Watermarks

Lightroom 5

Agenda

- Rapid progress through this presentation
  - It is an overview tonight (hold questions for later please)
  - A guide for work on your own
- Step-by-step in Lightroom 5
  - Great time for questions as you have them

Prior Lightroom Versions

➤ Tonight Lightroom 5

➤ Useful for versions 3.x and 4.x

➤ On-line video tutorials available

- Adobe.com FREE

- YouTube FREE

- General Google/Bing search FREE and $

- KelbyOne.com $

- CreativeLive.com $ or free when available

- Lynda.com $

Talk Topics

- ➢ We Will Cover
  - All features of the Lightroom 5 watermark
  - A quick look at exporting with a watermark

- ➢ We Will Not Cover
  - How to create a graphic image to use as a watermark
  - Other Lightroom features

What Is a Watermark?

➢ Visual branding applied to a photograph
➢ Added

- Manually to each image ☹

- Automated with a "preset" ☺

Why Watermark?

- Brand your images
  - Make your products identifiable
  - Promote your name/studio
  - Force a thief to alter your copyrighted image
- Protect against theft? No!
  - Easily removed
  - Easily cropped
- Caution
  - Can detract from the image experience

Applying a Watermark

- Creating and Applying the watermark are two independent steps
  - Both are necessary
  - There is a set of customizations for each
- Customizations can be saved as "presets"
- The steps can be manual each time
- The steps can be automated for one or a group of images
- Lightroom terms to remember
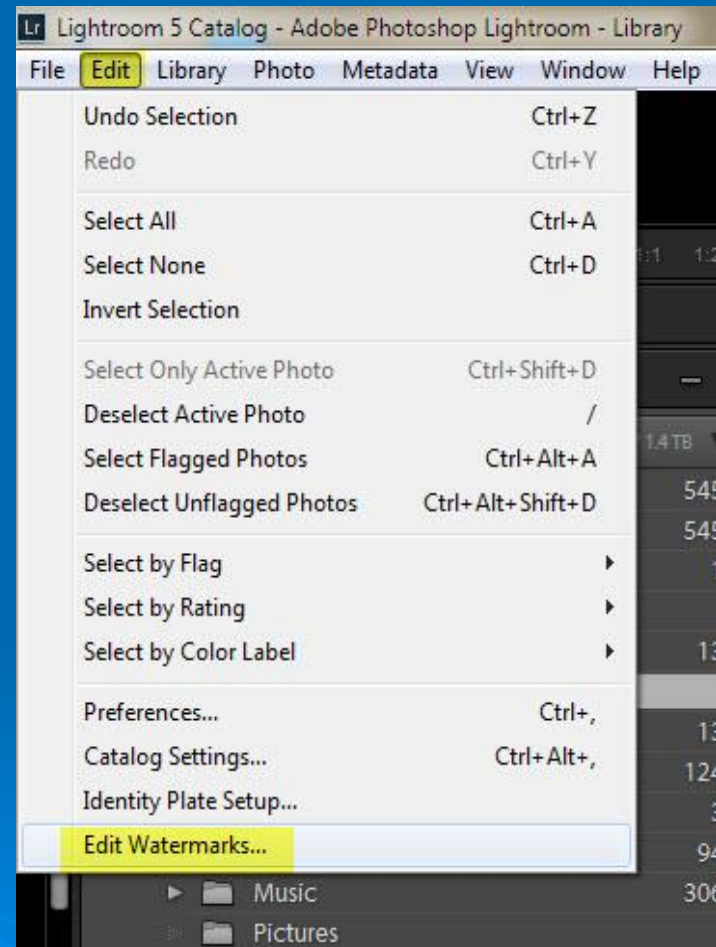 - Watermark
  - Export

