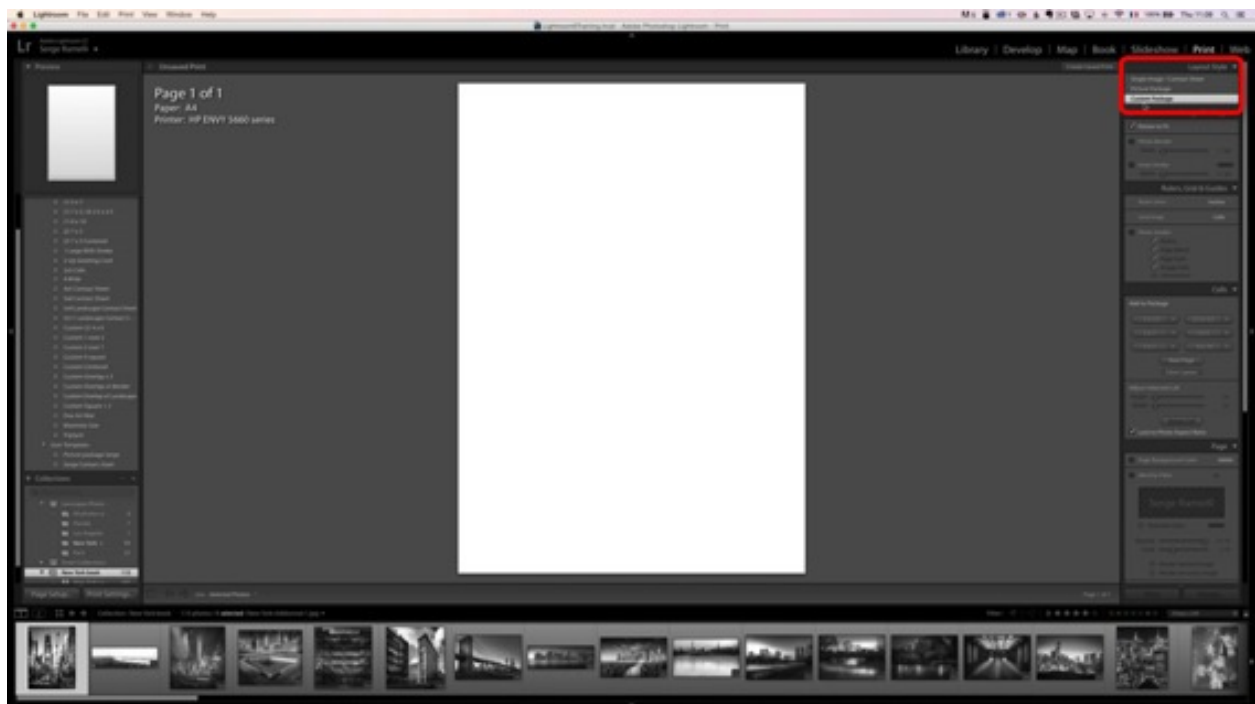


can play around with different photos and can actually use that to make some nice presentations.

Printing Custom Packages

With the third option of the **Print module's Layout Style panel** we come to a new option which I really like. It's called the **Custom Package**. Now the idea of custom package is that you can just take photos, throw them on the paper, resize them however you want your cells and this time have a collage with different photos and you can print them and that's really good.

Let me again walk you through this and show you some tricks. Go ahead and make sure you have some photos in your **Film Strip** in the Print Module and you have **Custom Package** selected.



Now go ahead and start dragging photos and dropping them onto the page.



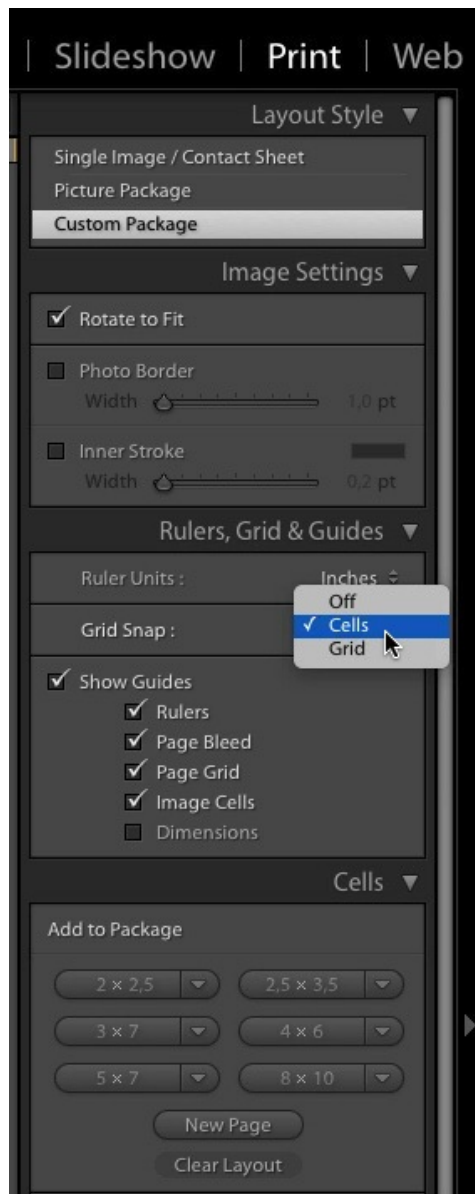
If you want to create a duplicate of the photo you can hold down the [Alt key](#) and select and drag a photo.



You'll also notice that you have a snapping mechanism in place when you are dragging your photos around they snap to different places. You can control this from the [Rulers, Grid & Guides](#) and by turning on [Show Guides](#), you can actually see what you are snapping to.



Now on the **Grid Snap** option you can either snap to **Grid** or **Cells**.

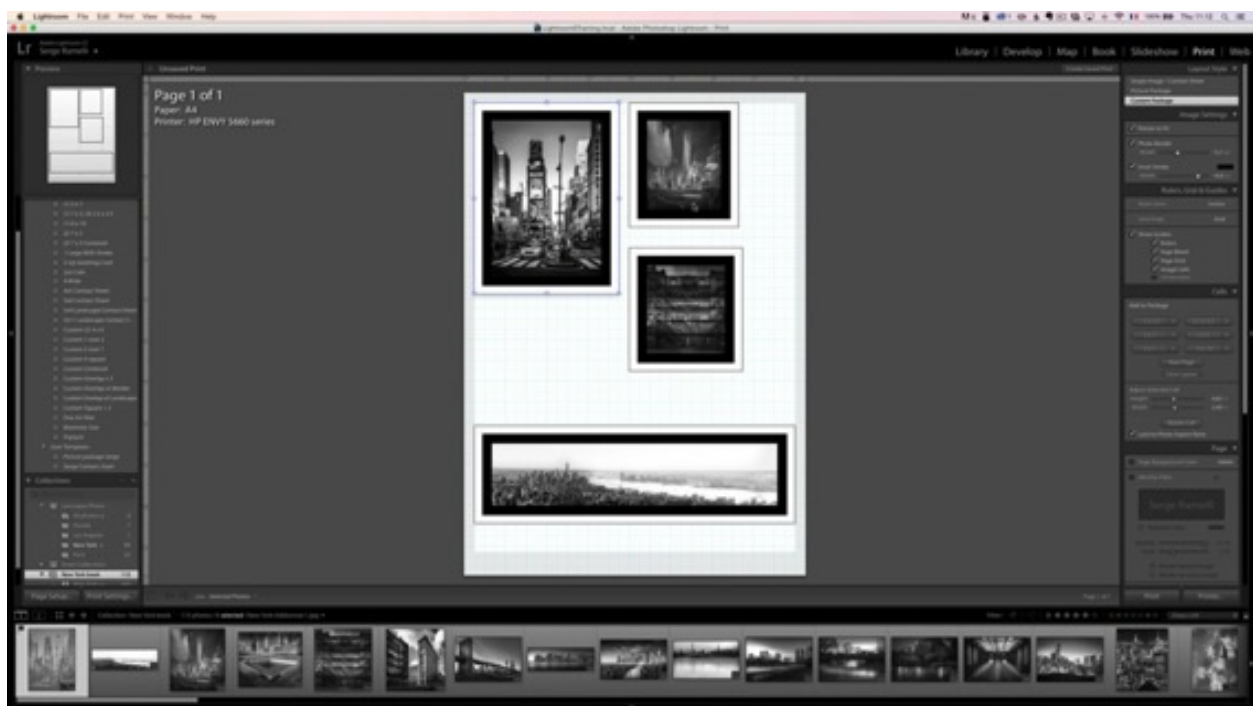


Basically if you snap on grid, it's going to be smaller increments. If you snap on cells, it's going to be bigger increments and related to where you have your cell layouts. I recommend the grid setting as a better way to position things.

Similar to the other **Layout Styles** you can do things like add borders on all your photos.



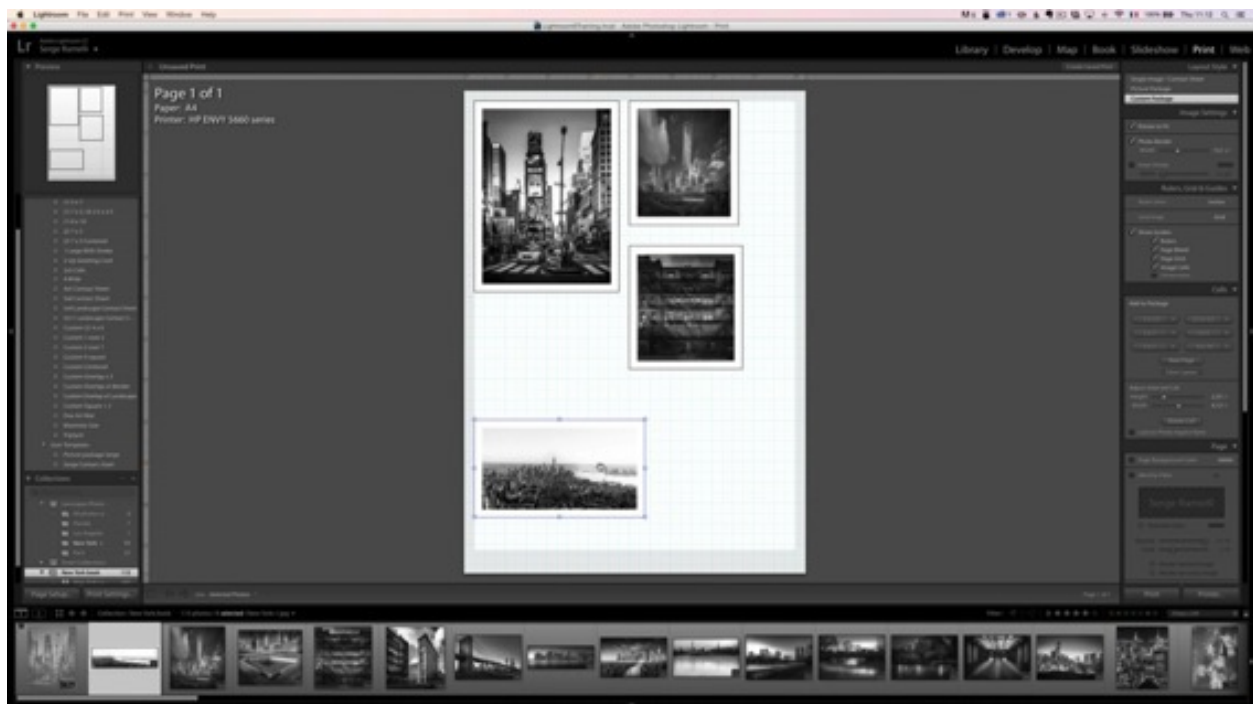
You can also add an inner stroke of a different color if you want.



Also by default when you want to resize a photo, the **Lock to Photo Aspect Ratio** is on in the **Cell panel** (this doesn't show up in the **Picture Package Layout Style**). If you want, you can turn this off so that you can crop and resize photo cells to adjust your layout.



Now, if you've cropped in a photo like I did with the landscape at the bottom, you can also reposition which part of the photo is present in that cell by holding the [Command key](#) on Mac or [Control key](#) on Windows and by clicking and dragging with your mouse you can move your photo around.



Now the **Custom Package** is a great way to make a quick collage which you might otherwise have to do in Photoshop. And you can just drag and drop photos

and manipulate them with your mouse to get them right. Sometimes when you make it big enough the photo will rotate to maximize the size of the photo in the cell. You can disable this by turning off **Rotate to Fit** in the **Image Settings** panel.



Once you've got a collage that you like, turn off the **Show Guides** so you can see what it looks like. And if you like it, you can ensure your PPI is set to 300 in the Print Job panel and you are ready to go.

But usually I use this to make presentations for the web which means we want a fully black background most of the time. So click on the **Page Set-up button** in the bottom left and ensure that you have a **Borderless paper** chosen from the Page Set-up options.



