a Web Designer To Build Your Website

Web Designer

One option is to hire a web designer to build your site for you. That way, you get a website that's customized for you and can be easily modified in the future.

Hiring a web designer is a lot like hiring a contractor to build your house. What you ask for will determine the total cost. A small, simple house has a lower cost than a larger house with special features—it works the same for websites.

To see a listing of designers, try a Google search like “Portland Maine web designer” or “web designer” in Google Maps.

Using Adobe Lightroom To Build Web Galleries

Adobe Lightroom is a program for managing images and doing post-production work on them. It contains an image database program, a RAW converter that is essentially a clone of Adobe Camera RAW, a slide-show creator, a print engine, and a web gallery creator. Lightroom runs on Mac or Windows computers, and costs around \$260 (\$85 for an academic copy).

Lightroom's web gallery creator is easy and powerful, and the results look terrific.

If you're looking for a how-to book, I recommend *Adobe Photoshop Lightroom 3 Book for Digital Photographers* by Scott Kelby.

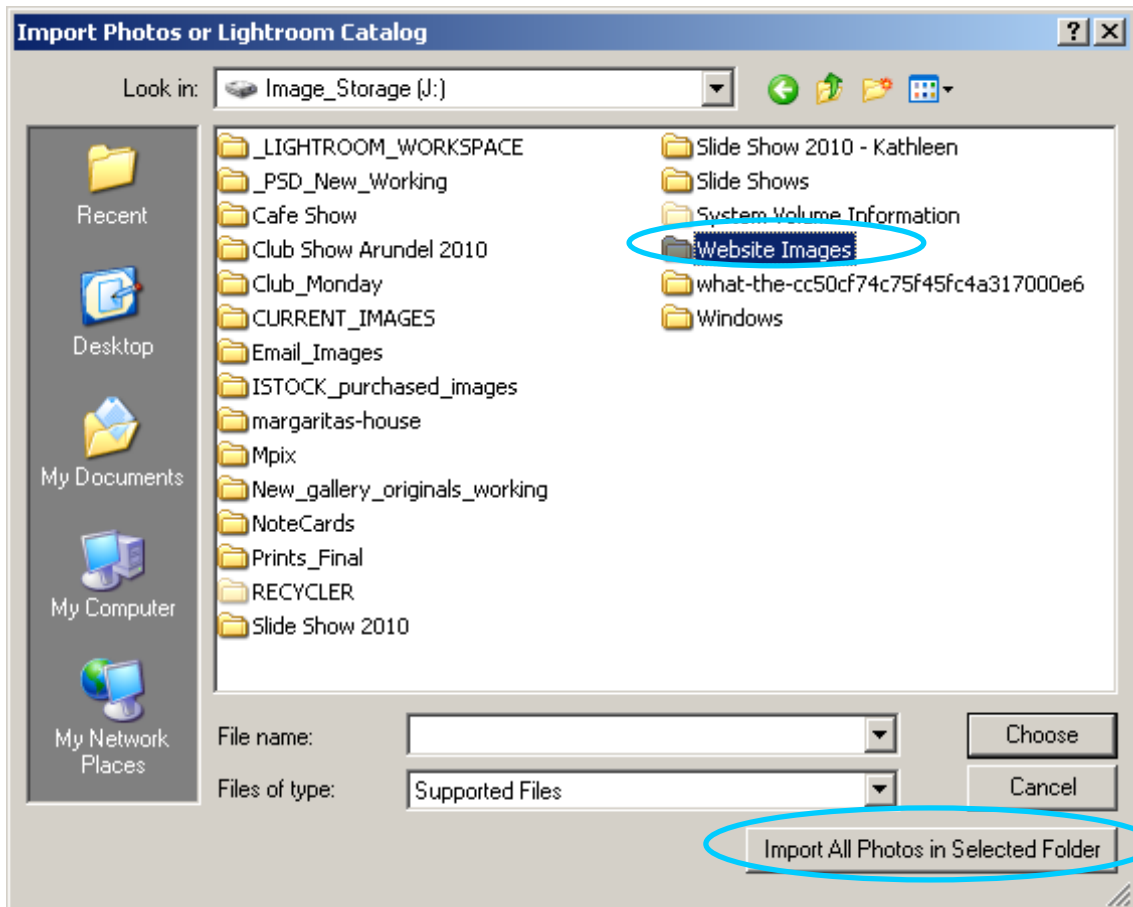
<http://www.scottkelby.com/> | <http://www.peachpit.com/store/product.aspx?isbn=0321700910>

