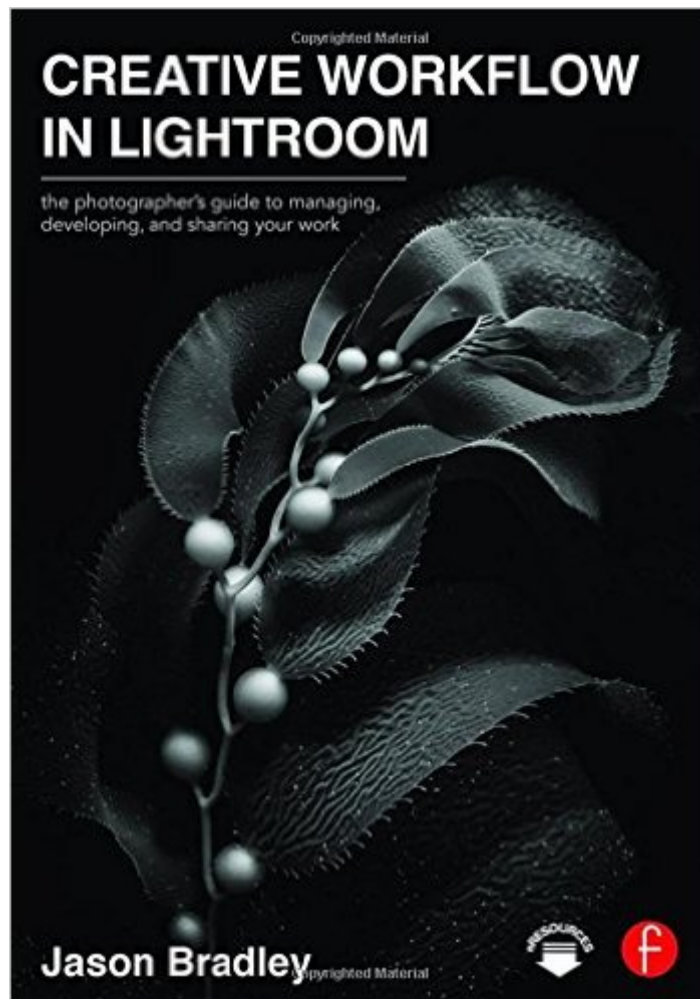


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# Creative Workflow In Lightroom: The Photographer's Guide To Managing, Developing, And Sharing Your Work



## Synopsis

Adobe's Lightroom has emerged as a must-have software due to its powerful editing tools and time saving organizational capabilities but how you establish a personalized, creative workflow that optimizes this technology, your time, and your art eludes most photographers. Jason Bradley, award-winning photographer and Lightroom pro, shares the answers to these questions in this practical and easy to follow guide that taps into the "how" and the "why" of a professional photographer's creative workflow in Lightroom. Bradley will show you how all workflows can be simplified into three steps: establishing, managing, and rendering the file, alongside stunning photographs and explanations from his own experiences. This book will not only teach you how to work within Lightroom but, ultimately, how to make Lightroom work for you.

## Book Information

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Average Customer Review: 4.7 out of 5 stars [See all reviews](#) (9 customer reviews)

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## Customer Reviews

Lightroom was created to allow photographers to import, catalog, edit, and manage large collections of photographs. Unfortunately, for anyone new to Lightroom there is a tendency to jump in and get to the 'really good stuff' by immediately starting to import photos and making adjustments to get the instant gratification of seeing them on prints or on a web site. This can lead to a hodge-podge of photographs that are poorly categorized and becomes increasingly unmanageable as the number of imported photos grows. What I greatly impressed me about Jason Bradley's book on Lightroom is that he stresses the importance of spending the time and effort to set up and configure Lightroom even before getting to the 'really good stuff'. This can be very boring and tedious work but it is

essential if one is going to effectively work with a large number of photographs in Lightroom and get the best possible print results. What sets this book apart from other books on Lightroom is that Bradley provides a very logical and organized approach to using Lightroom. He spends roughly the first third of the book addressing the configuration and set up of Lightroom. It includes screen shots of all the setup menus and explanations of all the setup parameters that really need to be done when beginning to use Lightroom. He emphasizes and provides excellent strategies on how and when to back up your digital photographs as well as the importance of setting up a good work environment. This includes the importance of having a good monitor and keeping it calibrated. There is an entire chapter on keywording, which is something I have never used but now see can be a very powerful tool to manage and filter my photographs.

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