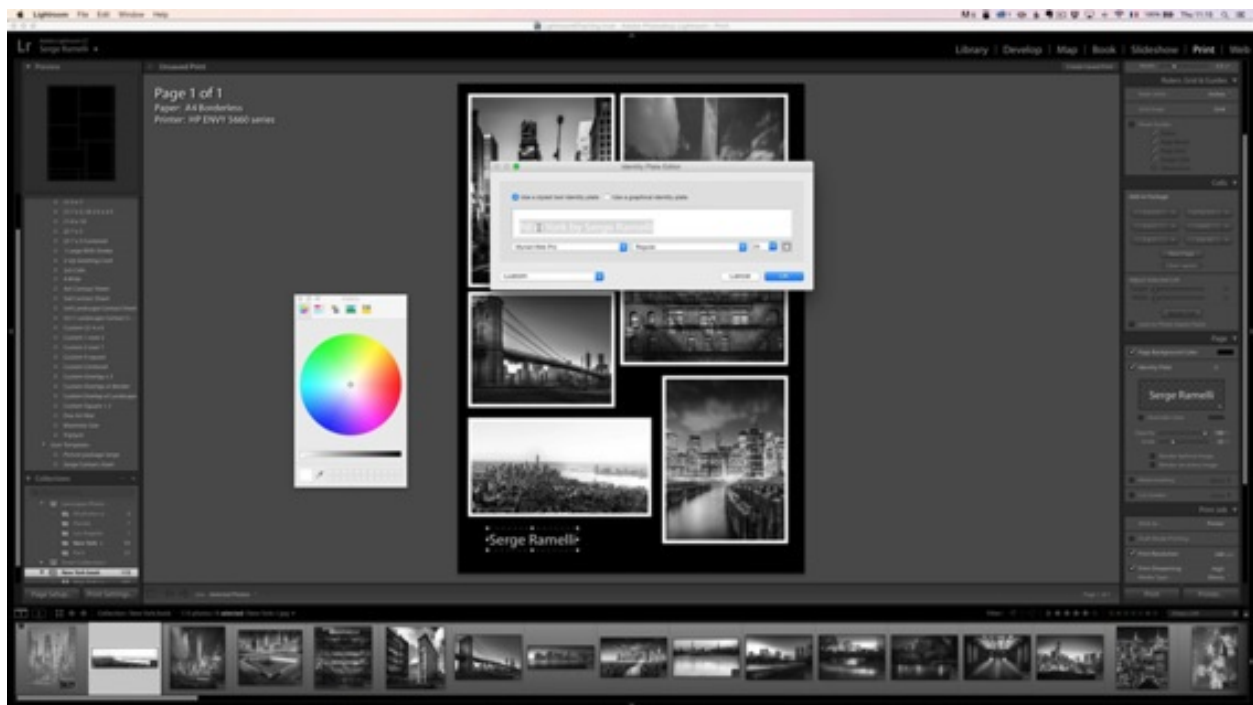
And then go ahead and from the **Page panel** choose a pure black **Background Color**. Using pure black allows the viewer to focus on the colors of the photo and not be blinded by a white background on their computer screen.



Then go ahead and quickly create a white **Inner Stroke** around the photos to help delineate them for the viewer.



Next, go ahead and get your collage adjusted to where you like it and then from the **Page panel** create an **Identity Plate**.

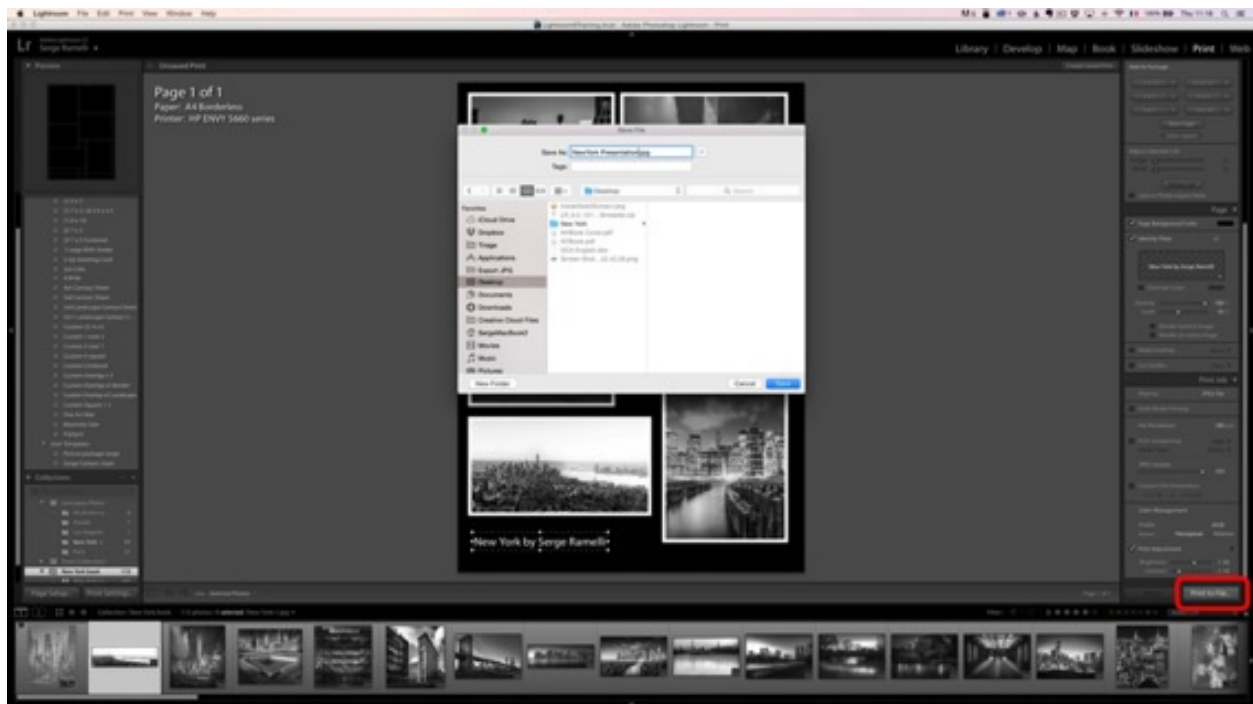


Obviously you can print these collages, but here's one of my favorite features of Lightroom. If you go to the **Print Job panel** at the bottom right and in the **Print To** option set it to **JPEG**, you can now save a version of it digitally! If you want the file to have a very high resolution, keep the file resolution to 300 PPI. If it's

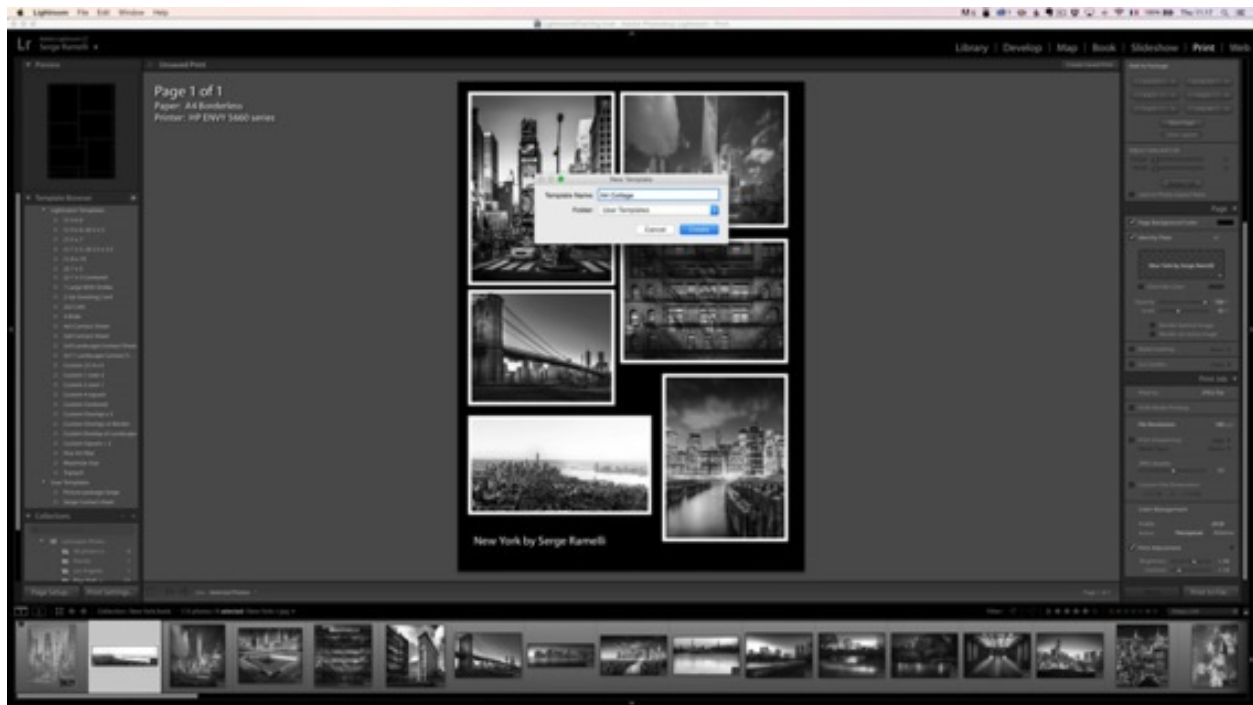
just for Facebook or the web, you can make this to 100 PPI.



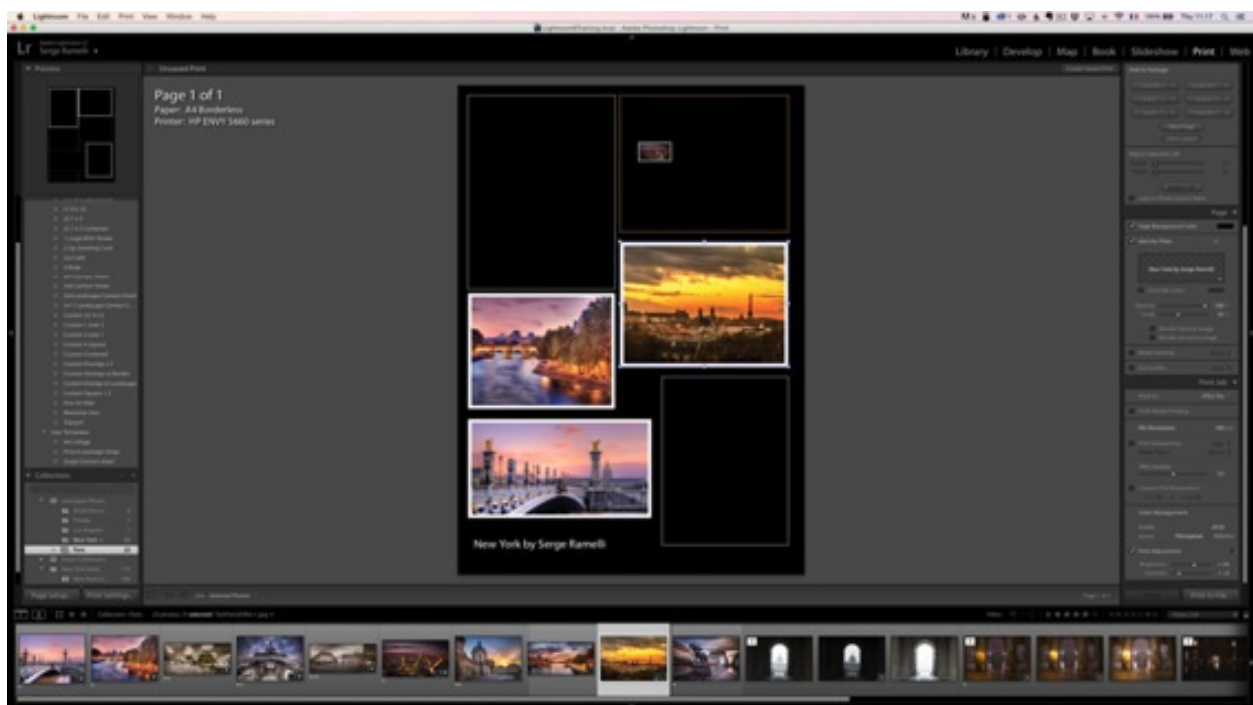
If it's a JPEG you don't need **Print Sharpening**, and just make sure on **Color Management** that it is set to **sRGB** which is really the profile that's been used on most of the web. Go ahead and push the button in the lower right **Print to File** and save it to the desktop or wherever you would like it.



Now if there is a particular layout that you like, you can save it by clicking on the + button in the **Template Browser**.

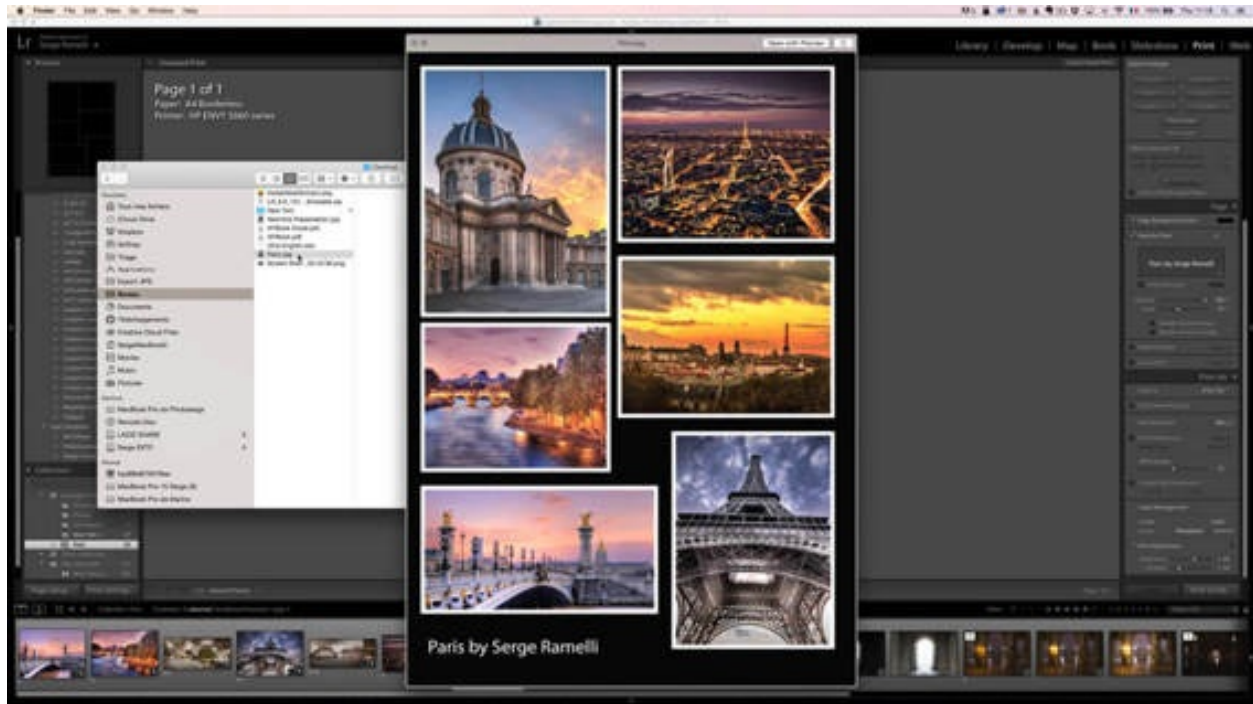


This way, all you have to do is drag and drop photos into the positions of the other photos to replace them out.



