

IPTC and Adobe Photoshop Lightroom

Lightroom is a very clever program that does many things well, including making your life easier with regard to ensuring your images are stamped as YOUR images.

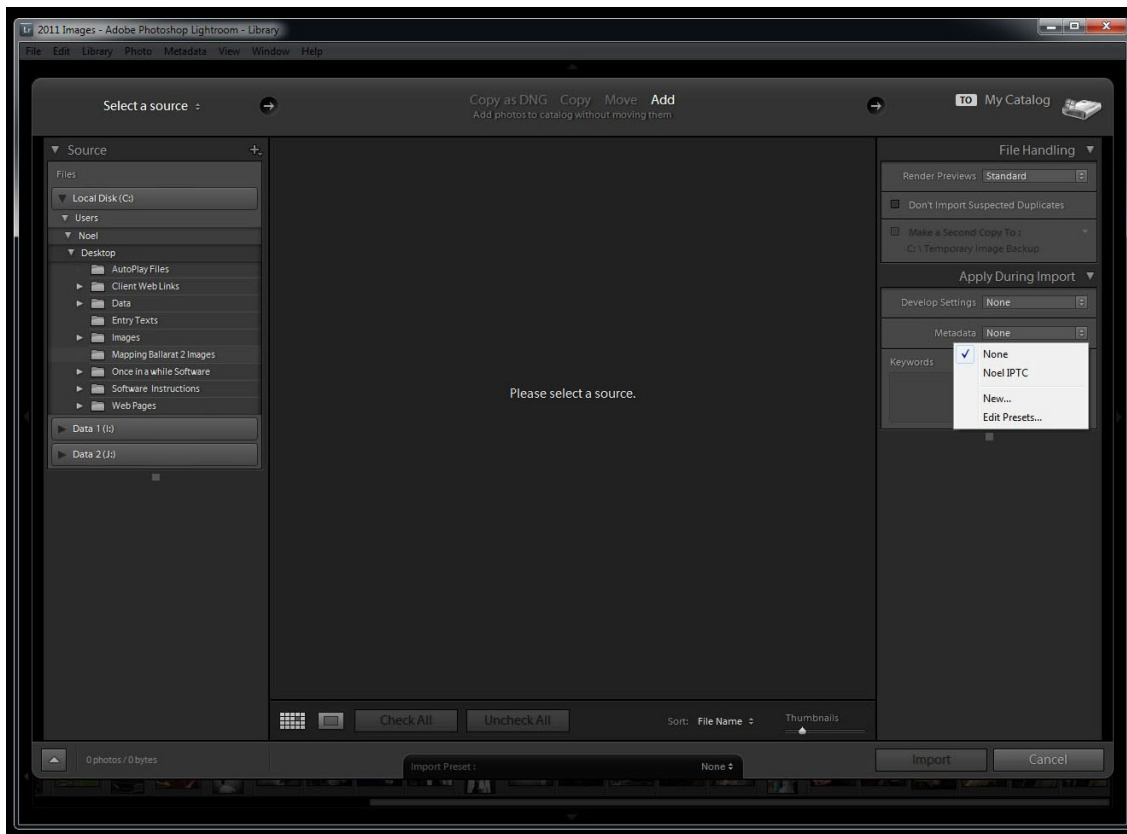
It can search for specific images within your collection by keywords and many other things. Having your images marked as YOUR images is a very handy facility for so many reasons.

With about three minutes effort, you can have set Lightroom to download your images from your memory card, apply any or all of the following: name, address, phone number, email, web page etc etc. **You only need to set it up once!** And thereafter ALL your images will have your details attached.

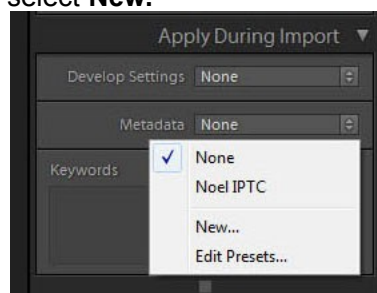
So, what's involved?

Obviously you have to open Lightroom then navigate to the Import page. To do this click on **File** near the top left hand corner of the window then select **Import Photos**.