How to Create a Watermark

- In Lightroom, you have two options:
  - Text – entered directly into Lightroom
    - © Your Name
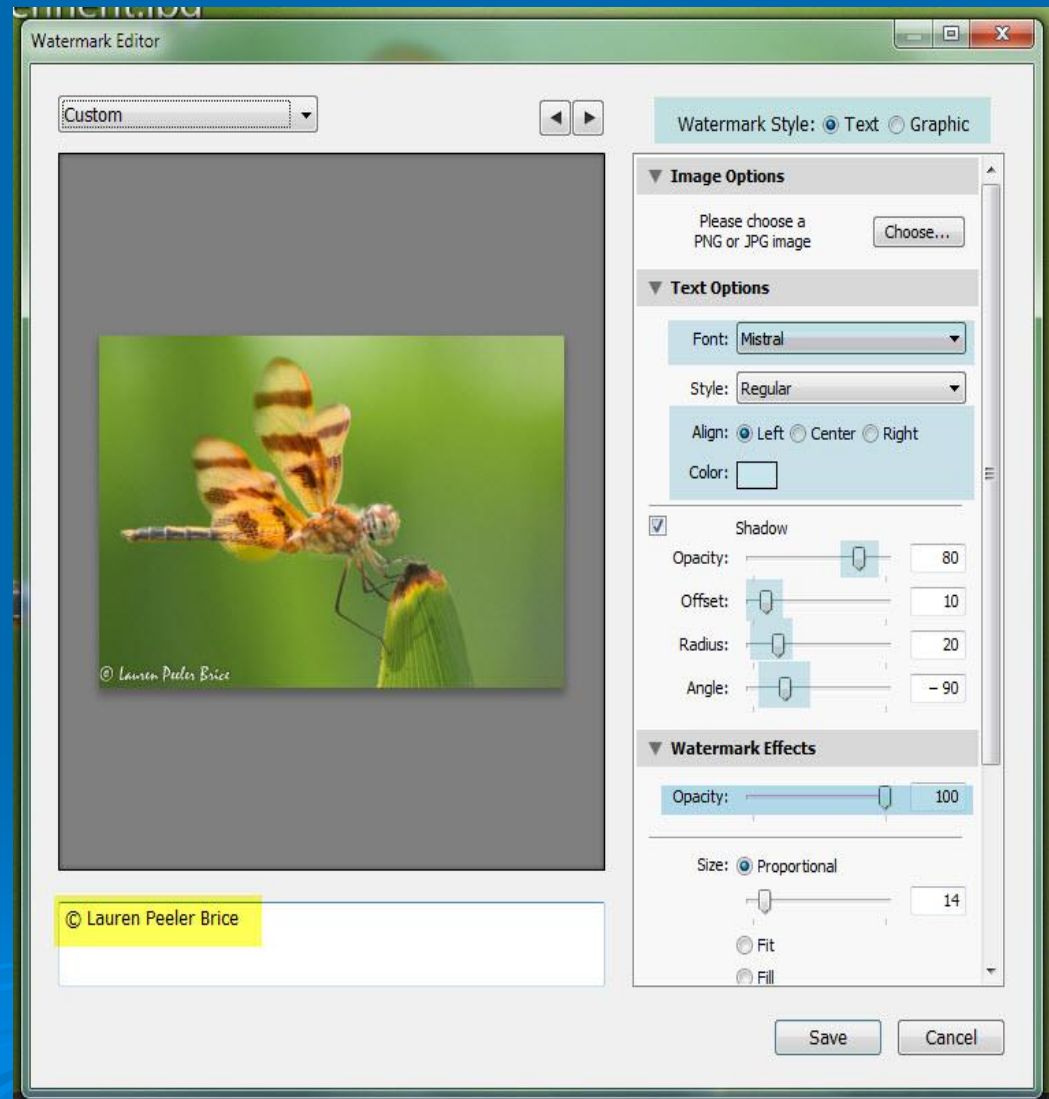 - Image – you create in another application and upload into Lightroom
    - Waveland Farm Studio