Then you can save it out the same way and you've made an awesome collage

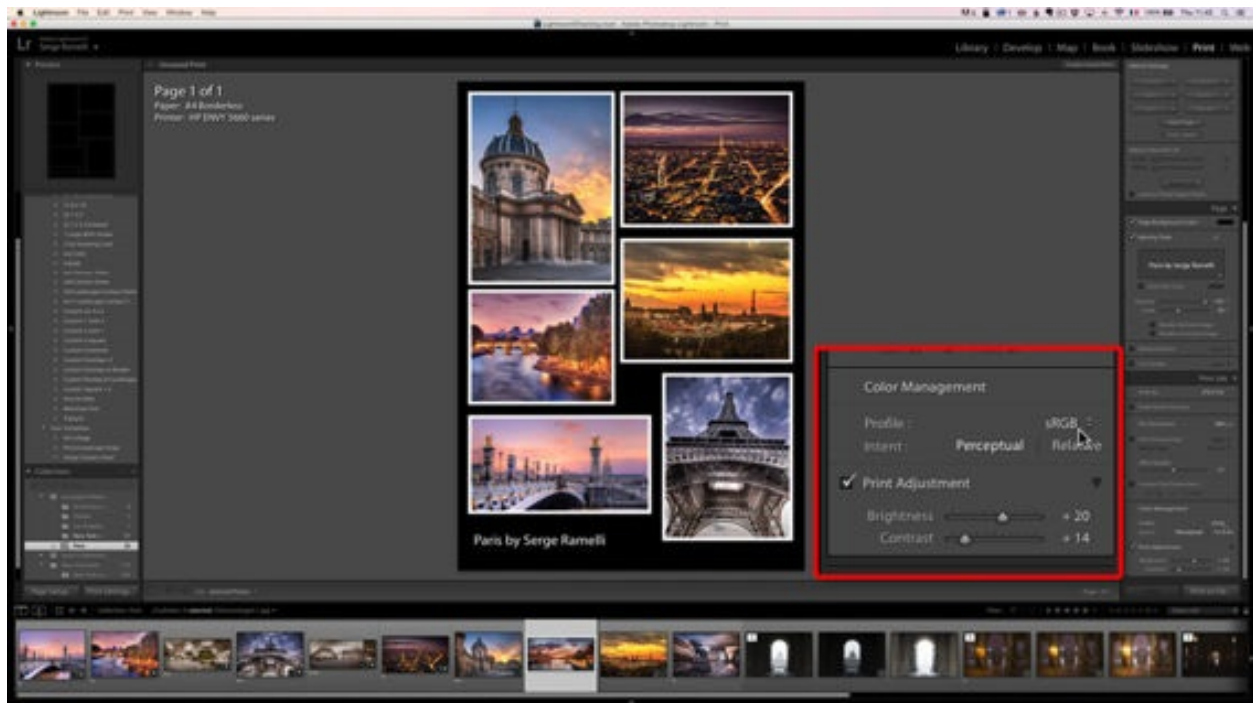
without going to Photoshop. 90% of the time I'm using the **Print Module** for creating presentations to show my work. In Lightroom, it takes me literally 10 seconds if I already have the template so I highly recommend getting familiar with it.



Print Using ICC Profiles

OK. International Color Consortium or ICC for short. These are people who set standards to ensure that color looks a certain way when displayed in specific location. I know a lot of people get confused on this so let me try and make it simple.

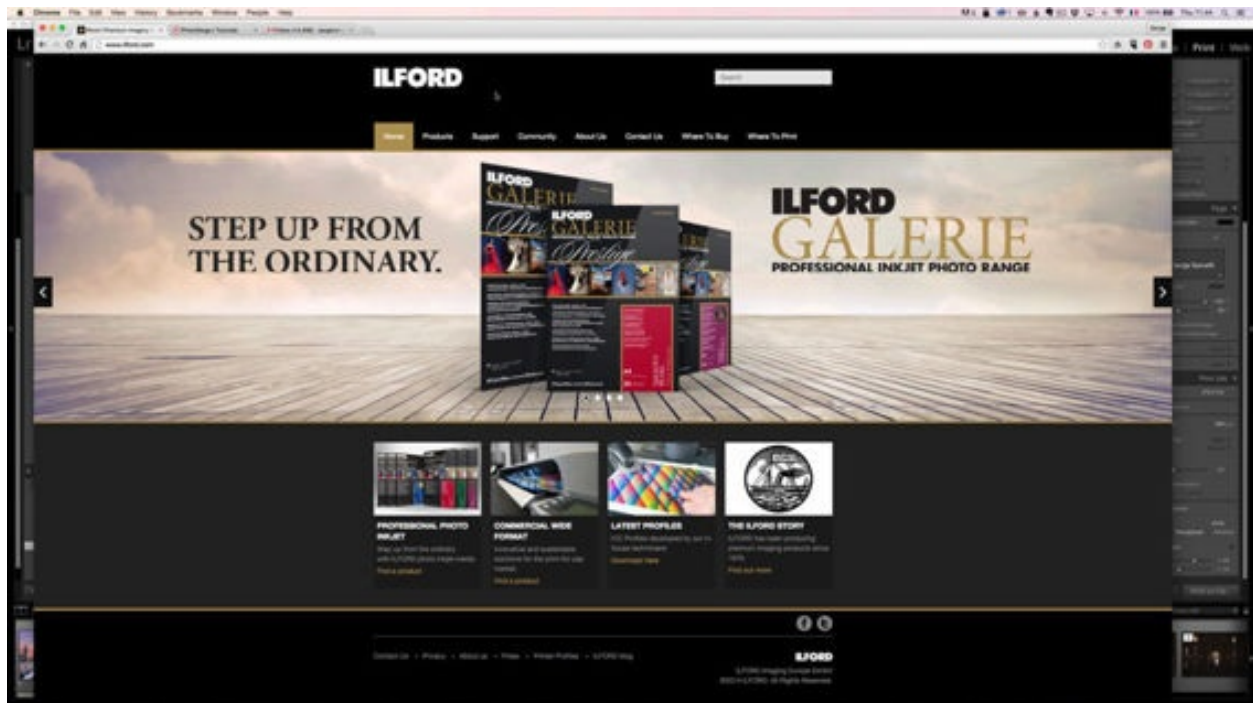
Color profiles are computer files that are going to make sure that your colors are correct whether it is to show up on the screen in Facebook or the web or on a printer. Now why and when would you need to use a profile? To make it simple again, when you do put something on the web so Facebook, anything, new website or WordPress, the profile that has been used the most is called the sRGB profile and you can find this in the Print Job panel under **Color Management** on the profile that says sRGB.



Now if you are publishing to the web and you have anything else other than **sRGB**, then you're in trouble because your colors are not going to be correct. Just remember sRGB equals good photo color displayed on a screen, not print.

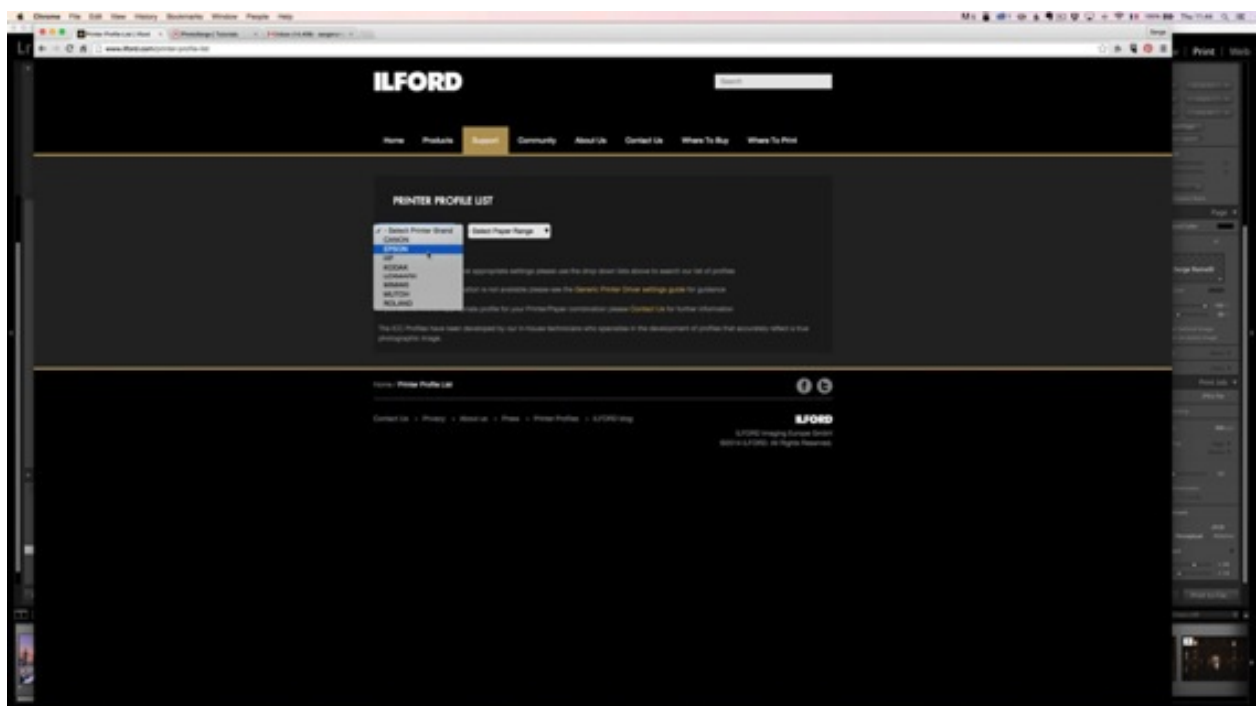
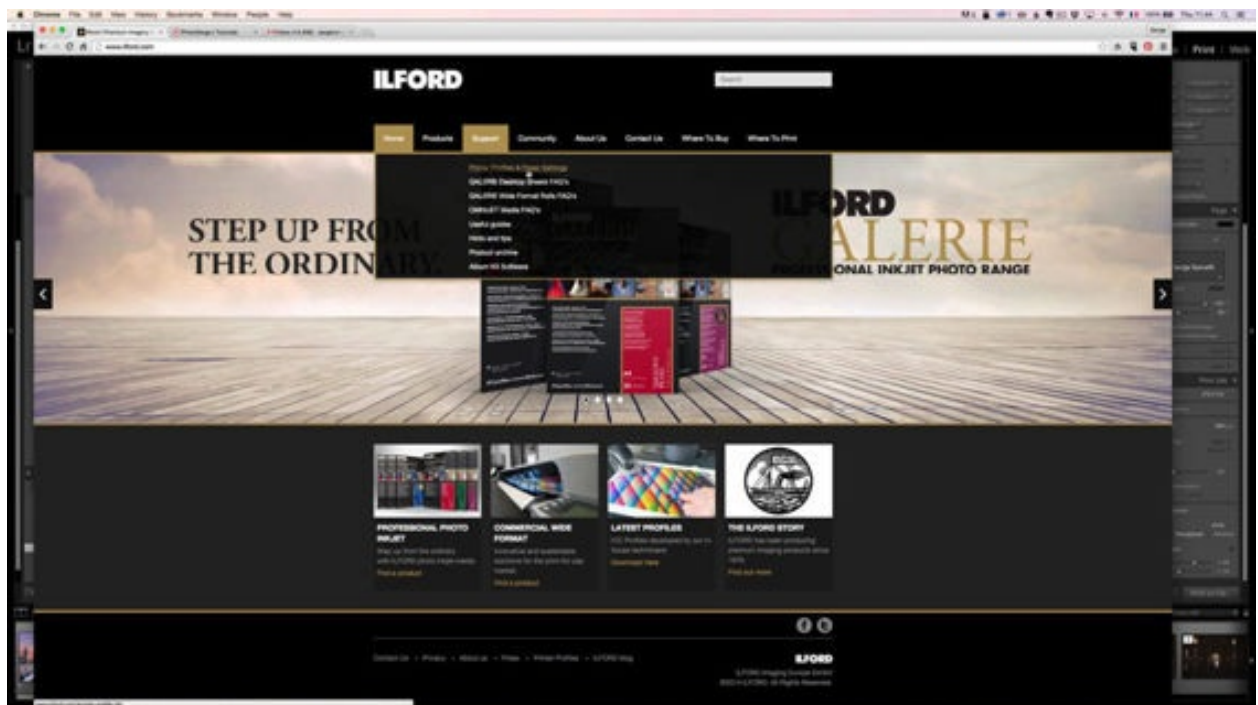
Now let's say you have a very fancy printer at home and you have some very fancy paper and you want to print your own print which I know some people like to do. I rarely do this anymore simply because I have found I can get more accurate and higher quality results with online services and a lot less trial and error. So I like to outsource it personally, but that's just me.