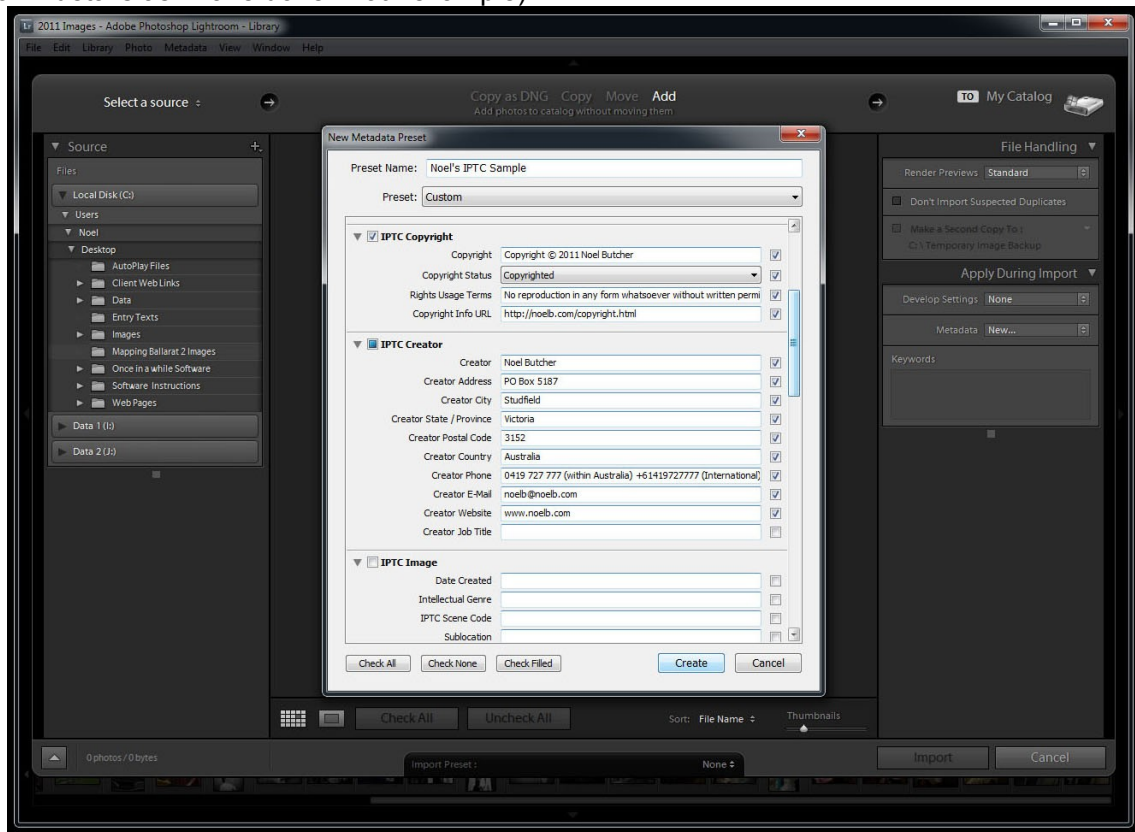
This will open a window that looks like this:



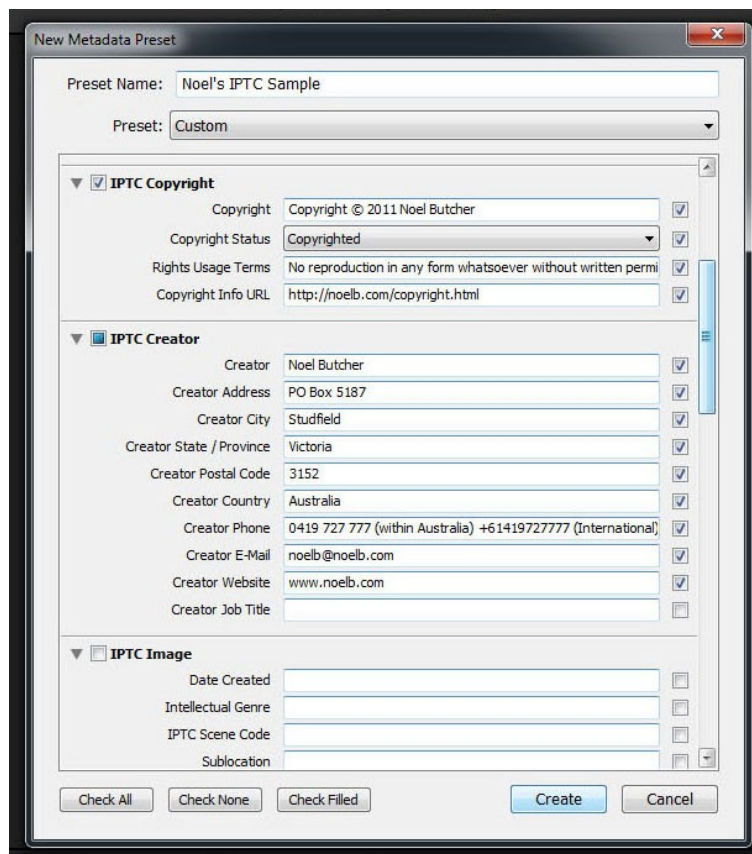
The bit we are interested in at the moment is on the right hand side of the window and is headed **Apply During Import**. Click on the small triangle to the right of the word **import** so that it is pointing down if it is not already doing so. In this window is the word **Metadata** with a drop down box to the right of the word. Click on the small arrows and select **New**.