Creating a Text Watermark

➤ EDIT > EDIT WATERMARKS

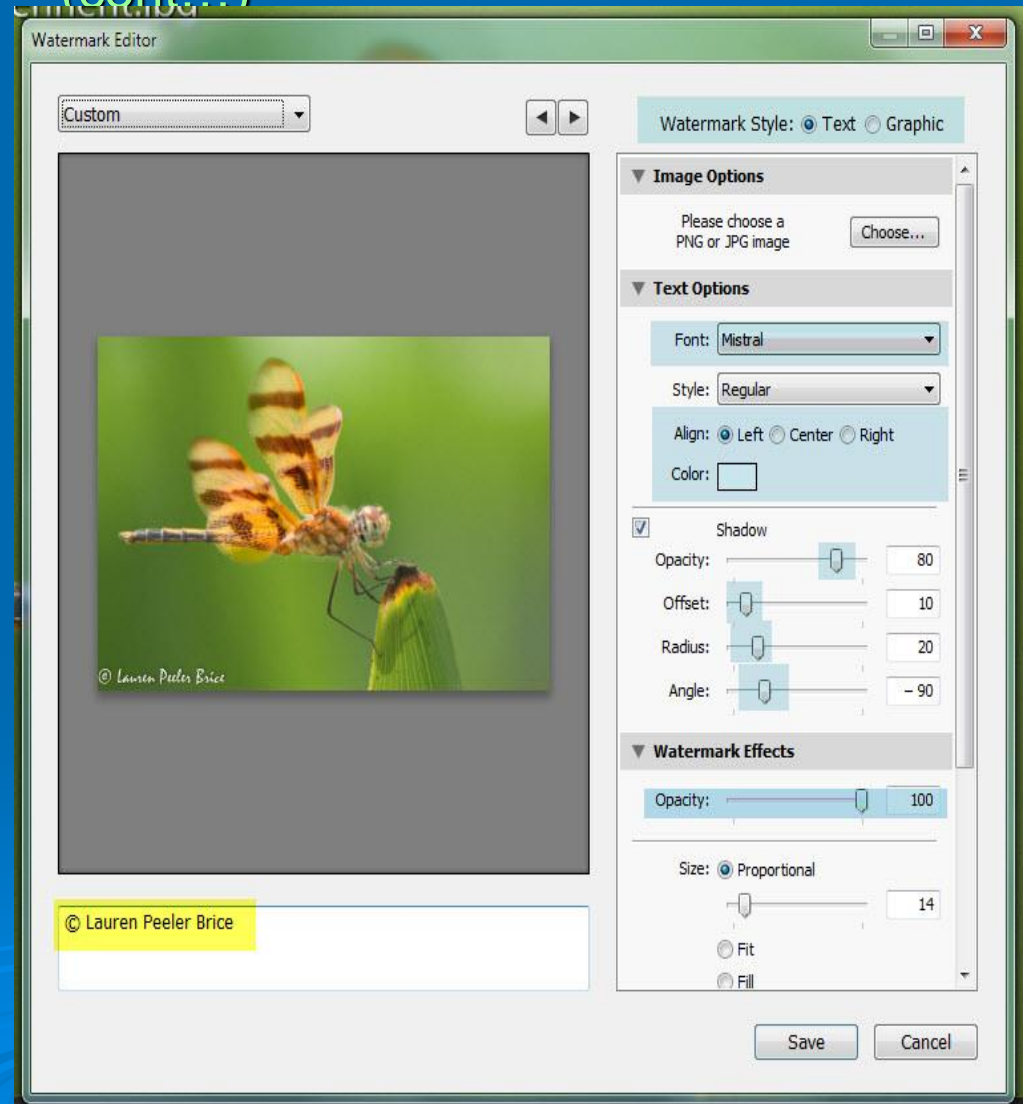# Create a TEXT Watermark

- ➤ Type watermark text into the text box
  - ALT + 0169 = ©
  - Type your name
- ➤ Set the Text Options
  - Font
  - Style
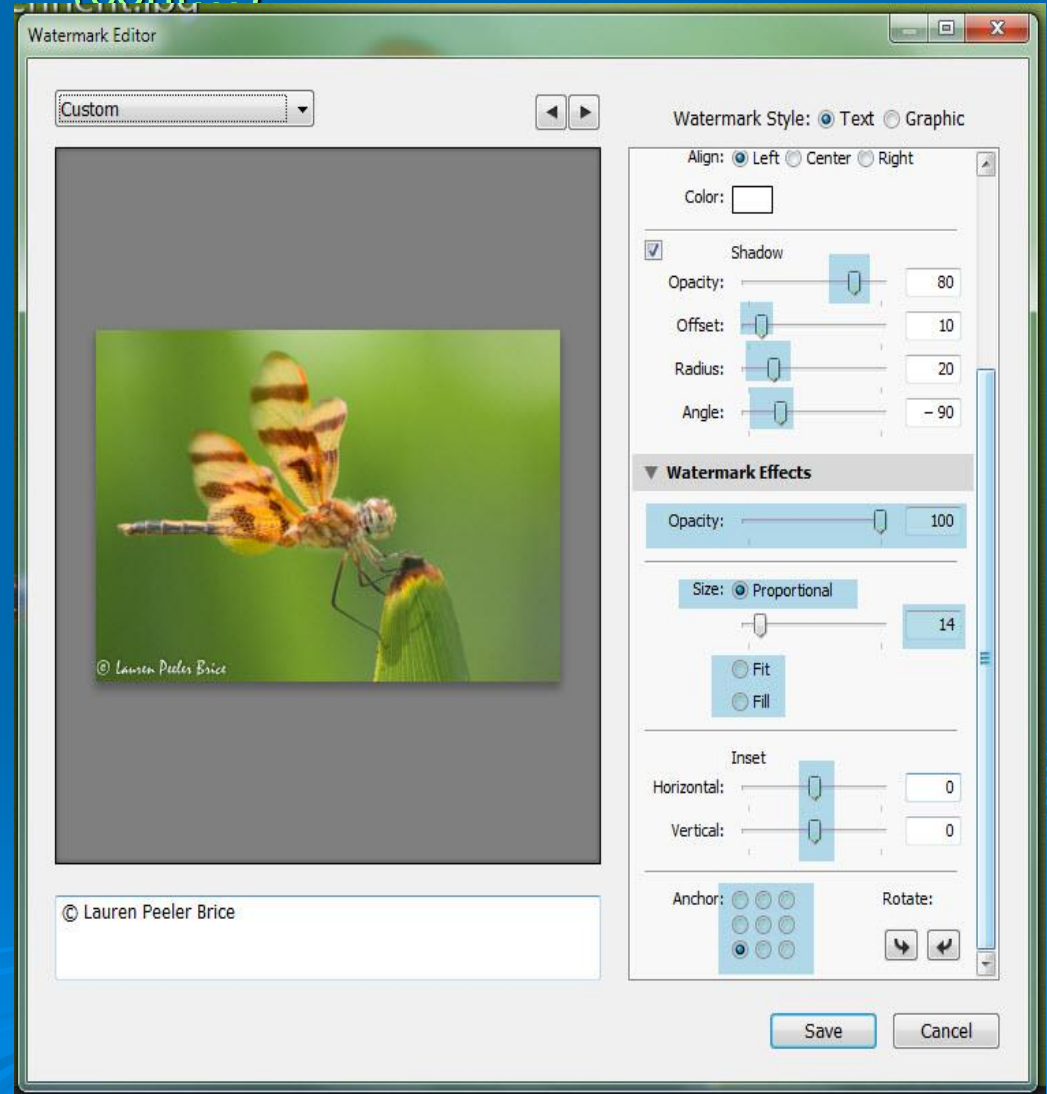 - Align/Color