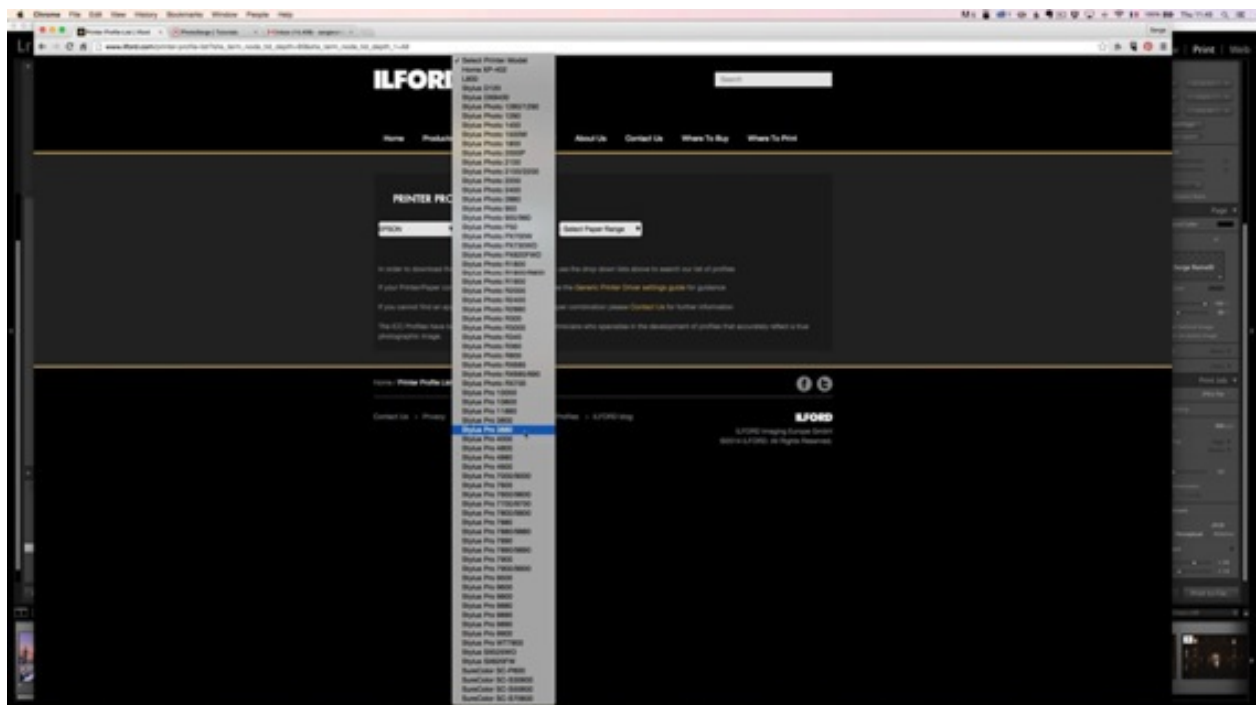
Let's say you've got a nice Epson printer and you want to print something. Here is my recommendation. Buy papers that have profile and there's one brand that I use a lot it's called Ilford and they have profiles.

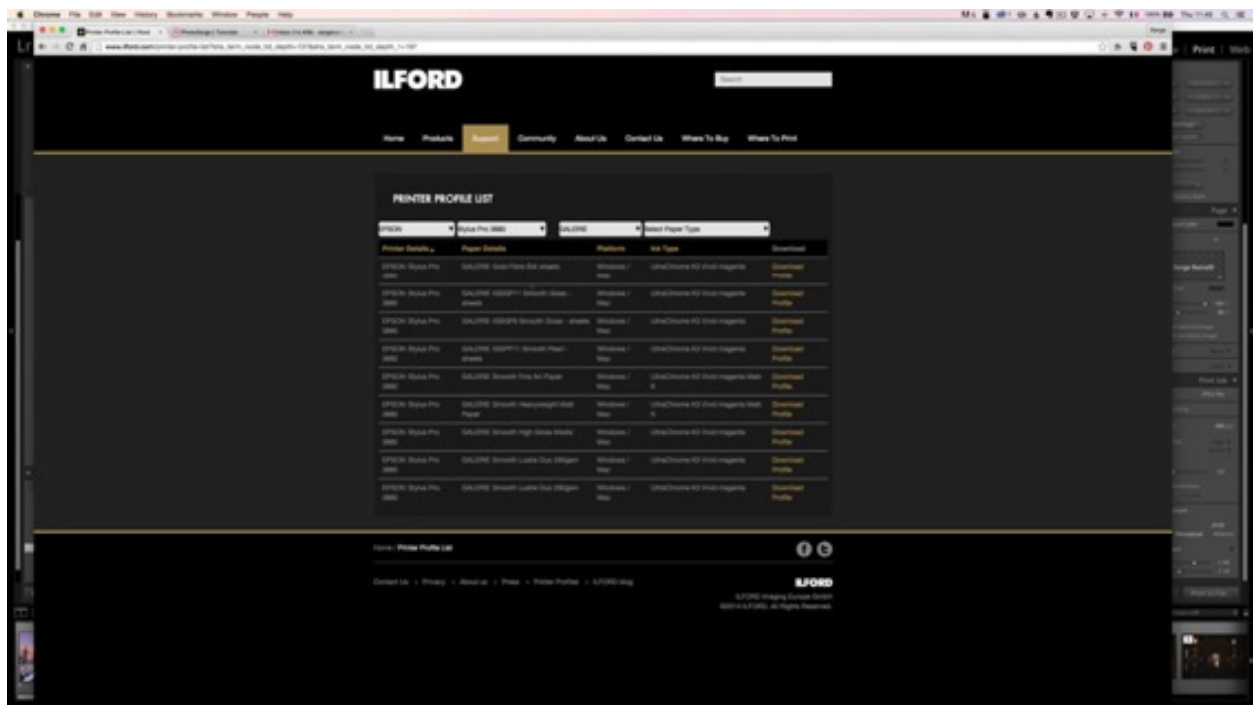


Basically the idea is when you buy one of their paper, they will actually give you that computer color profile file for that printer. Now you have to understand the profile only works for a specific type of paper and for a specific printer, so not all the printers have profiles, only the very high-end printers or pretty expensive ones.

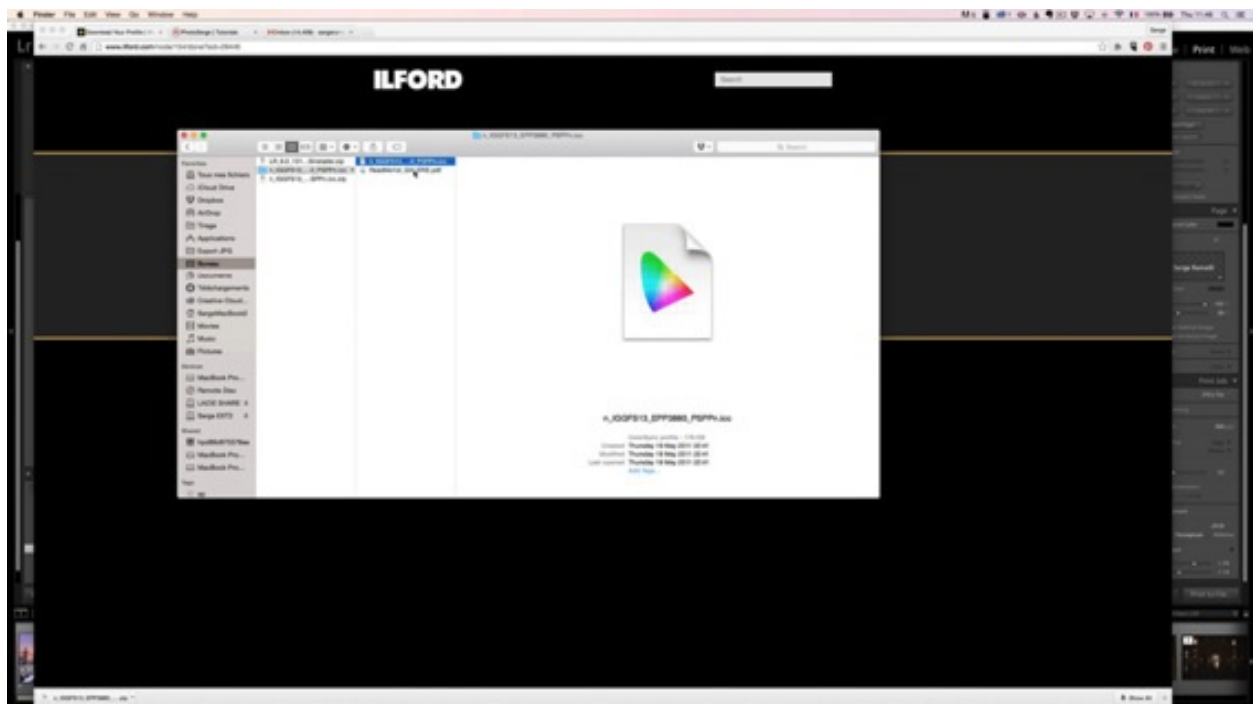
You can go to their website and navigate to their profiles area and select your printer brand, model, paper type and it will take you to a page with the profiles you need.





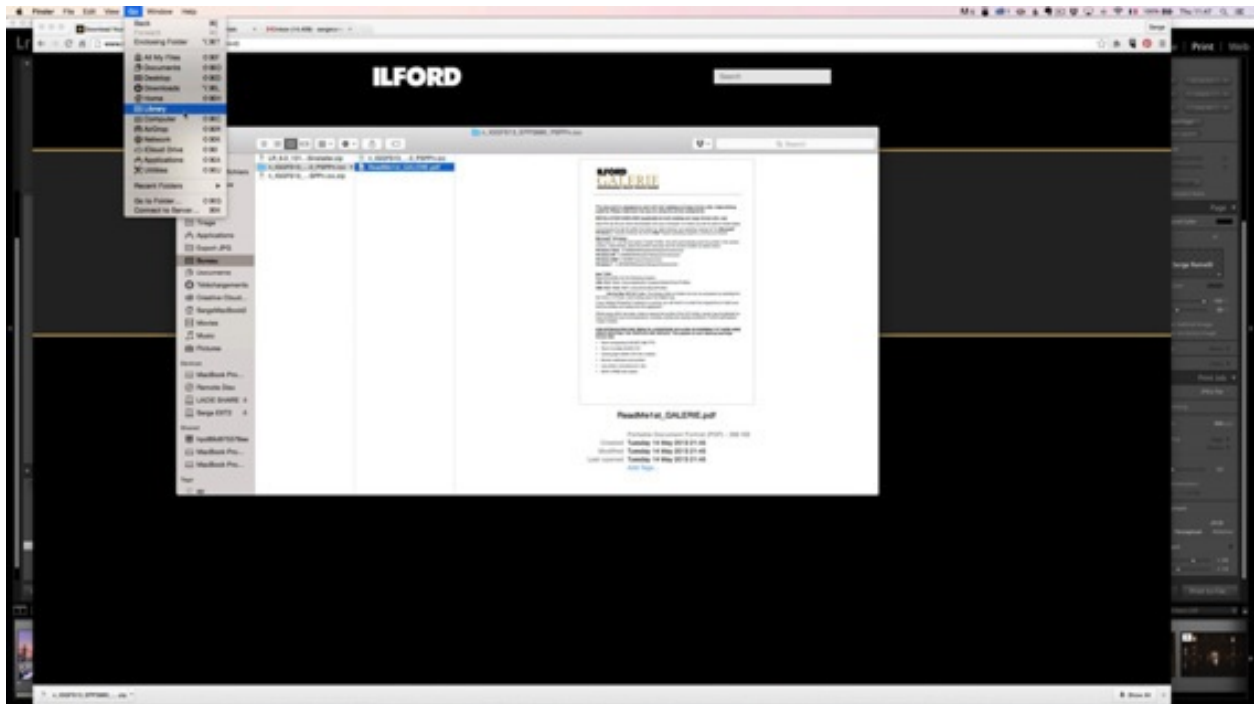


Next you would go ahead and download the printer files that you need. This is going to give you files that you can download. Now that file is only going to work if you have that printer and that paper. Go ahead and double click to open it and there you have the profile and then you have a PDF explaining how to install it

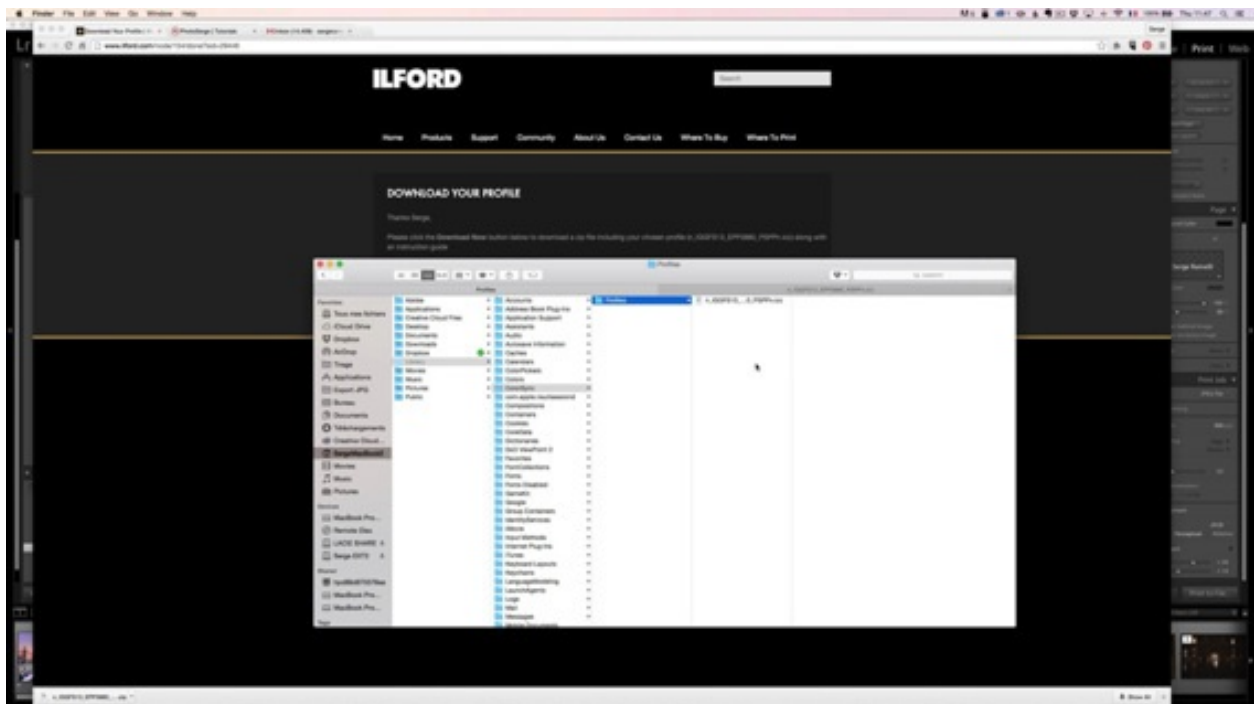


Now I'm using Mac OS Yosemite and there's a little trick I want to show you.