Using Lightroom to Create Web Galleries

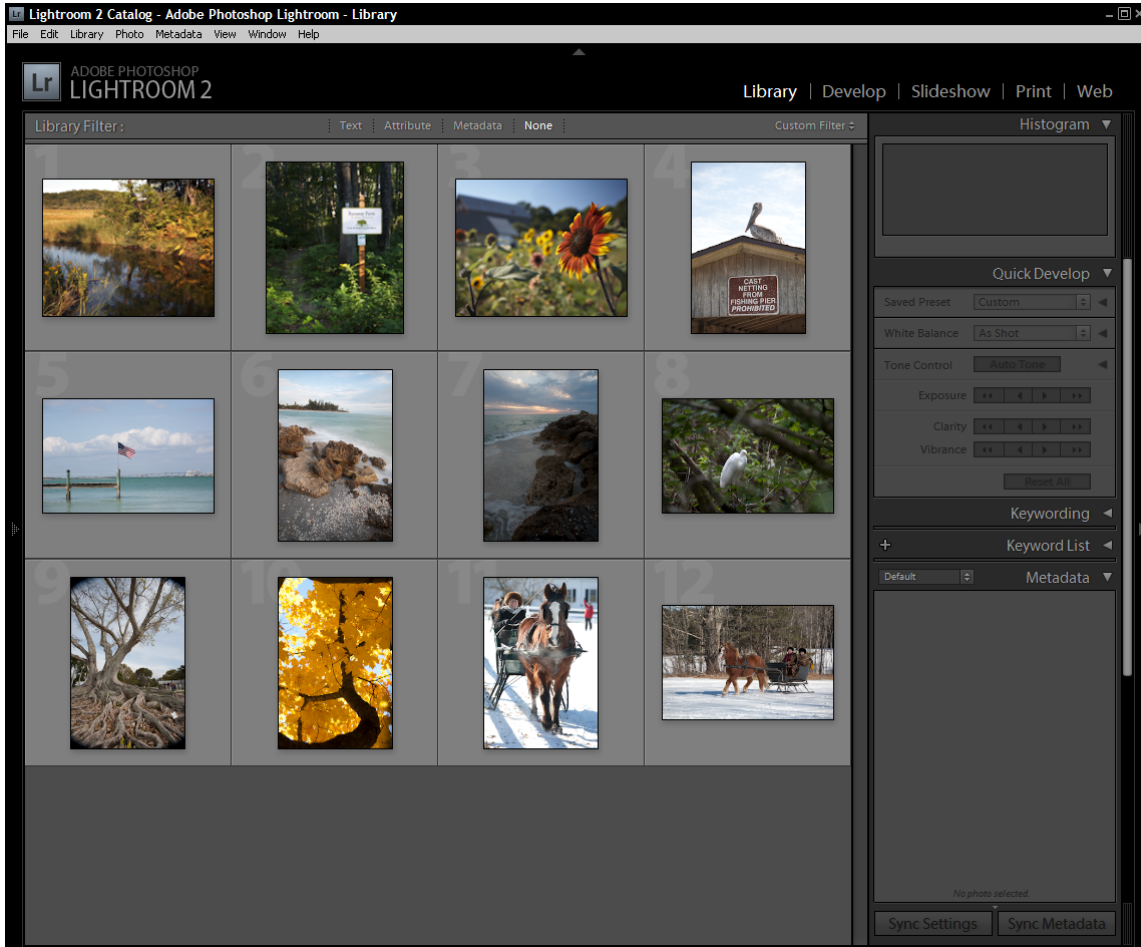
Importing Images into Lightroom & Assigning Collections

- 1) Lightroom allows you to work with these types of files: RAW, .jpg, .tif and .psd. You can put any of these types into your Website Images folder. Mix and match if you want.
- 2) Open Lightroom and import the images into Lightroom.

Click **File / Import Photos from Disk**



- 3) Next, the Import Photos dialog box is displayed. Click the **Import** button.
- 4) After a few seconds, your images will be displayed in Lightroom. The screen below shows 12 images that have been imported.



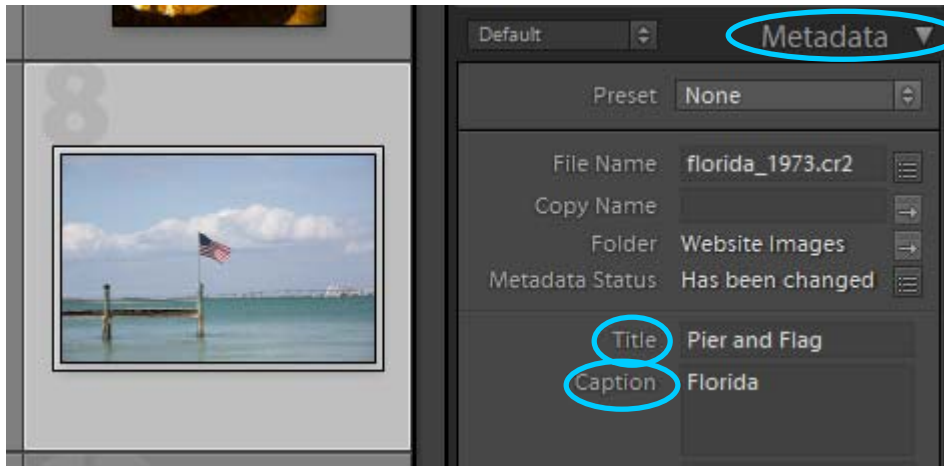
Note: for a good description of how to use Lightroom's image database capabilities to organize your images, see *Adobe Photoshop Lightroom for Digital Photographers* by Scott Kelby (Peachpit/New Riders Press), Chapter One.

