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Society

FROM CAMERA TO
SHOWCASE:

ORGANIZE, SHARE
& SELL
YOUR PHOTOS

SESSION FOCUS (FIRST HALF)

Lightroom Classic Workflow

Import
strategy

Image
organization

Fast culling
workflow

AI assisted
review tools

Presets

Preparing
images



AI tools
assisting
photographers

*The
photographer
decides which
images matter*

PHOTOS DATASET

Lightroom Demo folder

- Duplicates
- Out of focus
- Bad Framing
- Closed Eyes
- Good Images

Purpose

*Simulate a photo shoot
for workflow demonstration*

IMPORT STRATEGY

During Import

- Apply metadata preset
- Apply basic develop preset
- Add keywords

Thoughts on backing images to Cloud (OneDrive)

Goal: organize images before editing begins



METADATA PRESETS

Why metadata matters

Copyright protection

Photographer identification

Contact information embedded

Consistency across images

Apply automatically during import

CULLING PROCESS DEFINED

With this progression, the decisions become increasingly subtle.

DEFINITION: *The process of narrowing a large set of photographs down to the strongest images by quickly eliminating the weaker ones.*

Remove technical failures

Evaluate composition

Select best duplicates

Check human details

Finalize strong images

FIRST CULLING PASS

Remove obvious failures

Reject Examples

- Out of focus
- Closed eyes
- Bad framing

Keyboard shortcuts

X = Reject

Arrow key = Next image

SECOND PASS – SELECT KEEPERS

Identify Strong Images

Tools

- Pick flag (P)

- Star Ratings (1–5)

Example Rating System

- | | |
|-------------|-----------------|
| • 1 Star | Possible |
| • 3 Stars | Strong |
| • 5 Stars | Sales Quality / |
| Competition | |

COMPARE DUPLICATES

Use Lightroom comparison tools

C = Compare view

N = Survey view

Goal: Select the strongest frame
from similar images

Which image would you keep?

AI ASSISTANCE LIGHTROOM



Modern AI tools



Closed eye detection



Focus review



AI subject detection



Automatic masking



AI accelerates workflow - Photographer always decides

PRESETS AND MASKING

Use presets intelligently

Good Preset Use:

Lens corrections

Base contrast

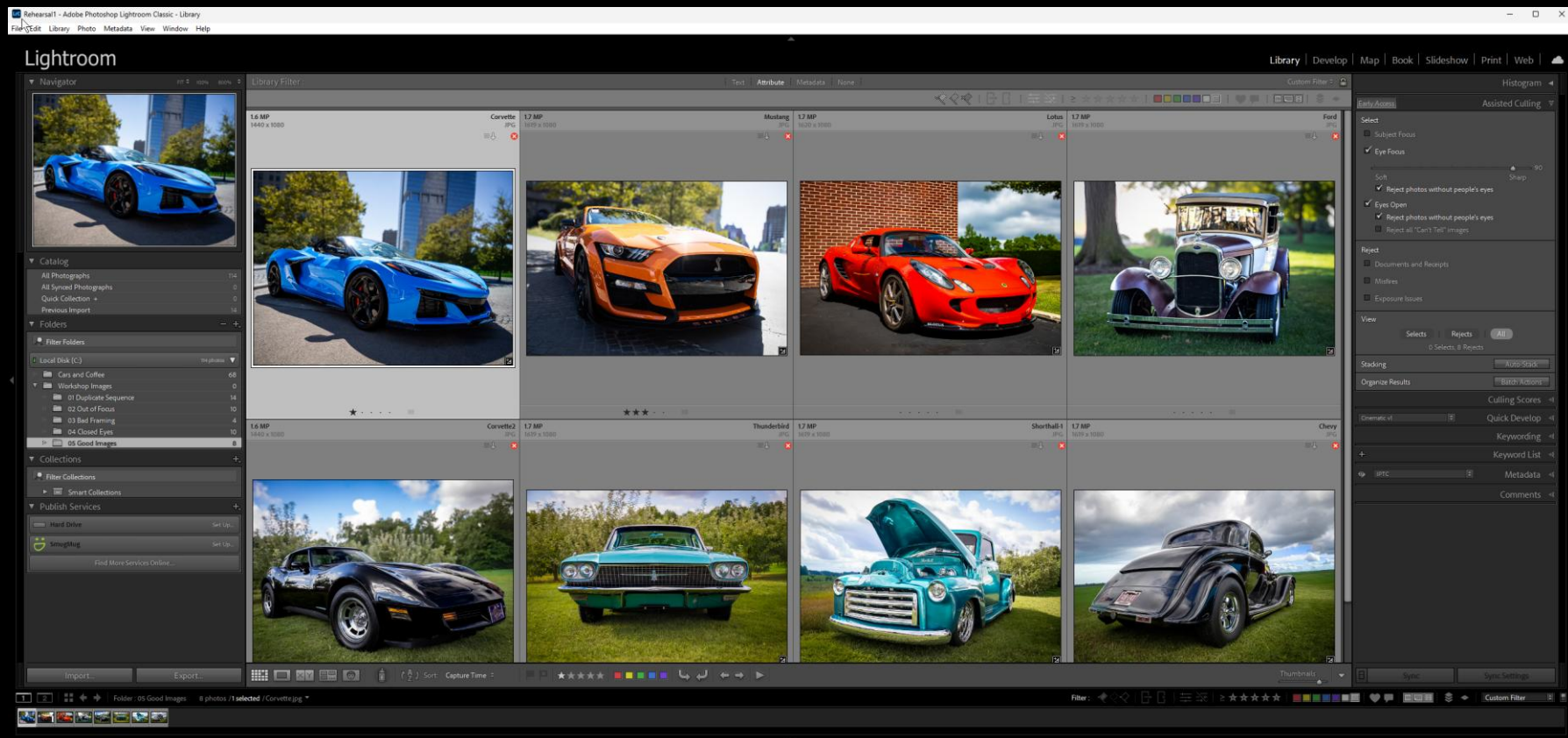
Basic sharpening

Then refine with masks

Subject adjustments

Background adjustments

Lightroom Workflow in Action



Five Fast Workflow Tricks

1. Focus Point Display

Reveal where the camera actually focused.
View → Show Focus Points or
Shift + F

2. Auto Advance for Rapid Culling

Lightroom automatically moves to the next image after a flag or rating.
Photo → Auto Advance or
Caps Lock

3. Survey Mode Comparison

Compare multiple similar images and zoom into the same detail across all frames simultaneously.
Select images → **N**

4. Solo Mode for Clean Editing Panels

Only the active Develop panel remains open, reducing screen clutter.
Right-click any panel header
→ **Solo Mode**

5. Enable GPU Acceleration

Improves responsiveness when adjusting sliders during live editing.
Edit → Preferences →
Performance → Use
Graphics Processor

COMMON LIGHTROOM CAUTIONS

1. Treating Lightroom Like a File Browser
2. Keeping too many images
3. Overusing presets

Better Workflow

- Catalog Awareness
- Aggressive culling
- Presets as starting point

**What We
Accomplished**

Organized a shoot using a structured Lightroom catalog workflow

Imported images with consistent naming, metadata, and base adjustments

Culled efficiently by removing obvious technical failures

Identified the strongest images through flags, ratings, and comparisons

Used AI tools to accelerate review without replacing human judgement

Applied presets and masking to establish a consistent editing foundation



- **What This Example Workflow Delivers**

- **Speed** – hundreds of images reduced to a focused set in minutes
- **Clarity** – the strongest photographs quickly rise to the top
- **Consistency** – images begin with a reliable editing baseline
- **Organization** – photographs remain searchable and structured for years

The Creative Advantage



Technology can assist the process - it does not replace the photographer.



The camera captures many possibilities.



The workflow reveals the strongest ones.



A disciplined workflow does not reduce creativity

It provides us more time to focus on our vision.

A thoughtful workflow does not limit creativity - it clears the path so your best photographs can be seen, chosen, shared. And sold.