You have to put the color profile in the library directory but it's hidden. But if you hold down the [Alt key](#) while in the Mac Go drop down for Finder it will show up.

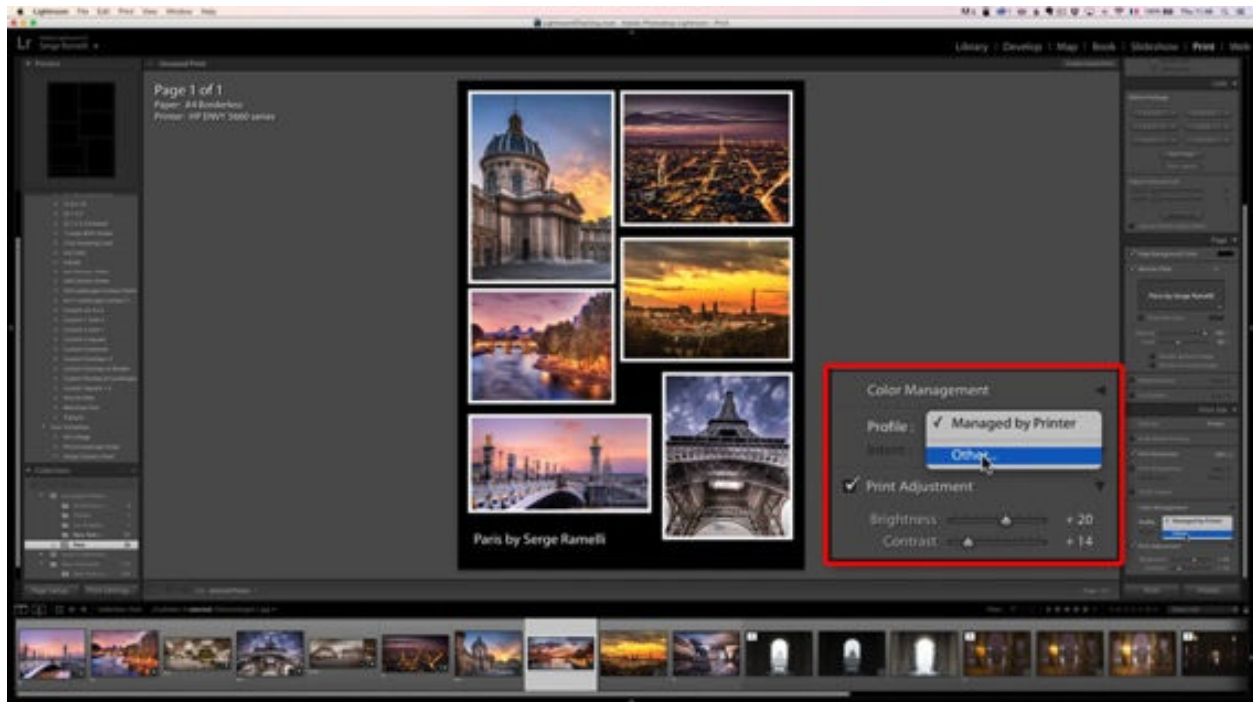


And then in Library/ColorSync/Profiles you can just paste it or drag and drop it inside that folder.

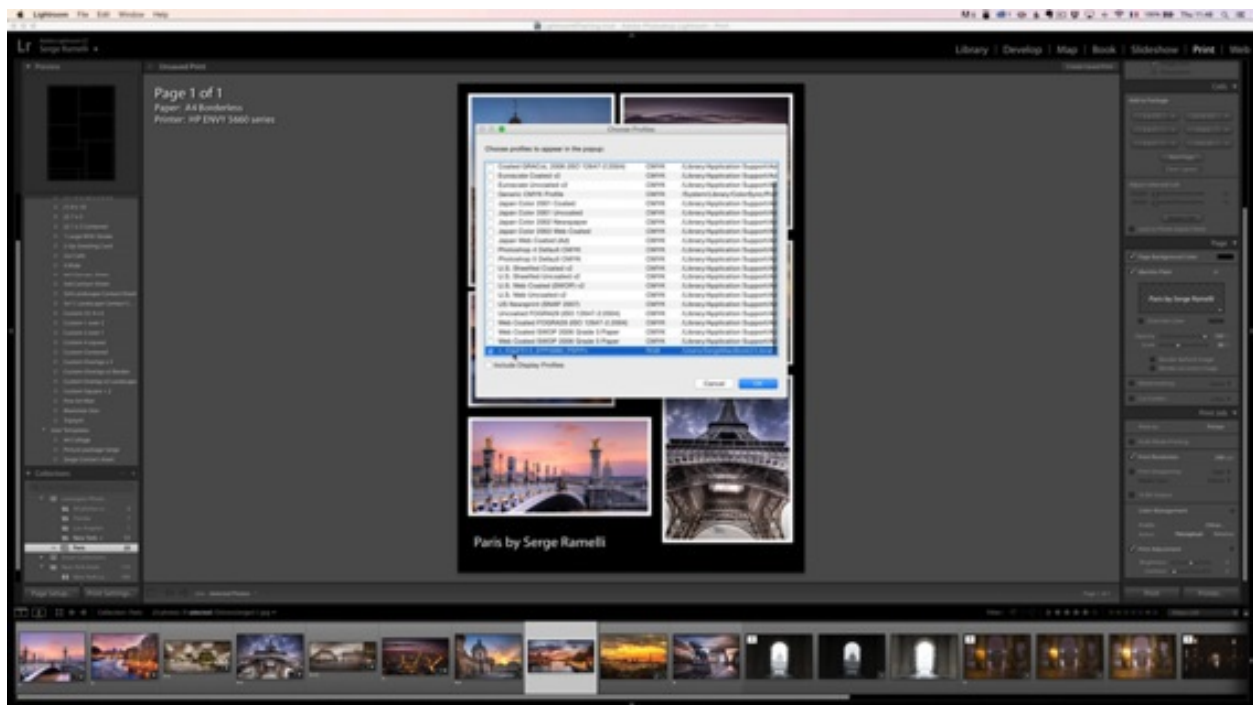


Now go back to Lightroom and in the **Print Job panel** under **Color Management**, you have **Managed by Printer** and **Other**.

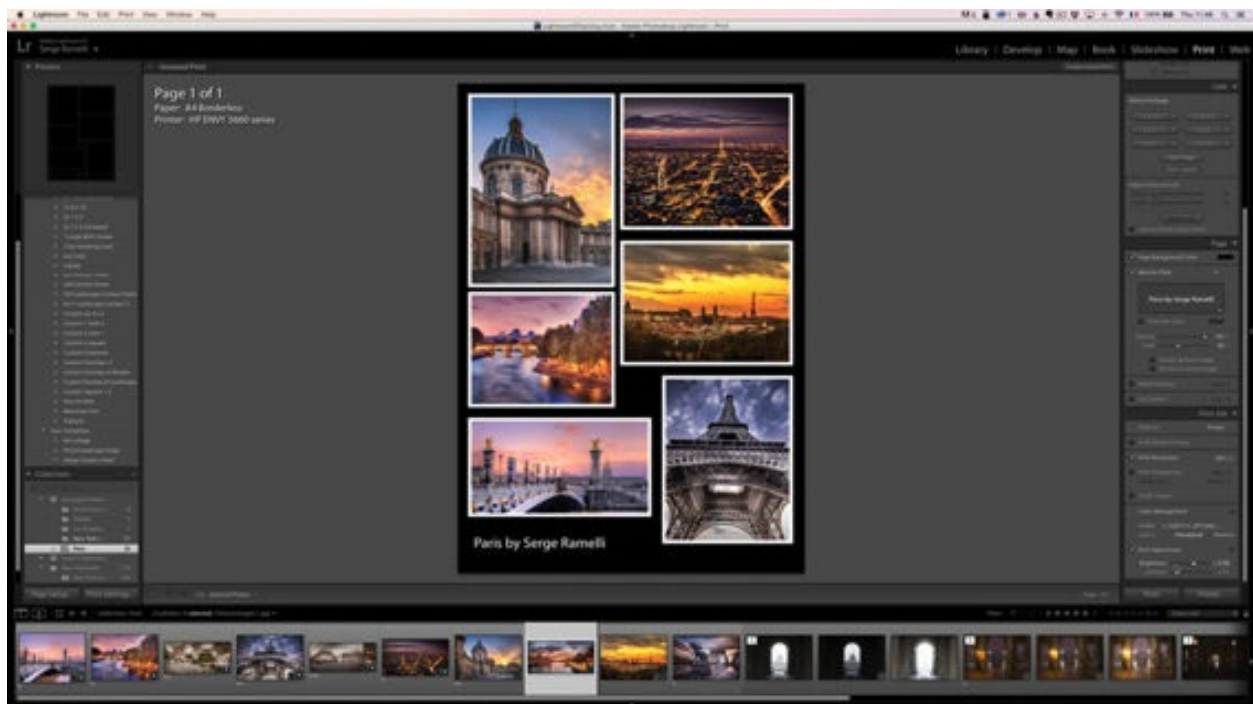
Managed by Printer works great most of the time and it keeps getting better with every iteration of Lightroom but it isn't as accurate as using a tailored profile. And since we have a profile we want, go ahead and choose **Other**.



A profile list is going to pop-up and you can scroll down to the bottom to find the last one you installed and select it and you are good to go.



Remember that you have those print adjustments in the Print Job panel, so go ahead and boost **Brightness** a little bit like 20 and **Contrast** to about 10. Usually you will get a better result, but you have to test it to get it perfect, every printer is different. Also go ahead and add **Print Sharpening** as usual. And some very advanced printers have 16 bit output for even more accurate color rendition.



Now if you don't want to get into this complexity, just set it to **Managed by**

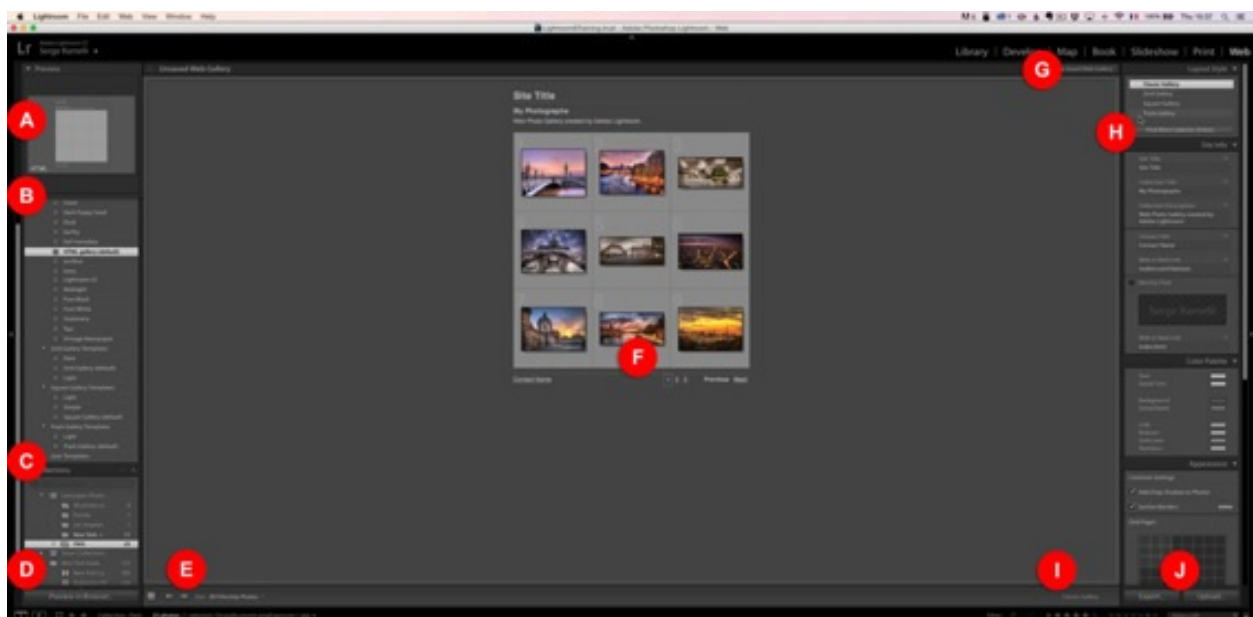
Printer and that's it, you can just print on any printer that you want. It won't be the same level of quality as a pro paper with a profile, but it works great most of the time. Voila, so that's how you print from Lightroom and now let's get into the next module!