Create a TEXT Watermark (cont…)

- ➢ Set the Shadow details
- ➢ Adjust Opacity
- ➢ Size the watermark
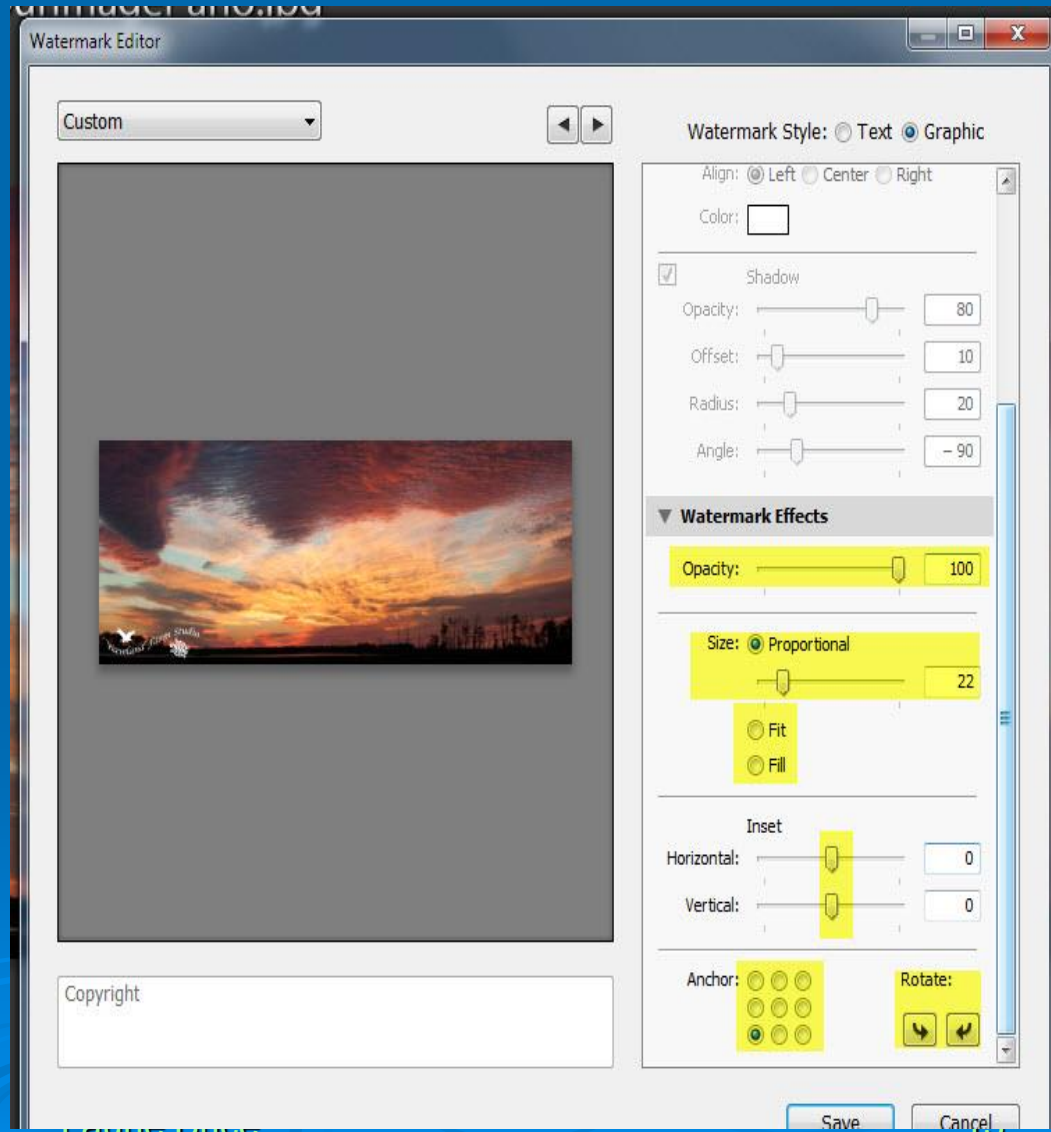
Laurie Brice

Create a TEXT Watermark (cont...)