01

Preparing
Exports

02

Publishing
Galleries

03

Connecting
Lightroom to
SmugMug

04

Sharing and
Selling
Photographs

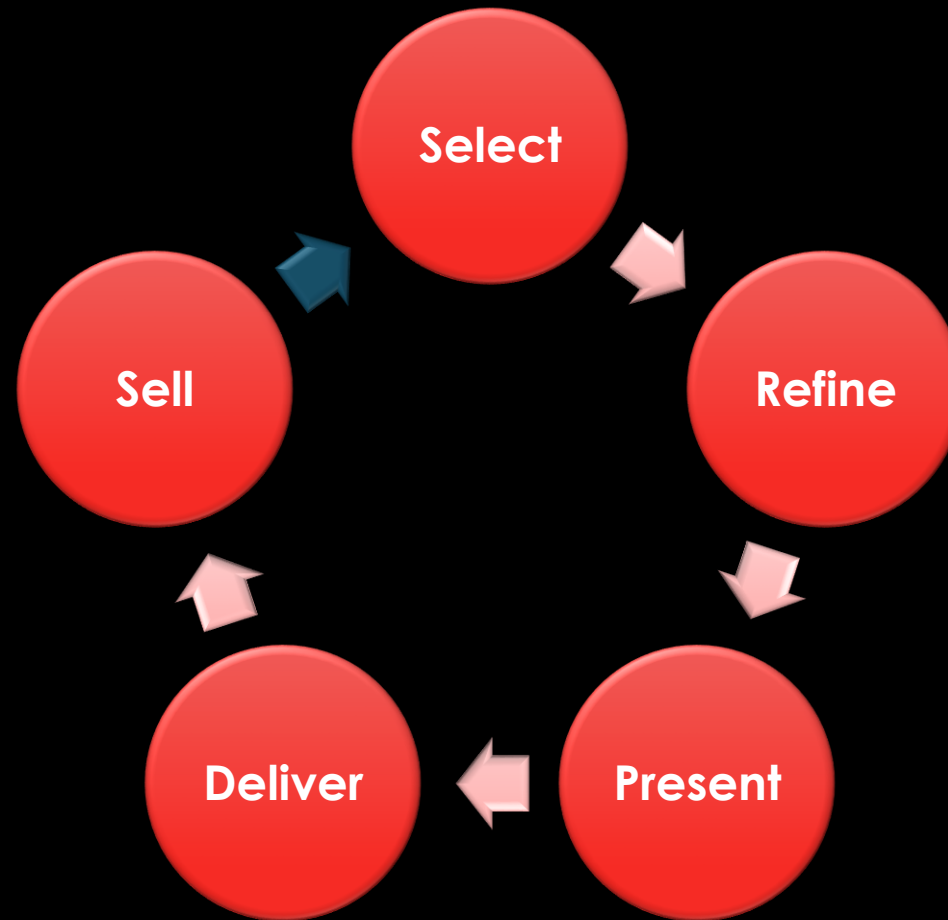
PART TWO

A person is seen from the side, wearing glasses and a grey sweater, working at a desk. They are using a tablet with their right hand. The desk is cluttered with a keyboard, a mouse, a smartphone, and a small black case. In the background, a large curved monitor displays a grid of photo thumbnails. The scene is dimly lit, with a soft light source from the left.

Part 2: From Edit to Delivery

Lightroom + SmugMug Workflow

FROM EDITING TO DELIVERY



- Export folders?
- Email attachments?
- USB drives?



WHAT HAPPENS AFTER
LIGHTROOM?