An Overview of the Web Module

Believe it or not we are coming to the end of the modules! This is the last module of Lightroom 6/CC 2015 and it is called the **Web module**. Now the Web module is really cool, I've been using it over and over and over since Lightroom was created. The only major change that happened between Lightroom 5 and Lightroom 6 or Lightroom CC as they call it, is that they finally got rid of the flash galleries and they replaced them with html5 galleries which is a major deal.

I used to shoot a lot of photos for hotels and so I would do a gallery like I'm showing you now and send a link of the gallery. Back then, the ones that were the nicest were the flash galleries but about 90% of my customers were checking my photos on their iPhone, and of course, they couldn't see the photos which made it useless. I could only do it with the HTML galleries, but the only HTML gallery they had was not very nice. Anyways, it has evolved.

The Web module is an amazing way to rapidly create photo galleries that can be embedded into blog and portfolio type websites or even seen as stand alone websites. It's very powerful and you should absolutely know how to use it so you can share your photos across the internet rapidly and beautifully. Once again, get familiar with what the parts are and then I'll show you how to use it!



A. Preview Panel

Previews the current web gallery layout.

B. Template Browser Panel

Selects or previews web gallery template layouts for your photos.

C. Collections Panel

Access to your Photo Collections from your Catalog similar to the Library Module.

D. Preview Button

Opens up a web browser for you to see preview your photo gallery.

E. Toolbar

Rapidly move between photos and select those being used for your web gallery.

F. Display Area

Shows the current print layout.

G. Create Saved Gallery

Allows you to save the custom gallery you've created.

H. Print Settings Panels

Here you will find the panels for customizing your print.

Layout Style - You choose from four different layout styles that have been included or you can search on-line for other options.

Site Info - This is where you enter things like titles, descriptions, contact info and other details to embed in your gallery.

Color Palette - You can choose the colors you are going to use for backgrounds, text, cells, index numbers and grid lines.

Appearance - Here you set how your images will appear depending on what

type of Layout Style you have chosen. You can do other things such as add drop shadows and identity plates from this panel as well.

Image Info - You choose what text will be shown with your image previews.

Output Settings - Use these settings to specify image dimensions, quality, watermarks and whether to use sharpening or not.

Upload Settings - You can set the path to your webserver or wherever you want the completed gallery to be uploaded to.

I. Filters

Filter the images to easily select the ones you want shown for in your gallery.

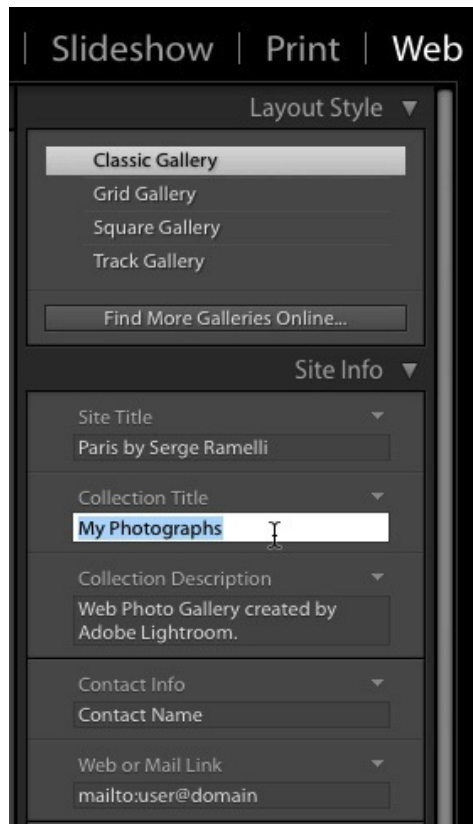
J. Export/Upload

Either send the completed gallery to be uploaded to a website or to be output as a standalone web gallery that can be uploaded separately or viewed in a local browser.

Using the Web Module Classic Gallery Style

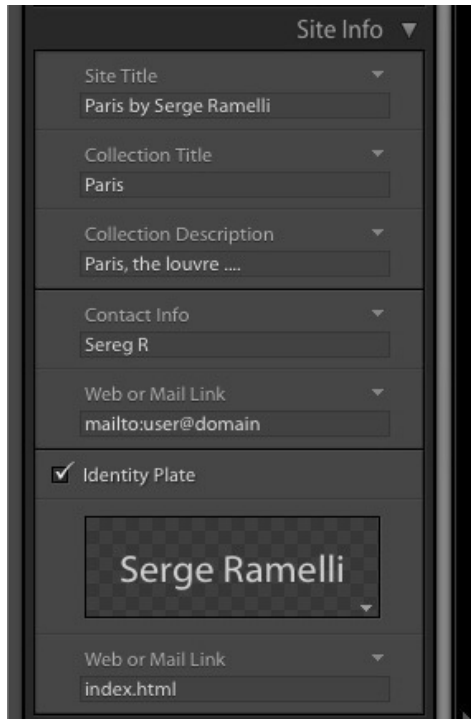
Okay in the Layout Style panel the first option is Classic Gallery. Let's see how this works. To get started, ensure you have a collection selected with some photos that you want to turn into a gallery or that you can at least use to follow along with these steps.

Okay start by going to the **Site Info panel** on the right and put in a **Site Title**.

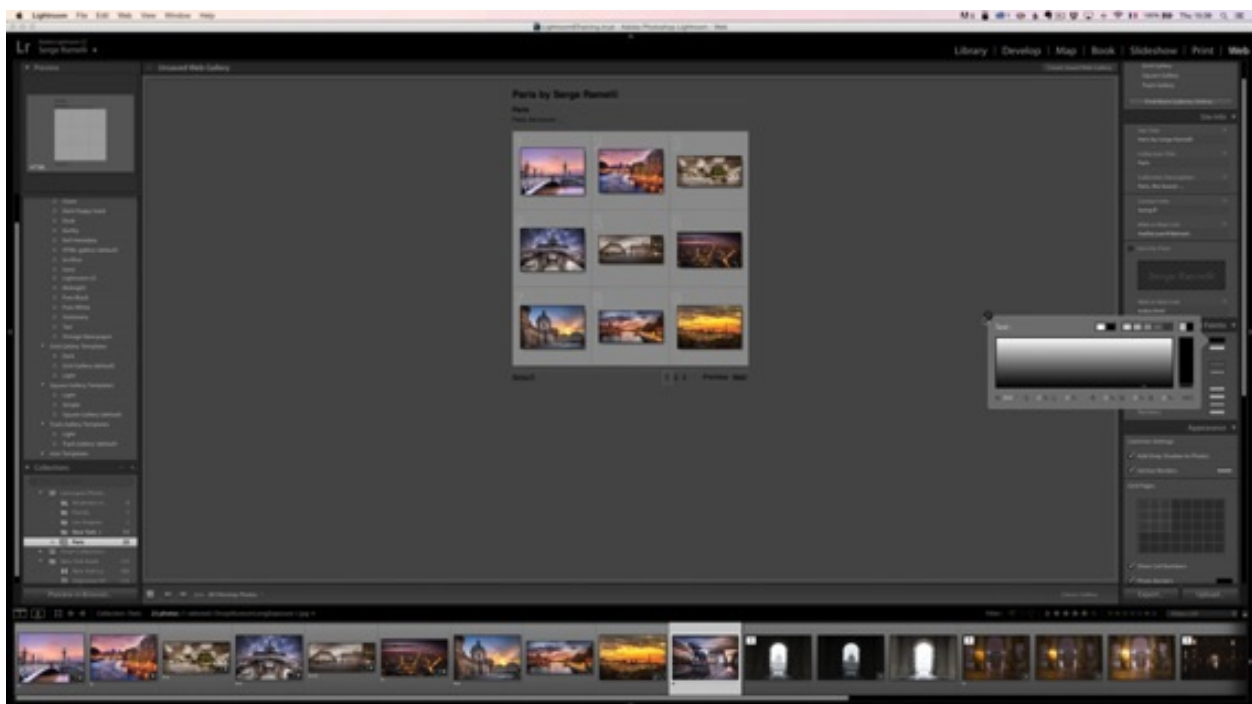


This is actually going to be the title that will be indexed by Google and I'll call this one **Paris by Serge Ramelli**. Next you have the **Collection Title** which you can add.

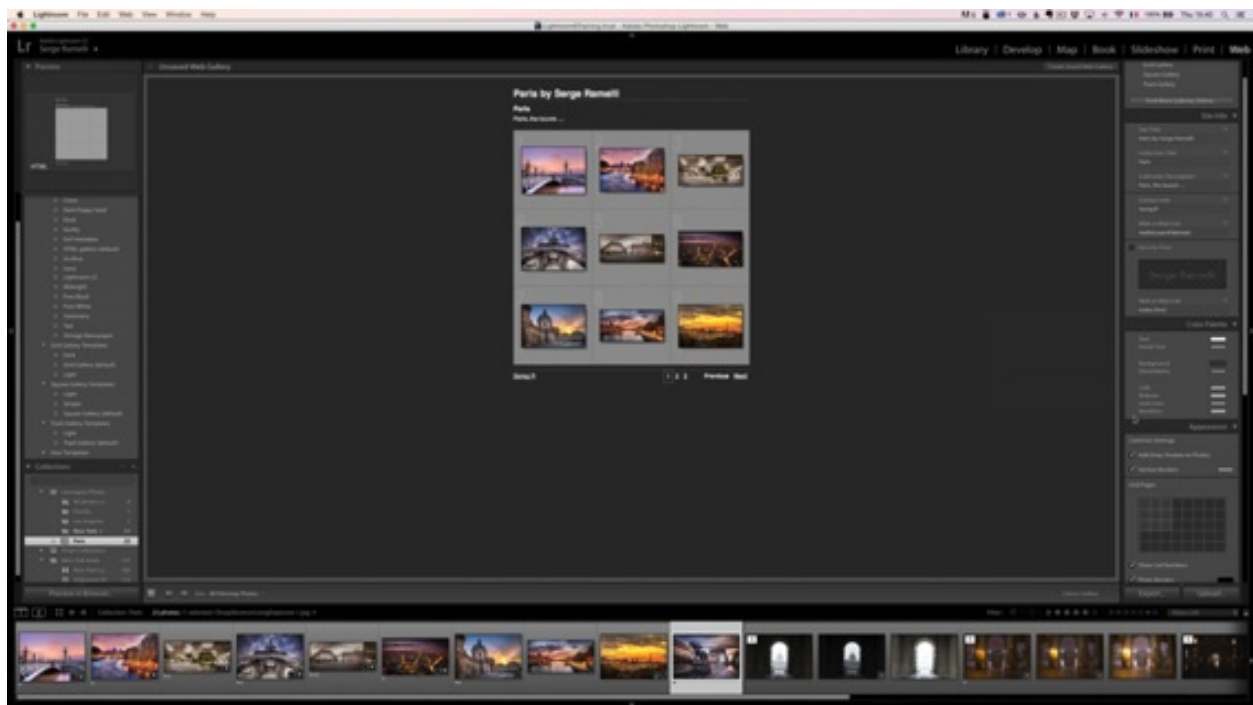
Next add in a **Collection Description** which says a little bit about the photographs. You can also put a Contact Name and an Email address. Next up you have an **Identity Plate**. Now I don't know why you would add an identity plate, I personally never use it but maybe you might need it in specific situations.



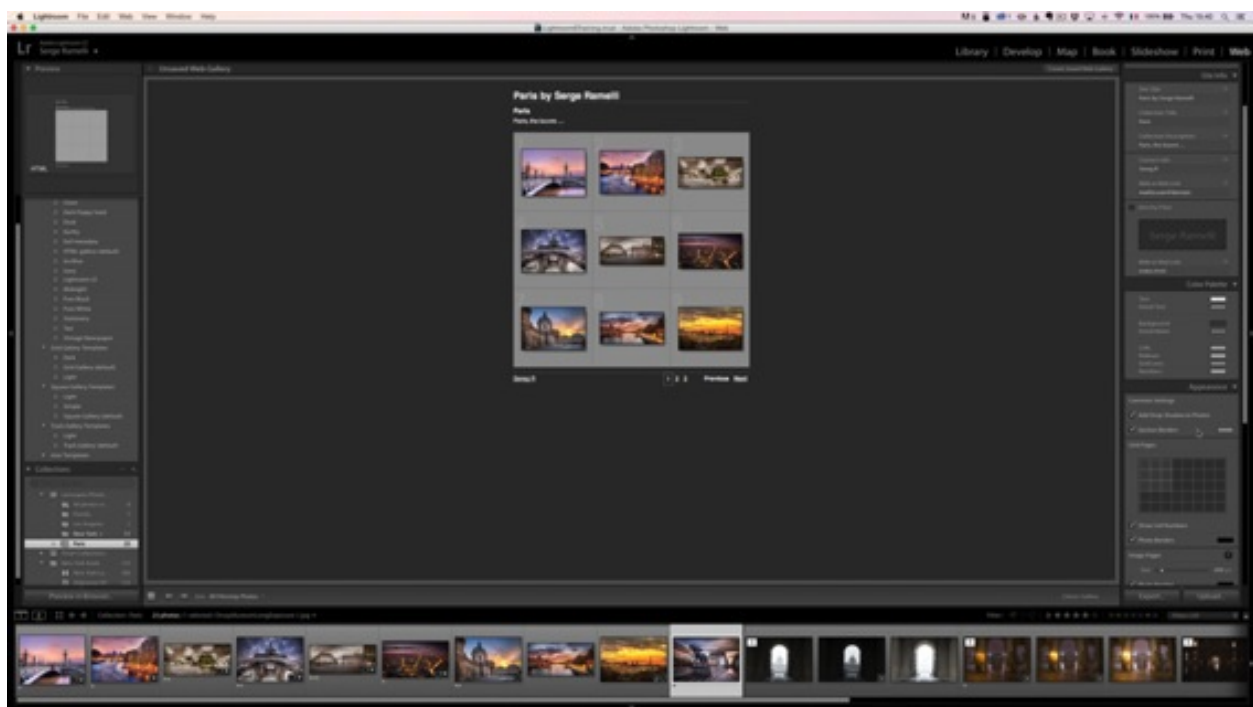
Next up you have the **Color Palettes panel**. Here you can set **text colors**, and I'll change mine to black.