Titles and Captions

Titles and captions are optional, but they are a good idea. For each image, the title and caption is entered in the Metadata panel on the right side of the screen.

In the image below, notice the **Title** field = Pier and Flag, and the **Caption** field = Florida. When Lightroom builds a web gallery with this image, the gallery will show "Pier and Flag" *above* the image, and "Florida" *under* the image.

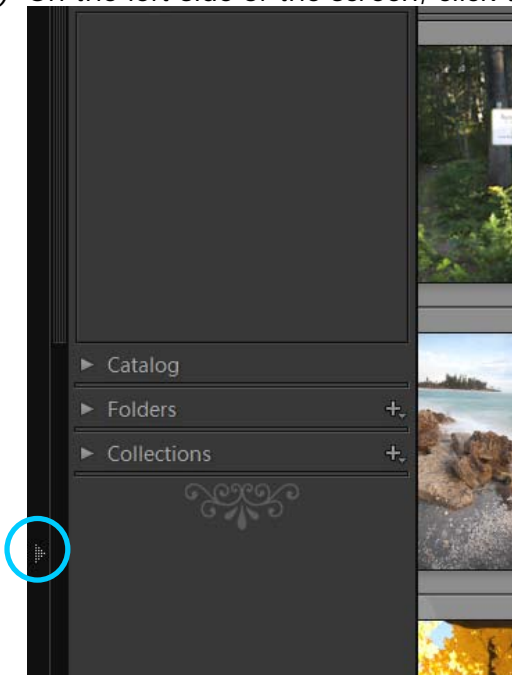
To enter Titles and Captions, click once on the image thumbnail to select the image, then enter a title and caption.



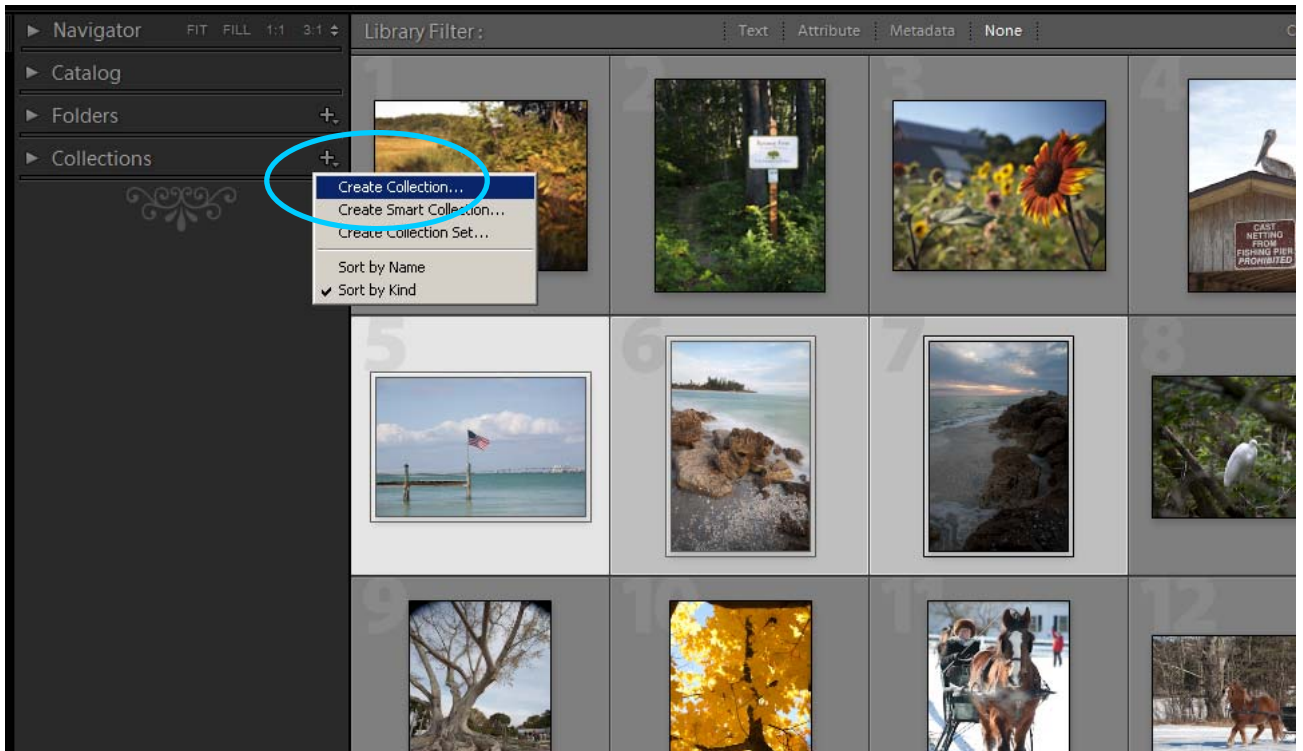
Collections

To organize your image galleries, create a collection for each gallery.