- ➢ Adjust the distance from the edges
- ➢ Anchor the graphic position
- ➢ Rotate text if you like
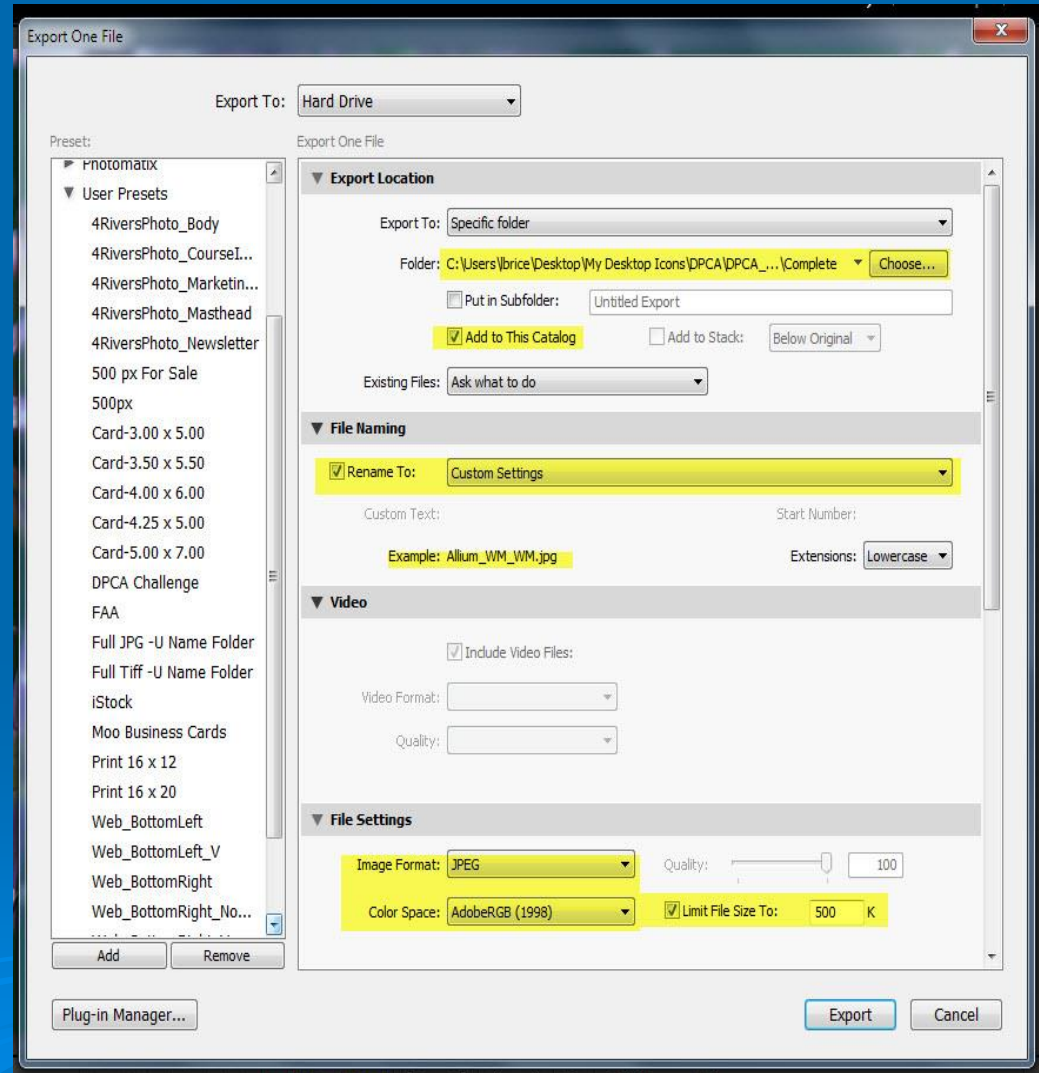- ➢ SAVE and name your settings

Create a Graphic Watermark

➤ Choose "Graphic"