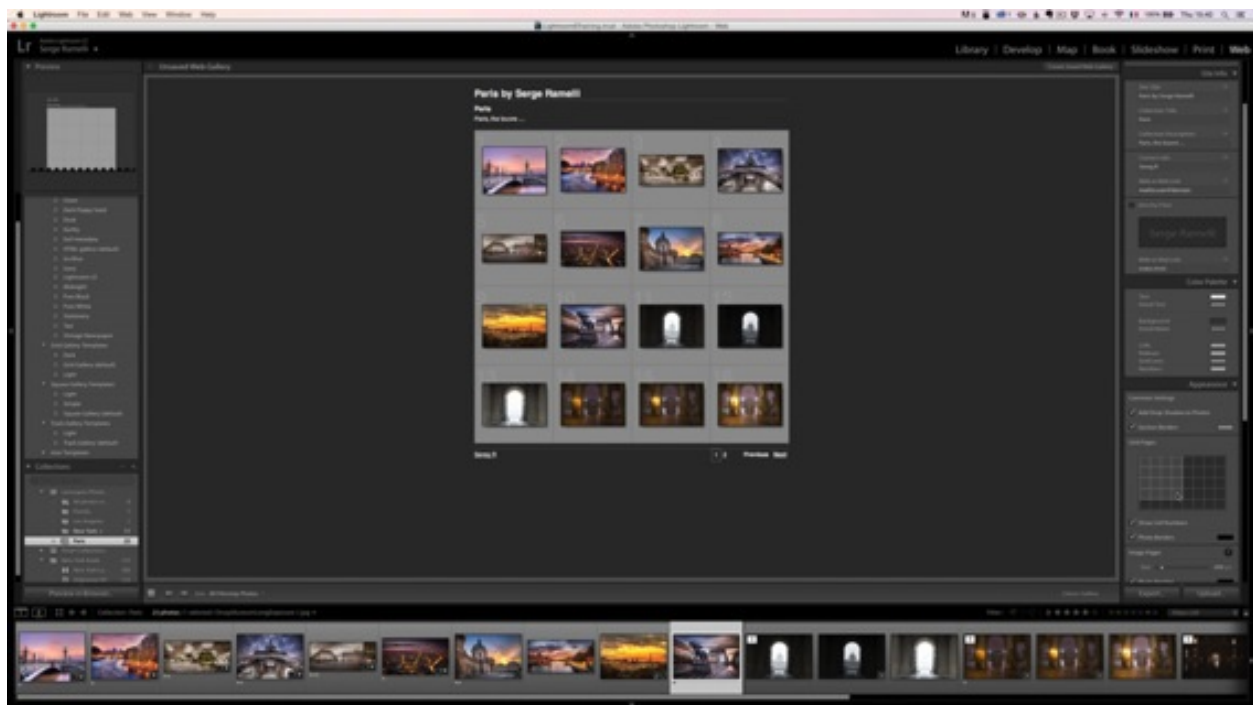
And you can change **background colors**, we can make this dark gray, and you have several other options to personalize it how you want. Go ahead and put the text to white if you are going to have a dark background, it'll look better.



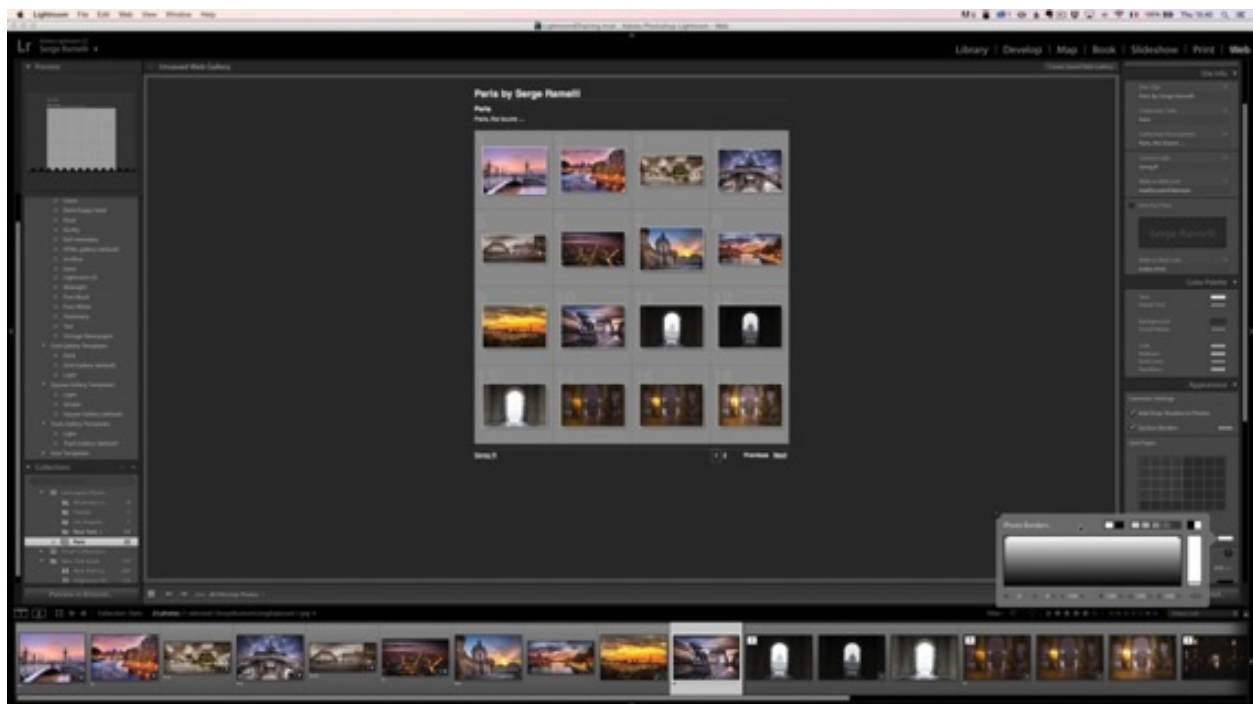
Now in the **Appearance panel** you can **Add Drop Shadows**. And this does what it says, it's going to put a little drop shadow on all your photos.



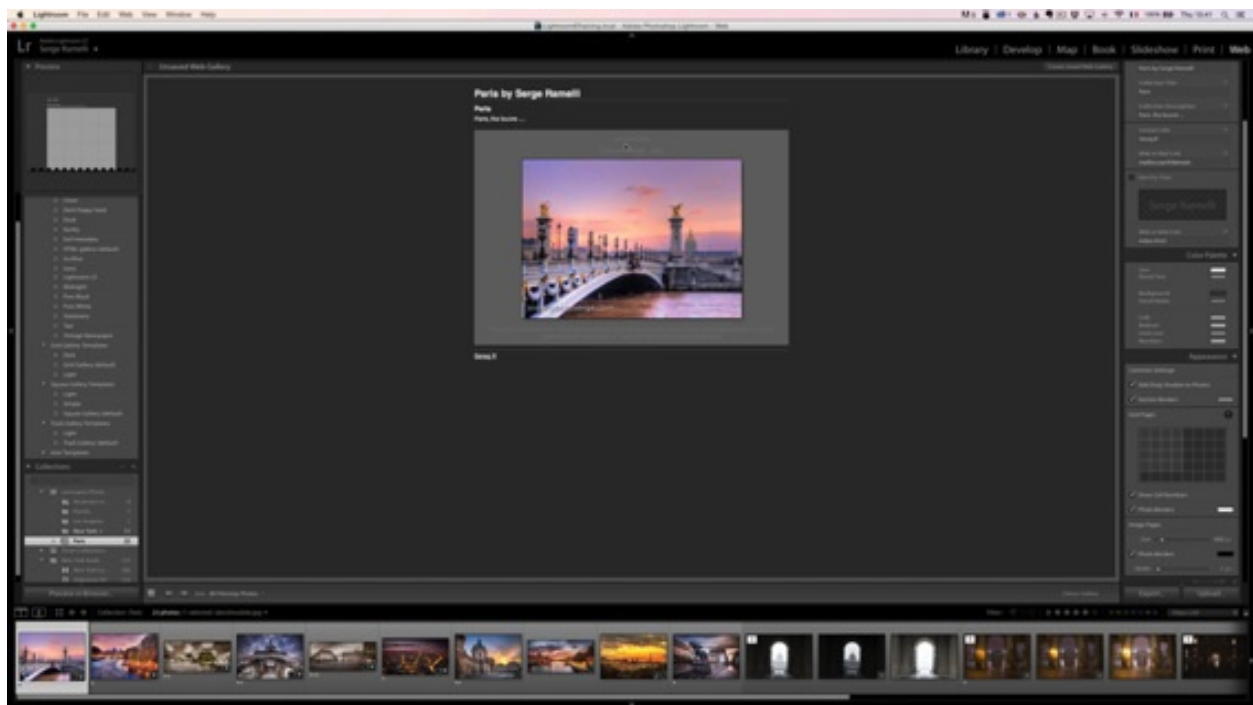
Next is **Grid Pages**, that decides how many photos you put on this grid. Go ahead and play around with this but you just select the squares to increase or decrease your photos.



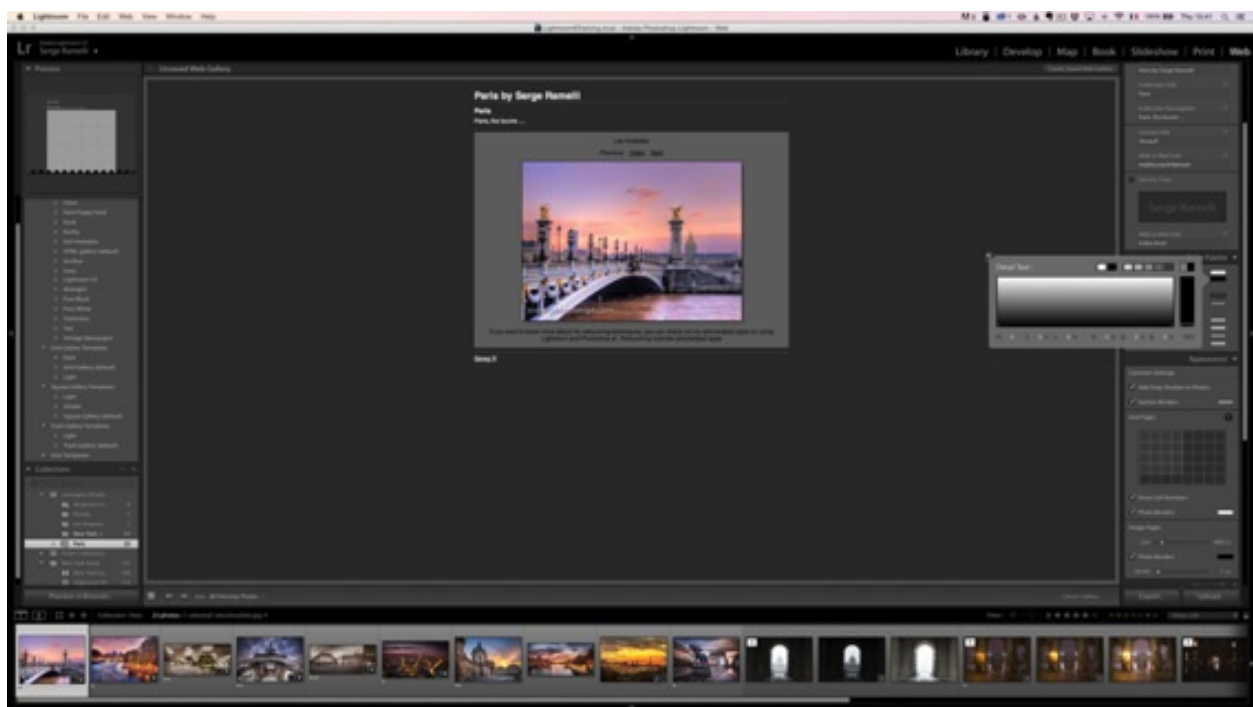
Show Cell Number just puts a number in the corner of each cell and can be useful because then the customer can write you back like, “I don’t like photo number 12 or I love photo number 4,” so that’s cool to have these little numbers there. Next is **Photo Border** to add color to the edges of your photo. As a note, you can only change the color, not the size.



