Watermarks

Lightroom 5



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



Creating a Text Watermark

EDIT > EDIT WATERMARKS

Edit Library Photo M	letadata View Window	Hel
Undo Selection	Ctrl+Z	
Redo	Ctrl+Y	
Select All	Ctrl+A	
Select None	Ctrl+D	81.
Invert Selection		
Select Only Active Photo	Ctrl+Shift+D	
Deselect Active Photo	/	-
Select Flagged Photos	Ctrl+Alt+A	141
Deselect Unflagged Photos	Ctrl+Alt+Shift+D	
Select by Flag	×	
Select by Rating	*	
Select by Color Label	•	
Preferences	Ctrl+,	
Catalog Settings	Ctrl+Alt+,	
Identity Plate Setup		
Edit Watermarks		
🕨 🛅 Music		
Pictures		

Create a TEXT Watermark

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



3/11/2014

Create a TEXT Watermark

- Set the Shadow details
- > Adjust Opacity

Size the watermark



Create a TEXT Watermark

- > 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



3/11/2014

Applying the Watermark

Laurie Brice

- 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

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Applying the Watermark (cont...)

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Applying the Watermark (cont...)

Set the Image Sizing > Set the Metadata settings > Set the Watermark > Use ADD to save your settings Select EXPORT

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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...



The Result...



The Result





Demonstration of steps in Lightroom



Wrap-Up

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