When you select **NEW**, you will be presented with a window that looks like this (you will need to fill in your own details as I have done in our example)



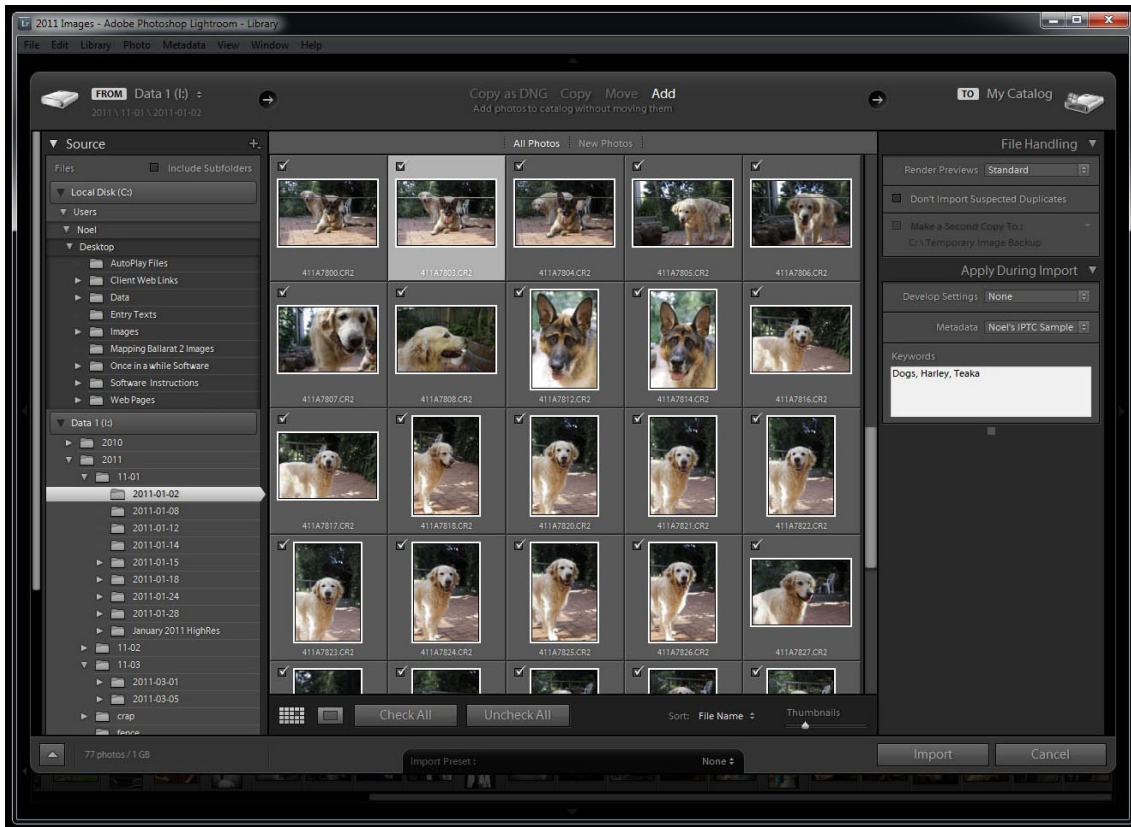
Click **Check None** (at the bottom of the new window) and then proceed to input your information. There are many fields available (use the slider on the right hand side of this window) to view them, but you don't need to worry about most of them. The sections we are most interested in are **IPTC Copyright** and **IPTC Creator**.



Once you have entered and fact and spell checked your information you will need to give this **Metadata Pre-Set** a meaningful name. I have called this example 'Noel's IPTC Sample' – enter the name near the top of this window and then click **Create** at the bottom of the window.

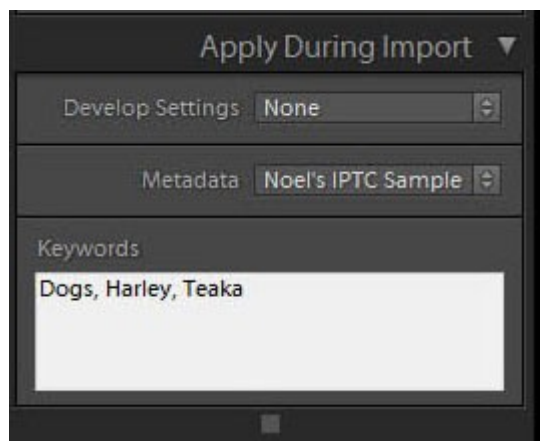
You're Done!!

If all is well, when you import all future images into Lightroom they will automatically be tagged with your information. However, we can make this process far more useful by the addition of **Keywords** (helps databases find relevant images). For example:



Here we have a selection of images of my two dogs, Harley the German Shepherd and Teaka the Golden Retriever.

