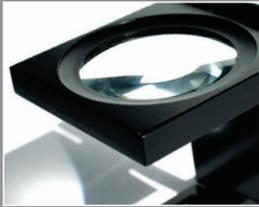


GUEST TUTORIAL

Create iPad-Ready Portfolios



▼ A.J. Wood

Today's technology allows photographers to have their portfolios with them at all times. At Photoshop World in Orlando this past spring, it wasn't an uncommon sight to see folks sharing images on iPhones, iPads, or Android devices. I know Terry White and David Ziser made quite a splash shooting directly to iPads during their sessions.

In the March 2011 issue of *Photoshop User* (p. 104), David Huss provided readers with a walkthrough of managing online portfolios with Publish Services in Lightroom 3. This issue, we'll take a look at how to manage an iPad portfolio by creating a hard drive connection with Publish Services. (While our setup will be Apple specific, similar steps will work for Android devices, such as the Galaxy Tab.)

For many photographers, a popular Lightroom workflow is to organize images in the Library module, choose the best images from a folder, and add them to a collection. That collection is then accessed via the Develop module, as well as the output modules. Collections can also be exported for clients or handed off to a digital lab.

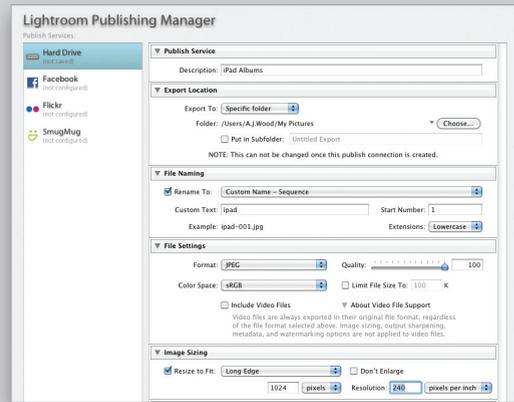
It's important to reiterate a point David made in his March article—Lightroom doesn't manage images that are exported. Publish Services distinguishes itself by making a linked connection between Lightroom and the published folder.

This makes perfect sense if you're managing online images via Facebook, Flickr, or SmugMug, and as you'll read, this two-way connection is also an excellent choice for maintaining an iPad portfolio.

STEP ONE: Before we can begin, we must create the initial hard drive connection in the Publish Services panel, located at the bottom left of the Library module. If you don't have a hard drive connection established, click Set Up next to the Hard Drive icon. (If you already have an existing connection, click the New Published Collection icon [+]) at the right of the Publish Services panel header and choose Go to Publishing Manager.) In the Lightroom Publishing Manager dialog that appears, the settings will look very similar to those used in the Export dialog. Click the Add button on the left, name the hard drive, and click Create.

When choosing the Export Location, don't specify a subfolder. The subfolder will be created in the Publishing Services panel. We chose the My Pictures folder as the published destination.

Current iPad resolution is 1024x768 pixels. If you don't intend to zoom the image while viewing, then go to the Image Sizing section, check Resize to Fit, choose Long Edge from the drop-down menu, enter 1024 pixels for best results, and click Save. If you want to preserve detail when zooming, keep the settings the same but enter 2048 pixels. Resolution will not impact the published image.



STEP TWO: Now that we've established the hard drive connection, we need to create the folders that will be published to the iPad. Click the New Published Collection icon in the Publish Services panel header and choose Create Published Folder Set. We named our set iPad Photos. Click Create.



Next, we need to create the folders that will be placed inside the set. Click the New Published Collection icon again and choose Create Published Folder. We named our folder Portraits and placed it in the Set called iPad Photos that we just created.

So far, we created a hard drive connection called iPad Albums located in the My Pictures folder. We'll sync our iPad to the folder called iPad Photos, and create an album called Portraits for publishing to the iPad. With the folders created, you're ready to add images for publishing.

STEP THREE: Use published folders just as you would collections. When selecting images, if they're only intended for publishing to your iPad portfolio, skip the Collections panel and simply drag the images from the Library module's Grid view (G) straight to the published folder (Portraits in our example). There's no need to add images to a collection first and then copy the same images over to a published folder. Consider using virtual copies (Photo>Create Virtual Copy) of images added

to the Published Services folder because the aspect ratio of the iPad crop will probably be different from the exported images you give to clients or friends. All the images added to your published folder Portraits show up in a queue in the Preview area labeled New Photos to Publish.

Tip: To automate the task of adding images to your iPad portfolio, click the Create Published Collection icon and choose Create Published Smart Folder from the list. Published smart folders work exactly the same as smart collections. Simply specify the criteria, and watch the published smart folder populate on its own.

STEP FOUR: Published folders display three states for your images, New Photos to Publish, Deleted Photos to Remove, and Published Photos. Because published folders can be treated like collections, we can take the folder over to the Develop module to fine-tune any settings to our images prior to publishing.

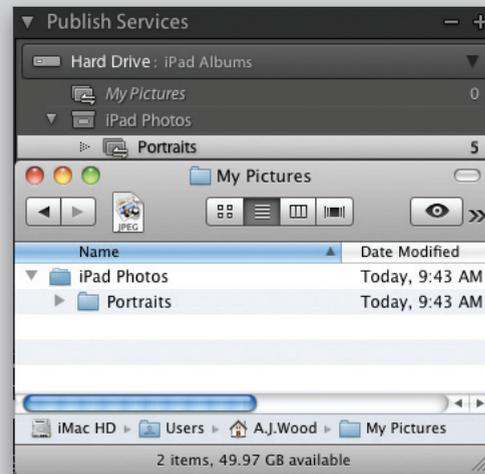


In the Develop module, select the Crop Overlay tool (R), click the drop-down menu next to the lock icon, and choose Enter Custom from the list. In the dialog that appears, enter 4x3 and click OK to create a custom 4:3 crop for your iPad photos. Images published with a different aspect ratio will show black bars along the sides of your photos. When finished editing in the Develop module, return to the Library module to publish. Select the folder in the Publish Services panel, and click the Publish button.

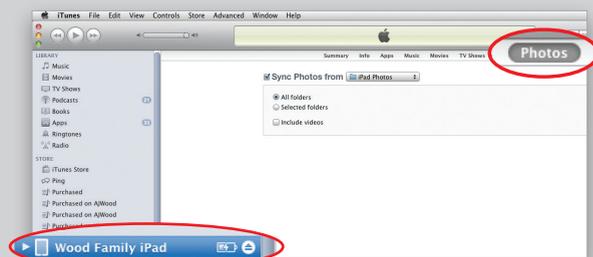


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STEP FIVE: Now you're ready to sync the Lightroom published folder with your iPad via iTunes. Notice how the published folders we created in Lightroom relate to the folders published to our computer hard drive. It's important to understand the published folder set (named iPad Photos) will be the top-level location we sync in iTunes, while the published folder (named Portraits) will be the individual album that's created on the iPad.



Connect your iPad and open iTunes. Select the iPad in the Devices section on the left, choose the Photos tab at the top, and check the Sync Photos From box. Click the drop-down menu, select Choose Folder, and choose the published folder set (iPad Photos). You have an option to sync All Folders or Selected Folders. The best practice is to sync all the folders because you can set this option once in iTunes and manage all your images from Lightroom. *Note:* You'll only see the published folder(s) if you check the option Selected Folders. You can temporarily check this option to make sure you have the correct folders listed for publishing. Go ahead and Sync your iPad.



Now that you have established which folder iTunes should use to sync images, updating your iPad portfolio is a snap. Because you create new published folders, update, and add or delete images from the Publish Services panel, your iPad will receive the changes each time it's synced via iTunes. ■