SmugMug = Your Publishing Layer

- Online Galleries
- Organized Collections
- Client-Ready Presentation
- Built-In Delivery + Sales



A SIMPLE ANALOGY



LIGHTROOM = STUDIO

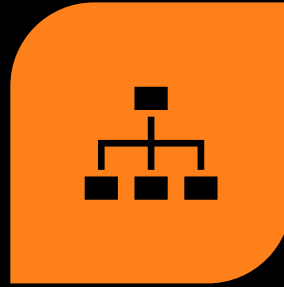
 Adobe Lightroom Classic



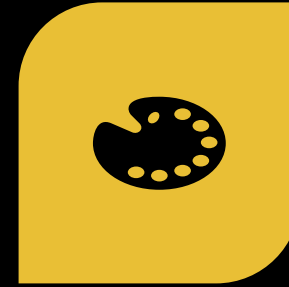
SMUGMUG = GALLERY
WALL

smugmug 

SMUGMUG



ORGANIZER



GALLERIES

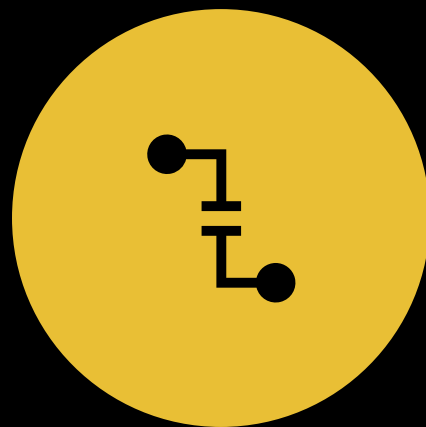
*THREE
AREAS THAT
MATTER*



SETTINGS



SMUGMUG IS A
“PUBLISH” SERVICE



SYNCHRONIZATION -
NOT DUPLICATION



UPDATE PHOTOS
ANYTIME

*NOT
EXPORT*

Lightroom → SmugMug

- Publish Services Panel
- Create Gallery
- Drag Images
- Click “Publish”