In the Keywords box, I have entered Dogs, Harley, Teaka. I could have also entered German Shepherd and Golden Retriever but as these are simply private images, I didn't bother.



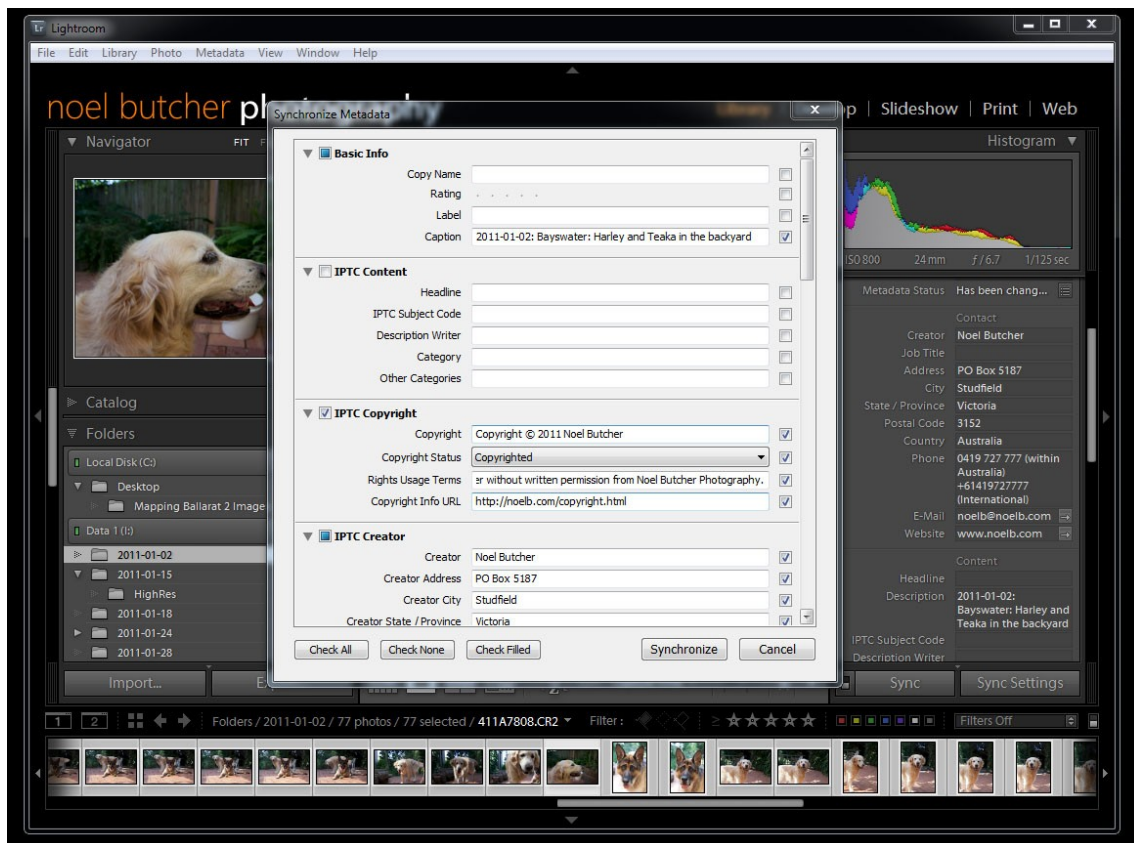
You can see from the screen grab above that Lightroom is about to enter all the information I entered in 'Noel's IPTC Sample' as well as the three **Keywords** as soon as I hit the **Import** button.

I have now imported all these images into Lightroom but I have a problem.

I haven't entered a **Description/Caption**, but it is easy to do. All these pictures were taken on the same day, in the same place and of the same subjects so this makes my job very easy. As I am in the **Library Module**, I go to the top toolbar in the Lightroom window select Edit then Select All.

If it is not already open, go to the **Metadata** section on the right hand side of the screen and click the small triangle to the right of the word Metadata. Check that to the left of the word Metadata it says IPTC in the drop down window (if not, choose it). You will see that Lightroom has chosen your new pre-set and entered all this data in each image.

However, we now want to **caption** the pictures. As a personal thing, I always put the date and location of each picture at the start of a caption and then individualise the information as needed. So, having selected all the images for captioning, I click on **Sync** which opens a window called **Synchronize Metadata**



I now type in the information I want under Caption (in the Basic Info section) of the **Synchronize Metadata** window. Once that is done hit the **Synchronize** button and Lightroom will apply the **Caption** to all the selected images. You can of course simply select individual images to only adjust the Caption for that particular image or select a few images.

Now, when you export your images they will come complete with IPTC data.

Once you have done it a few times it will become second nature.