1) On the left side of the screen, click the small triangle to display the panel shown below.



- 2) Select each image that you want to go into a web gallery. In the example below, I've selected the three seascape images.
- 3) Click the plus sign to the right of "Collections." In the little pop-up menu, select "Create Collection."



- 4) A new pop-up box is displayed. Give your collection a name, and be sure to check "Include Selected Photos."



Think of your **collection** as a **gallery**. Each *gallery* of images is a separate *collection*.

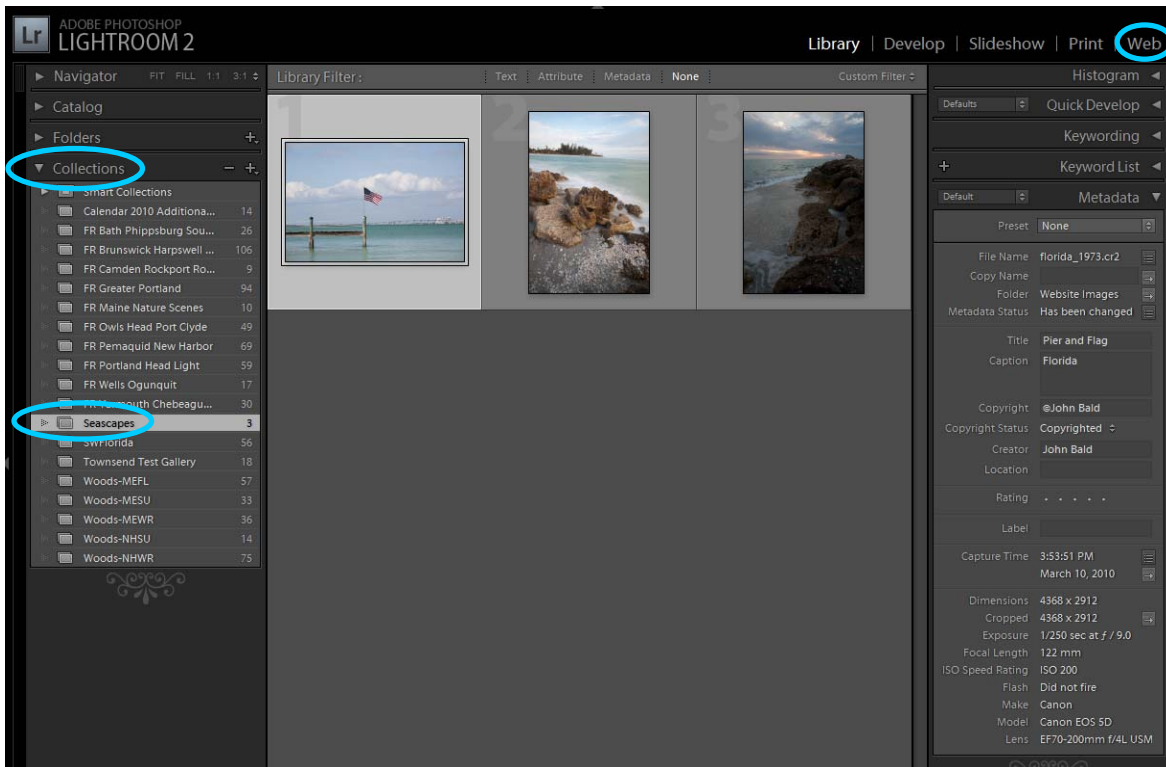
Note: you can use an image in more than one collection (more than one web gallery) if you want to.

Lightroom Web Galleries!