- Craft it with shadow detail
- Set color to white

➤ Set the Opacity

➤ Size the graphic

➤ Adjust the placement

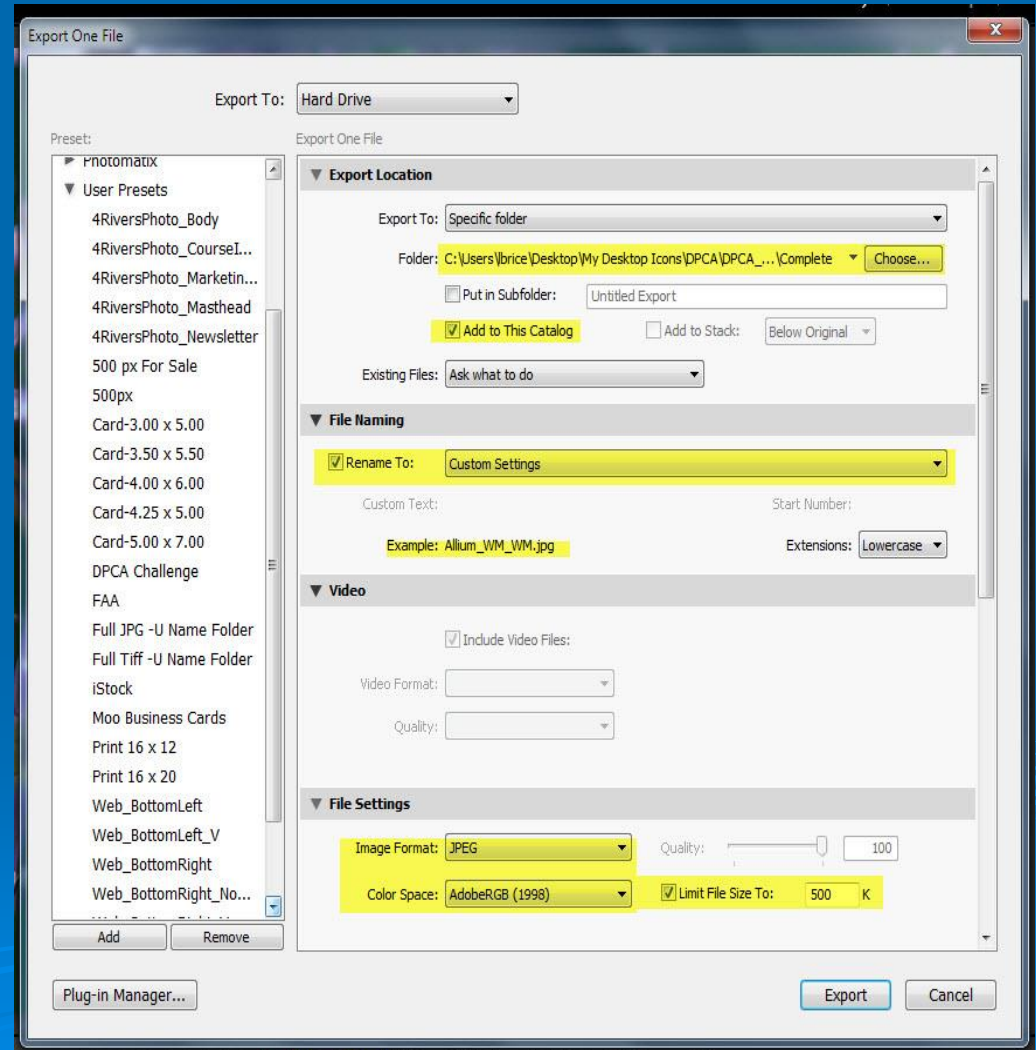➤ Set the Anchor and rotation

➤ Save the settings

Applying the Watermark

- ➢ Watermarks are applied during the EXPORT process
- ➢ It creates a file copy with the watermark applied
- ➢ We can save the EXPORT settings which include the WATERMARK preset
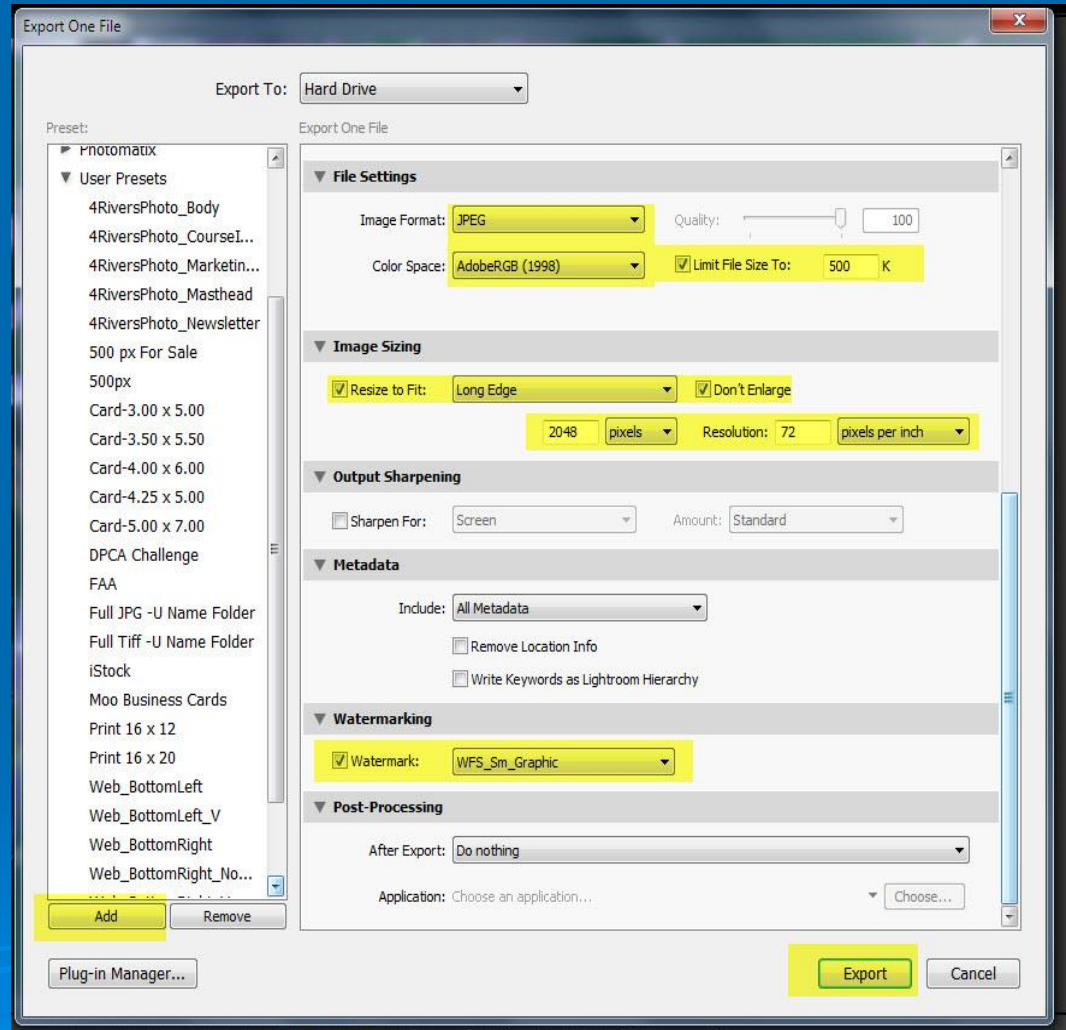- ➢ FILE>EXPORT or right click and EXPORT