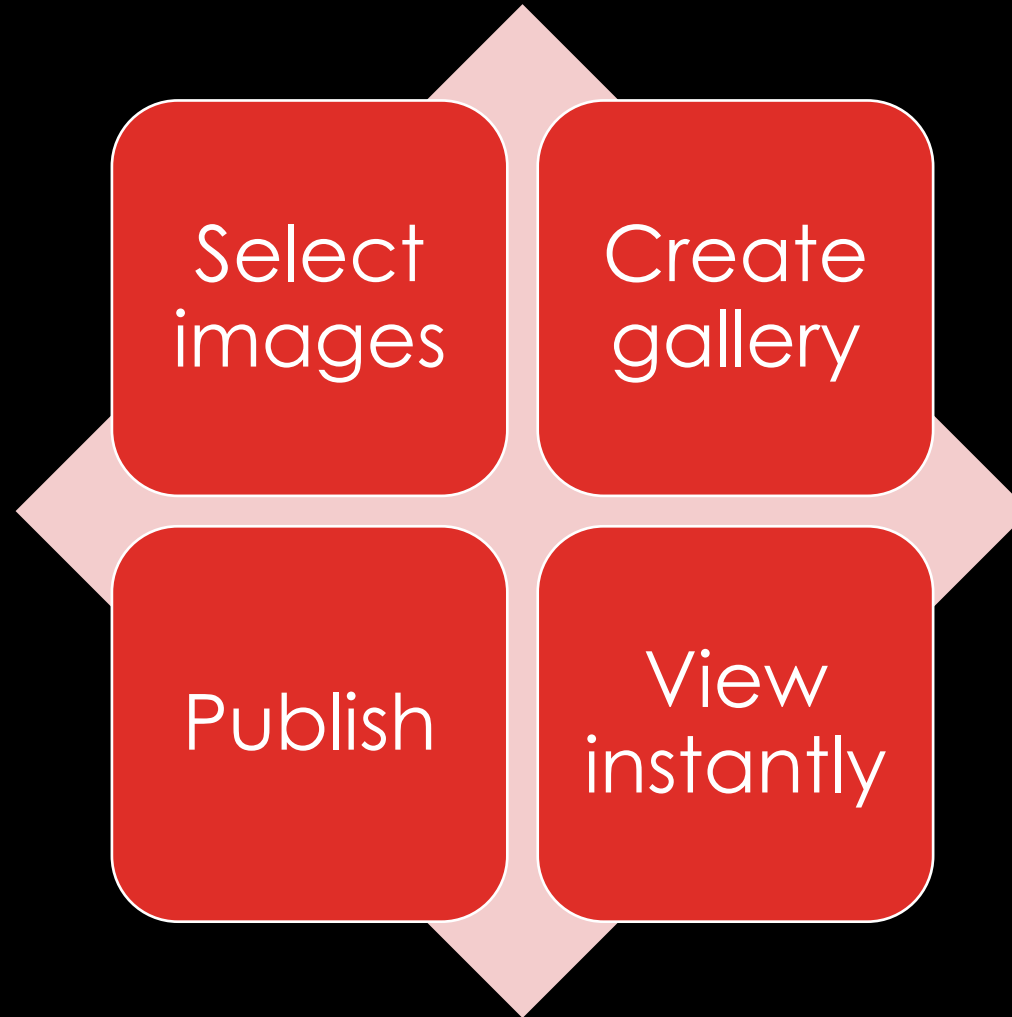
EFFICIENCY GAIN

No
Repeated
Exports

No Version
Confusion

Instant
Updates

LIVE WORKFLOW



REAL-
TIME
CONTR
OL

Edit in Lightroom

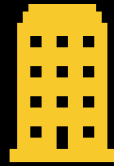
Republish

Changes
appear instantly

YOU
CONTR
OL
ACCES
S



Public Galleries



Private Galleries
(you)



Unlisted Galleries
Personal Link (URL)

Simple Pricing Models



Free Sharing

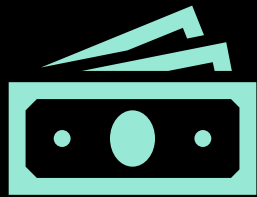


Paid Downloads



Print Sales

SELLING



One price per
image



Optional prints



Coupons



Watermarks



Right-Click
Protection



Controlled
Downloads

PROTECTING YOUR WORK

LET'S SEE IT IN ACTION...

Creative → Delivery Pipeline



Create



Final Image



Publish to SmugMug



Deliver or Sell



Lightroom =
Control
Center

SmugMug
Simplifies
Delivery

Scale at
Your Pace

KEY TAKEAWAYS



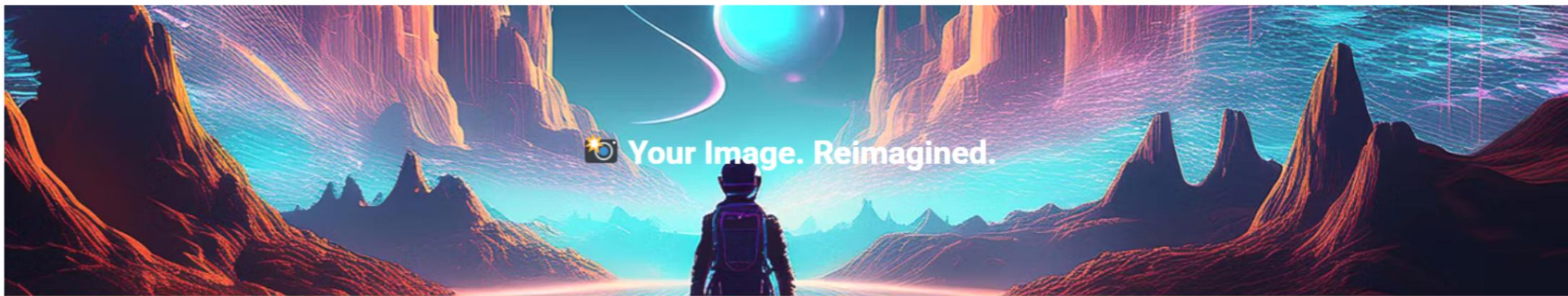
AUTOVISION STUDIOS

Your Car, Reimagined

AI-powered design, guided by your creative imagination.

- Start with Your Car Photo
- Finished with Photographic Realism
- Endless Scene Possibilities

Start Creating



QUESTIONS?



Adobe Lightroom Classic

smugmug 😊