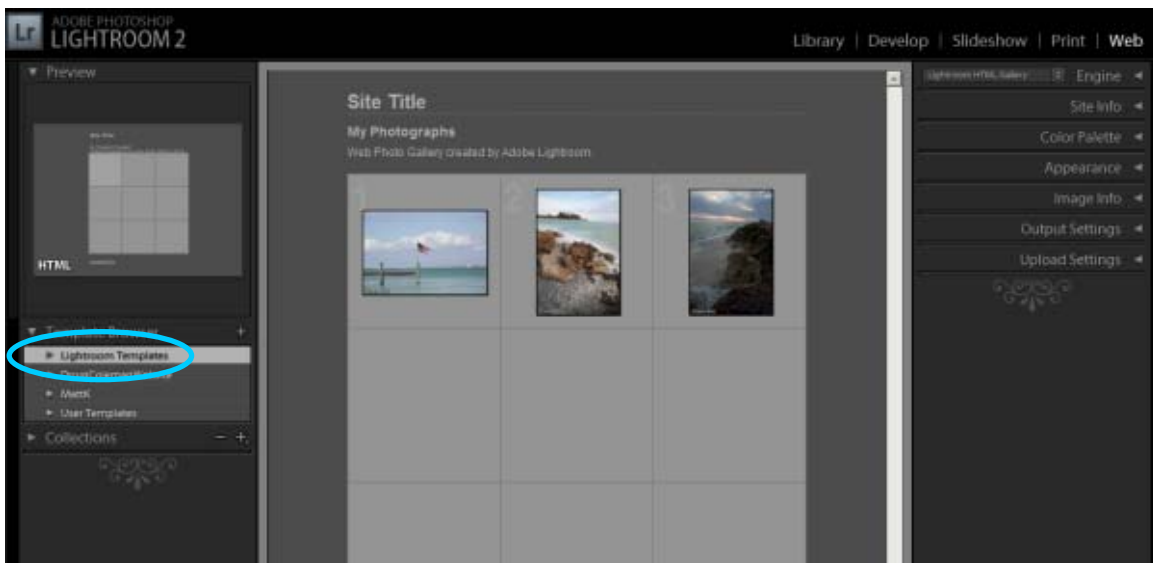
When you've entered titles and/or captions for your images, and you've organized them into collections, you're ready to use Lightroom's Web Module.

To create a gallery:

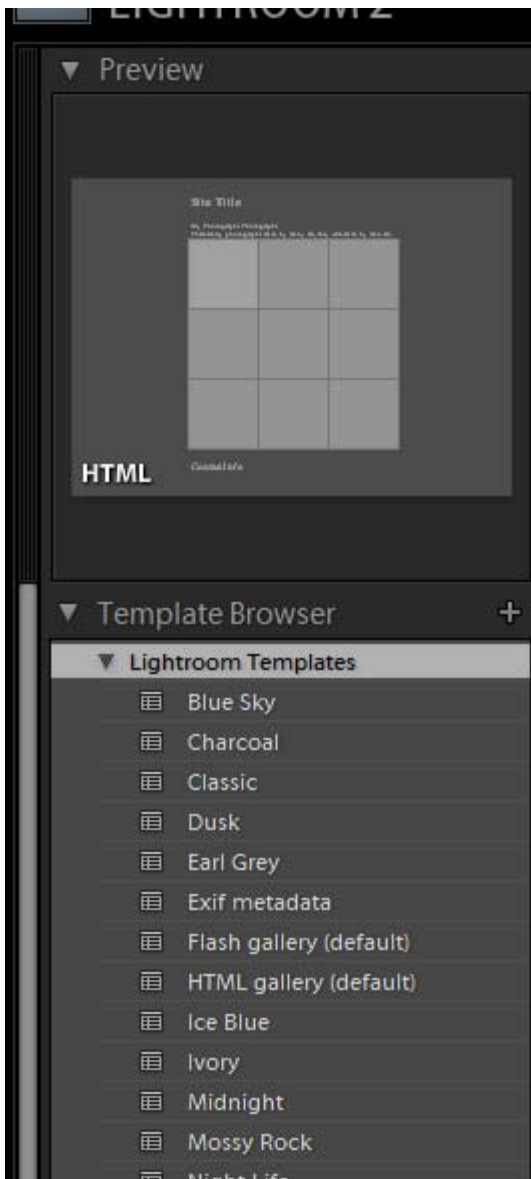
1. On the left side of the screen, look in your list of Collections. Click once on the collection you want to work with. In the example below, I've selected the "Seascapes" collection.
2. In the upper right corner of the screen, click on **Web**.



3. Lightroom will create the gallery using the default web template. On the left side of the screen, click the triangle to the left of "Template Browser." The list of templates will be displayed. (You might have to click the words "Lightroom Templates" to expand the list.)

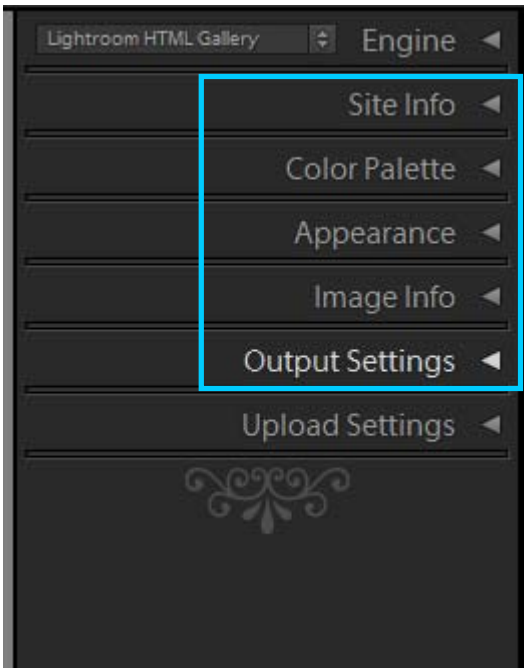


4. Move your cursor over the list of Lightroom templates (Blue Sky, Charcoal, Classic, etc.). A mini preview of each template is displayed. Click once on any template, and Lightroom will display your images in that template. It takes a few seconds for Lightroom to generate a gallery when you've clicked on a new template.