Applying the Watermark (cont...)

➤ Set the File Save details

➤ Set the File Naming details

➤ Set the File Type, Color Space and Maximum File Size

Applying the Watermark (cont...)

➢ Set the Image Sizing
➢ Set the Metadata settings
➢ Set the Watermark
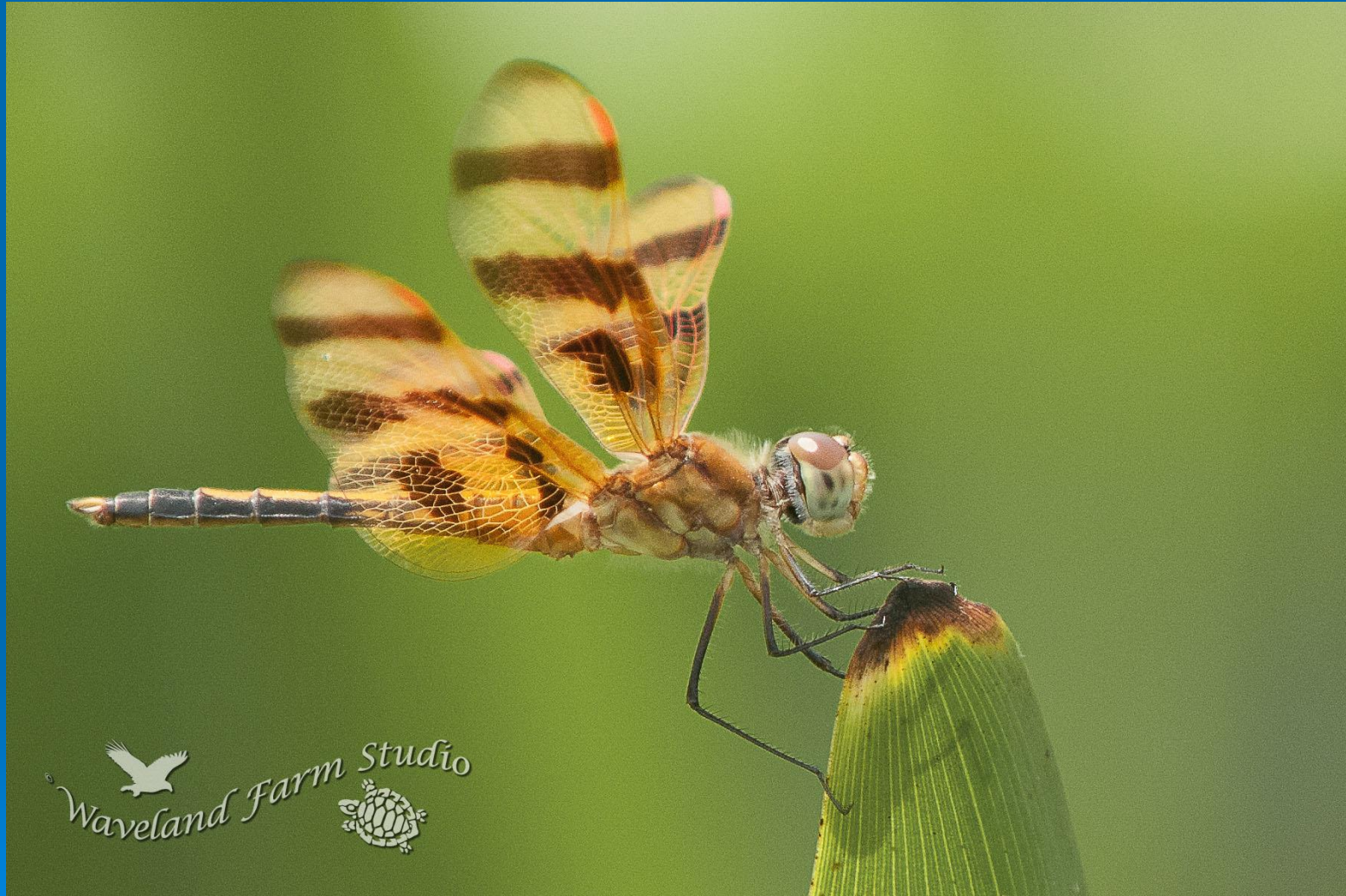➢ Use ADD to save your settings
➢ Select EXPORT
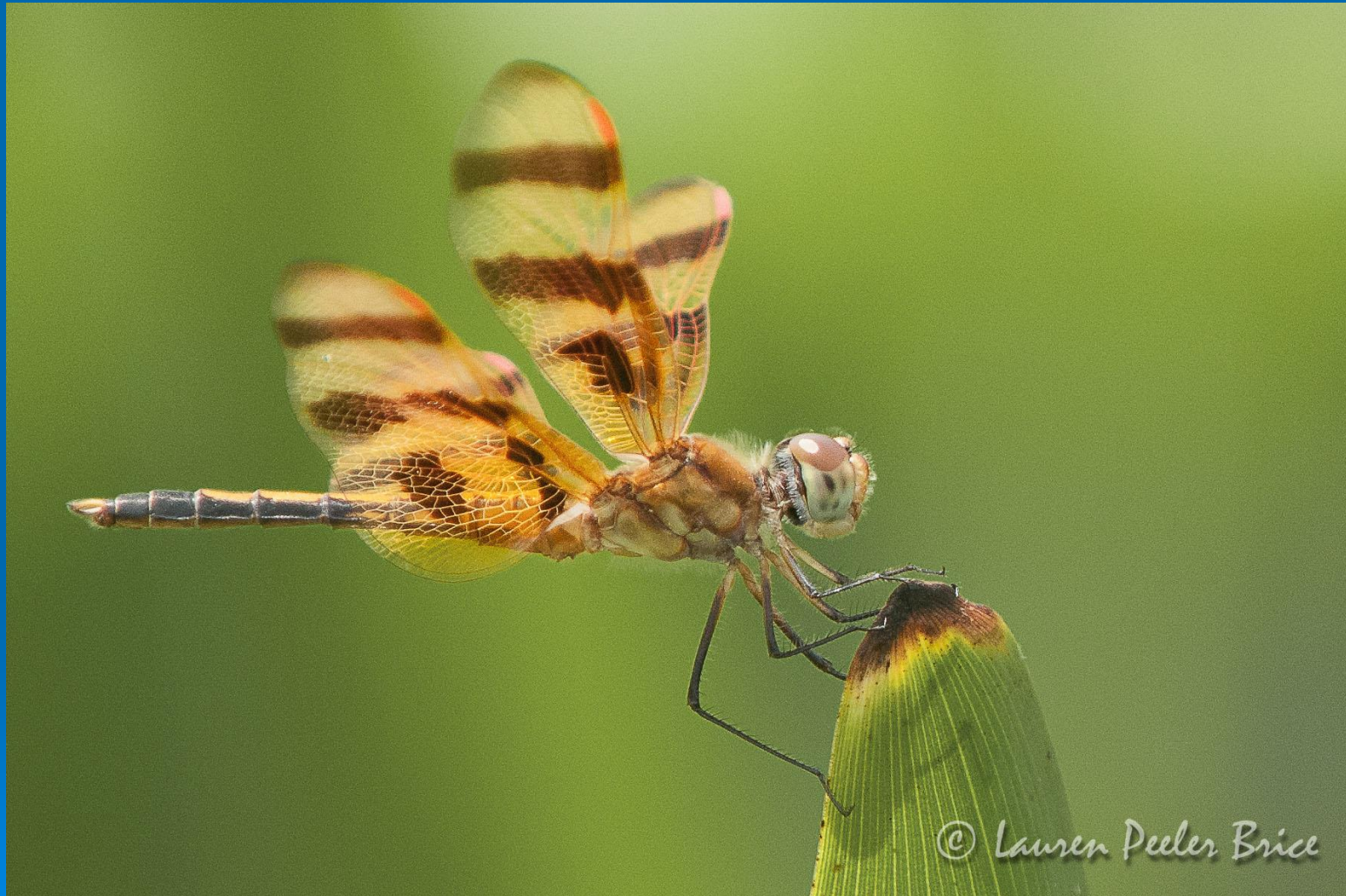
Laurie Brice

Applying the Watermark (cont...)

➢ One of the best things about custom Watermark and Export presets is that you can select multiple photographs and apply the presets all at once.

➢ Select the images in Grid mode

- FILE > EXPORT

- Select preset

- EXPORT

The Result…

Laurie Brice

The Result…

© Lauren Peeler Brice

The Result

Laurie Brice

Step-by-Step

➢ Demonstration of steps in Lightroom

Wrap-Up

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