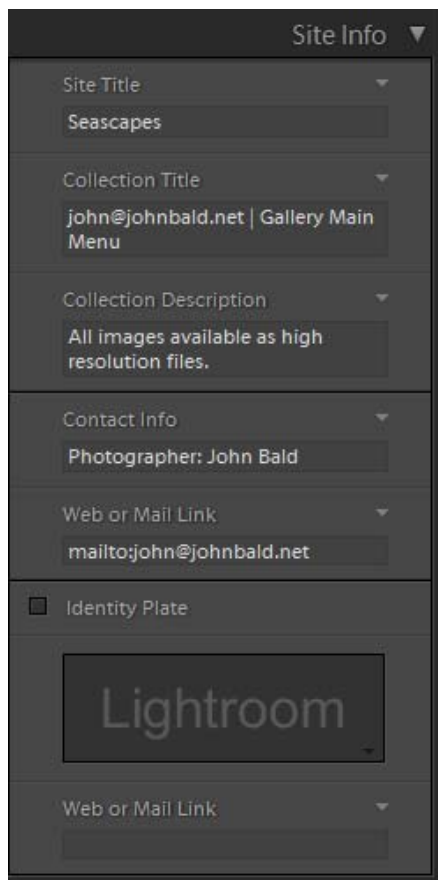


5. Try different templates!

6. When you've chosen the template that you want to use, the next step is to fill out the fields on the right side of the screen. Go through the panels: **Site Info**, **Color Palette**, **Appearance**, **Image Info** and **Output Settings**.



You'll fill out these panels according to your personal preferences. As you fill them out, Lightroom will show the results. Some sample settings are shown below:




Appearance

Common Settings

- Add Drop Shadow to Photos
- Section Borders

Grid Pages



- Show Cell Numbers
- Photo Borders

Image Pages

Size 600 px

- Photo Borders

Width 1 px

Color Palette

- Text
- Detail Text
- Background
- Detail Matte
- Cells
- Rollover
- Grid Lines
- Numbers

Image Info

Labels

- Title Filename ↕
- Caption Caption ↕

Output Settings

Large Images

Quality 75

Metadata : Copyright Only ↕

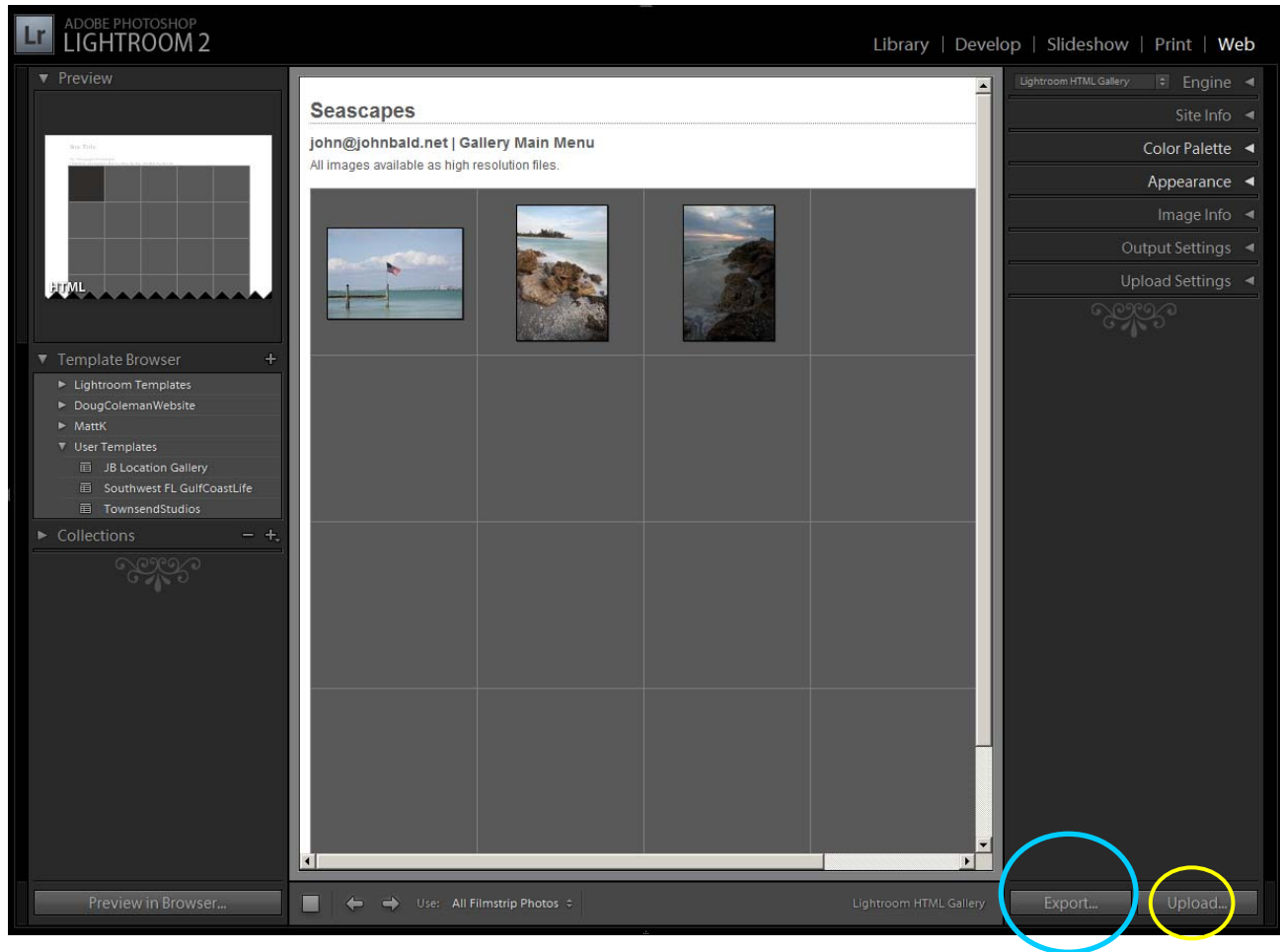
- Add Copyright Watermark
- Sharpening : Standard ↕

Sharpening is applied on output.

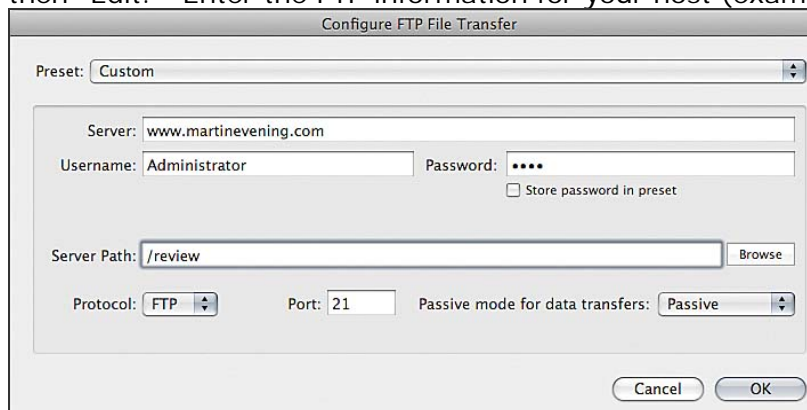
Export Your Gallery

When you've made your changes and you are happy with the gallery, it's time to export it. When you export your gallery, Lightroom will save all the files that are needed for the gallery, including HTML files, graphics files, Javascript files and of course the images.

Click the **Export** button in the bottom right corner of the screen.

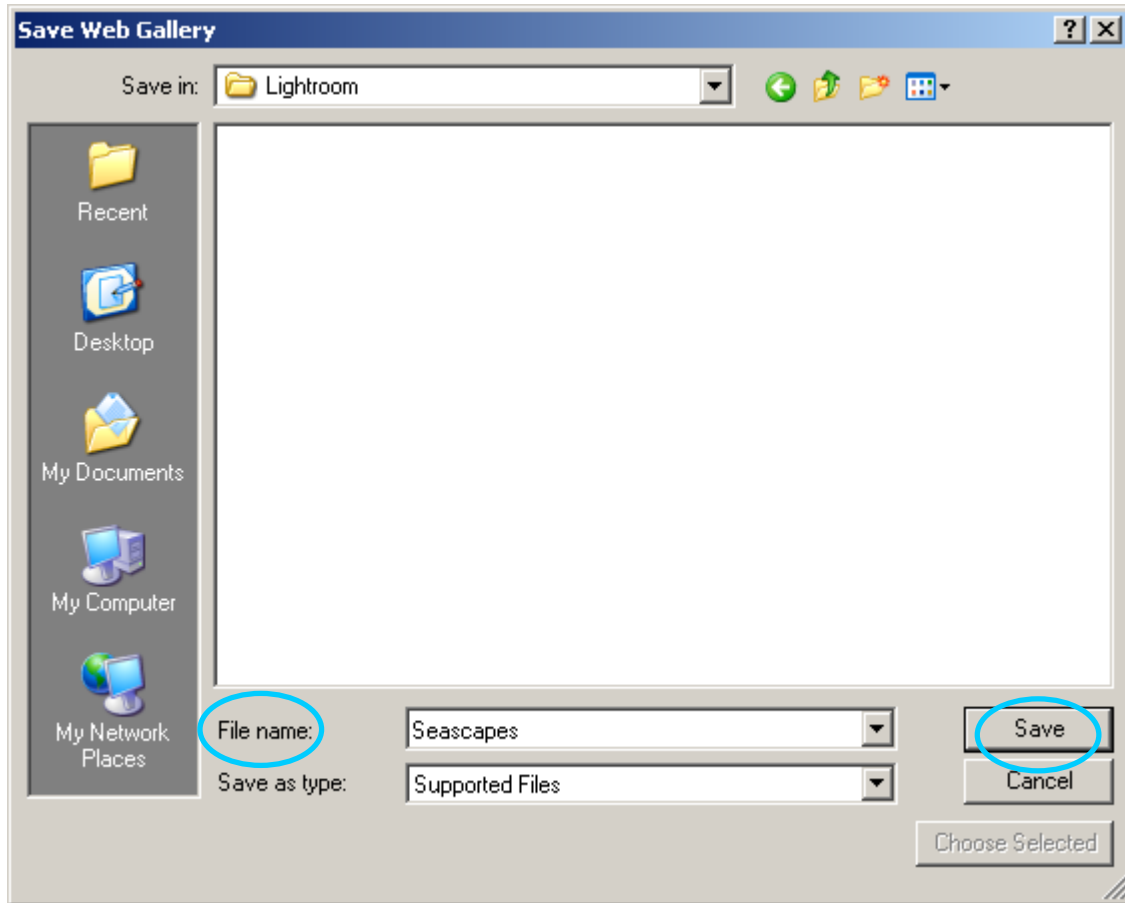


Note: Alternatively, you can use the **Upload** button (bottom right corner of the screen – circled in yellow) to upload your new web gallery directly to your website host's server via FTP. Note: first you'll need to enter the ftp information for the web server that you're uploading to: click "Upload Settings" on the right side of the screen, then "Custom Settings" then "Edit." Enter the FTP information for your host (example shown here).

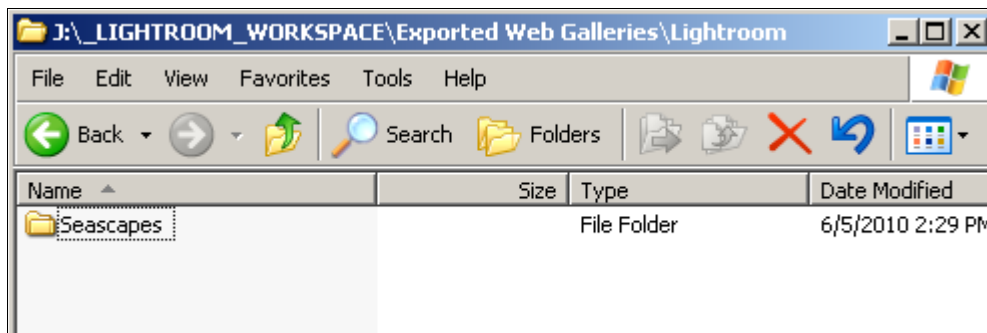


Continuing with the Export process, the Save Web Gallery dialog box is displayed next.

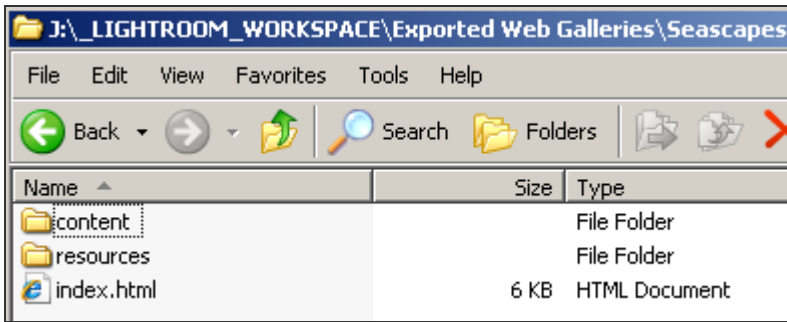
1. Use the **Save in** field to find the location in your computer where you want to save the gallery.
2. Enter a name for your gallery in the **File name** field. In the example below, I've entered "Seascapes" (note: don't use blank spaces or any unusual characters such as !, & or \$).
3. Click **Save**.



4. Wait while Lightroom exports your gallery, then go to the location on your computer where you saved the gallery and you'll see a new folder with the name that you entered in Step 2 above. In this example, I used the name Seascapes so here is the folder that Lightroom created.



This folder contains all the files for the Seascapes web gallery. Look at what is included in the folder: 2 subfolders called content and resources, and a file called index.html.



To open and view your new web gallery, double-click **index.html**.

Lightroom Plug-in To Export Images Directly to Flickr

This is a handy plug-in for Lightroom that enables you to export your images from Lightroom directly to your Flickr account. Created by Jeffrey Friedl. Visit:

<http://regex.info/blog/lightroom-goodies/flickr>