Now go ahead and click on one of your photos.



You can go back up to the Color Palette and now change the color of **Detail Text** for these individual pages if you want.



And the slider for **Image Size** is going to control how big it is. Today's screens are around between 2,000 to 3,000 pixels wide in terms of resolution, so having a gallery that's going to put photos at 450 pixels is a joke. I always go at least for a thousand. That's going to be the size it's going to have when people click on it

and go full screen.



Click on the **Index** option at the top of the photo and this will take you back to the index page of your images, then go ahead and click on another photo and set it to 1,500 pixels.

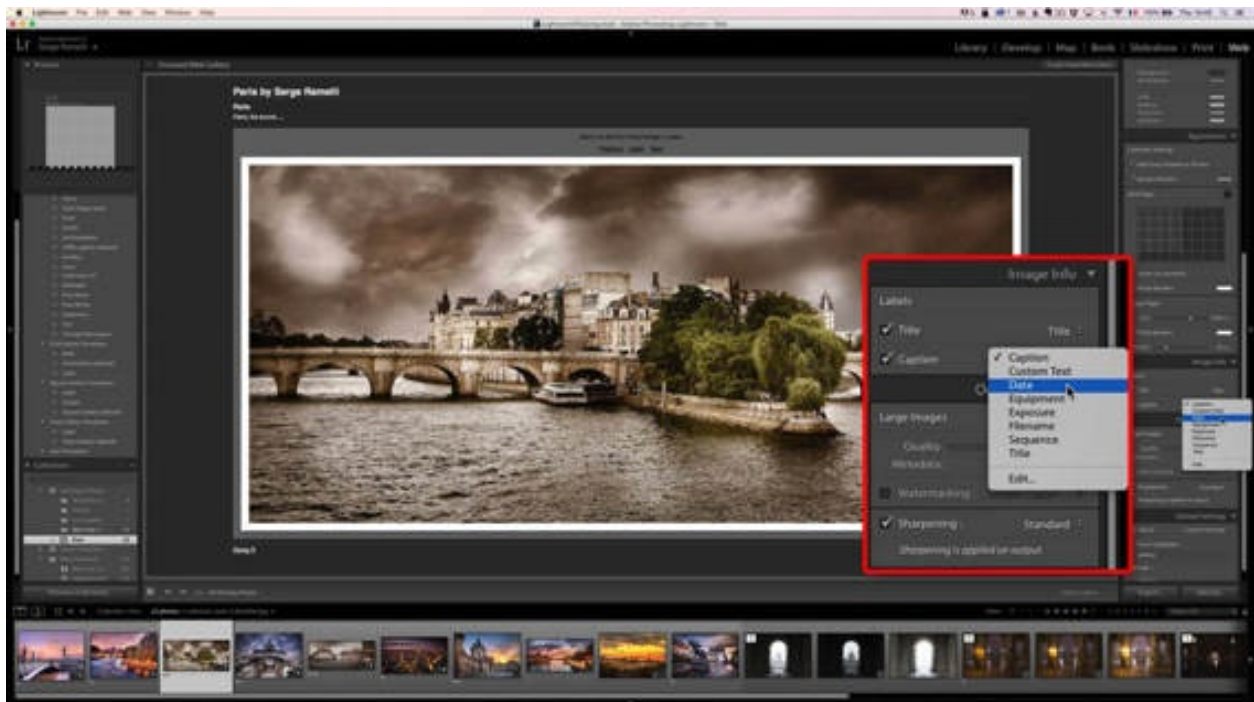


Next you can add a border to the image in the Image Panels options under Photo Borders. You can pick whatever color you want. for this exercise I'll choose a

white.



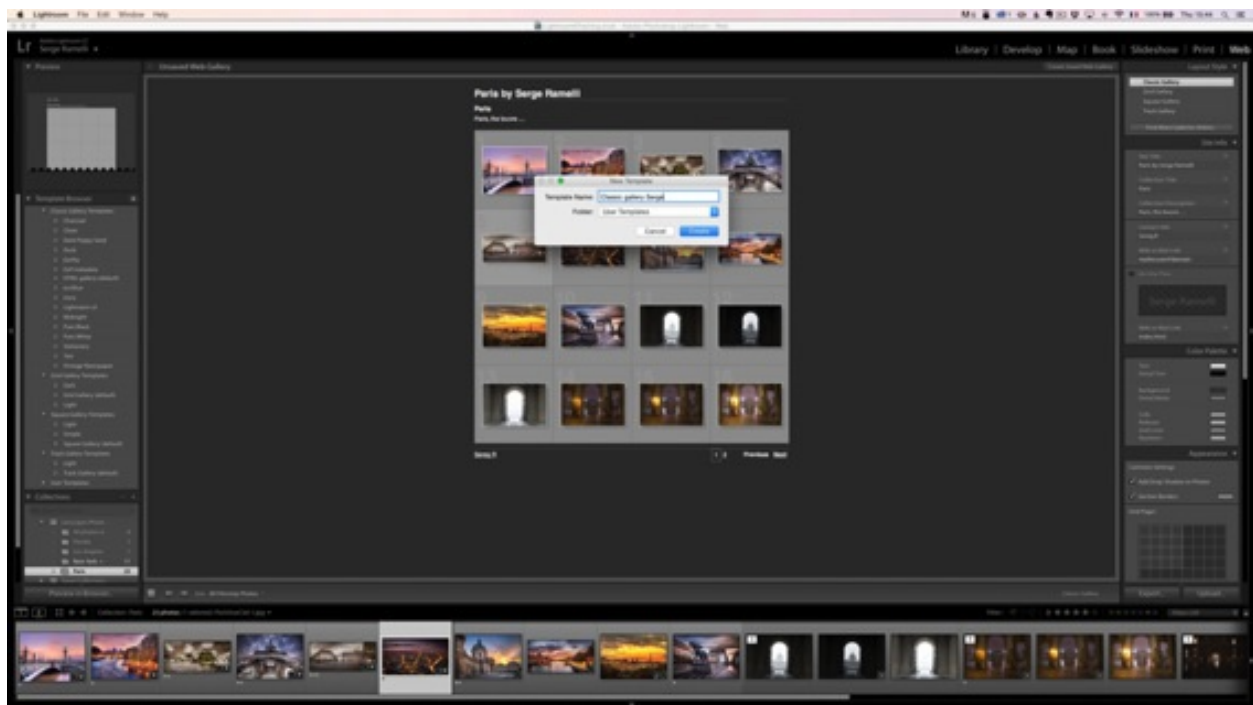
In the **Image Info panel** you can choose whether or not you want a **Title** or a **Caption** displayed on the individual pages. You have little drop downs where you can select exactly what you want displayed including dates, camera info or even customized text.



In the next panel which is **Output Settings** you can choose the **Quality** setting and for the web anywhere between 60 and 70 is perfect. You can also choose to add a **Watermark** and just by clicking on the option it will show up in real time.



Okay that's how you use the Classic Gallery layout, and to be honest, this one is the one that I like the least. Now similar to the other modules I can save the layout I've customized as a template as usual which I really love. Just go to the upper right corner and click **Create Saved Web Gallery** or go to the **Template Browser panel** and click on the **+** button, name it and click create!



Voila. Okay. Let's check out the other galleries.

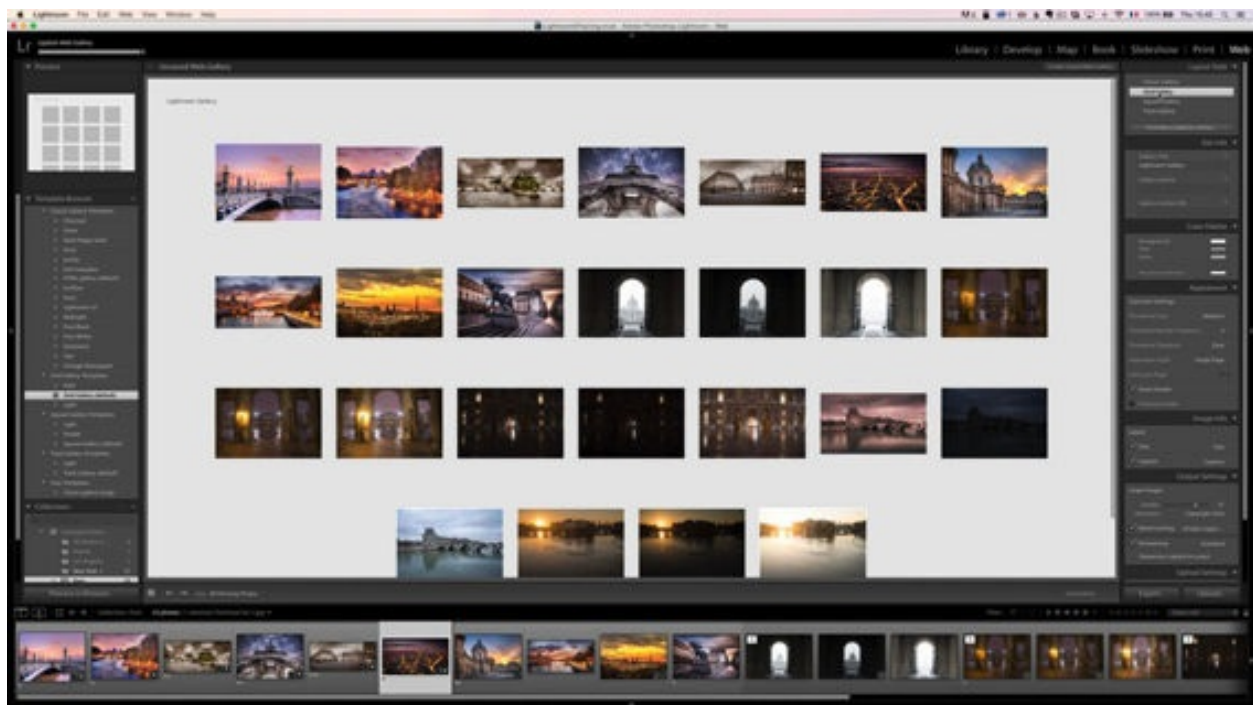
Using the New HTML5 Galleries

If you don't know what HTML5 is that's okay. It's basically just a computer language/protocol which allows you to do cool stuff on the web similar to what Flash used to be able to do, but not Flash so, frankly, it will play on Apple devices.

If you go back to the **Layout Style panel**, you have **Grid**, **Square** and **Track** Galleries, these are all HTML5. Plus you have the **Find More Galleries Online** option. Let's start by talking about Grid.

Working with the Grid Gallery

With your photos selected choose the **Grid Gallery** option.

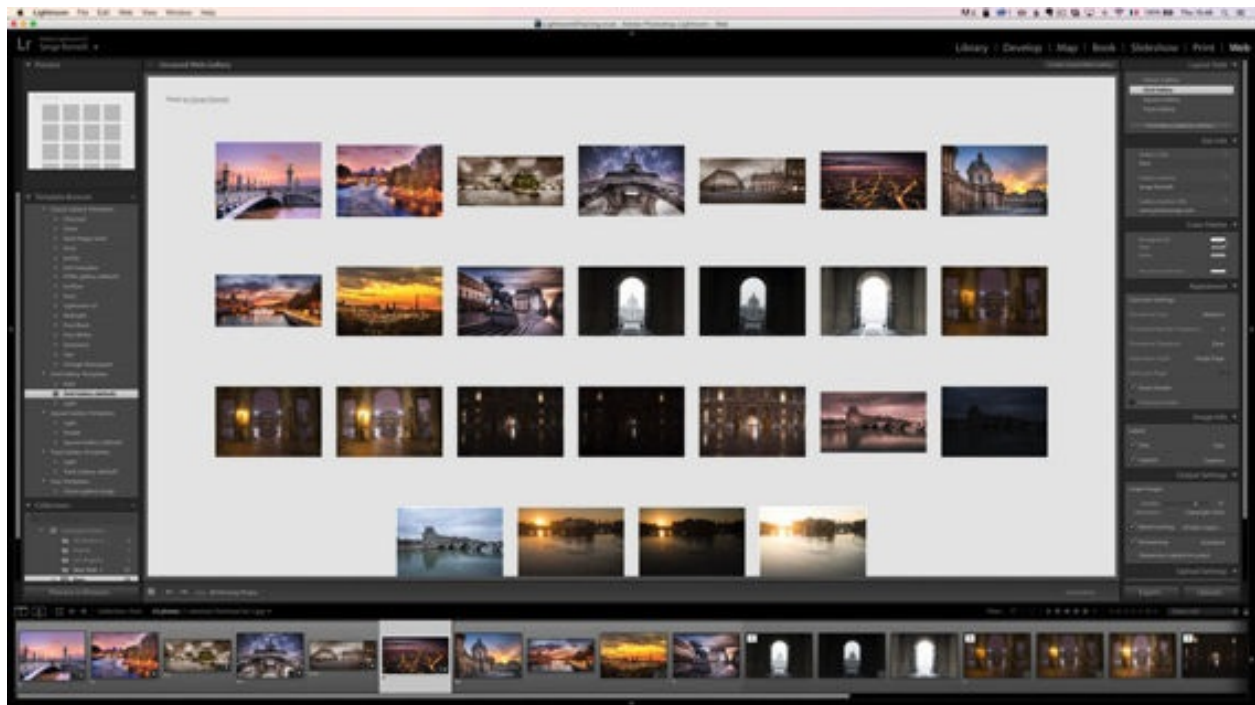


As you click, it goes in real time, and when you click on an individual photo, you get nice fade effects which you won't be able to see in this book, but if you are following along in Lightroom you will see what happens.

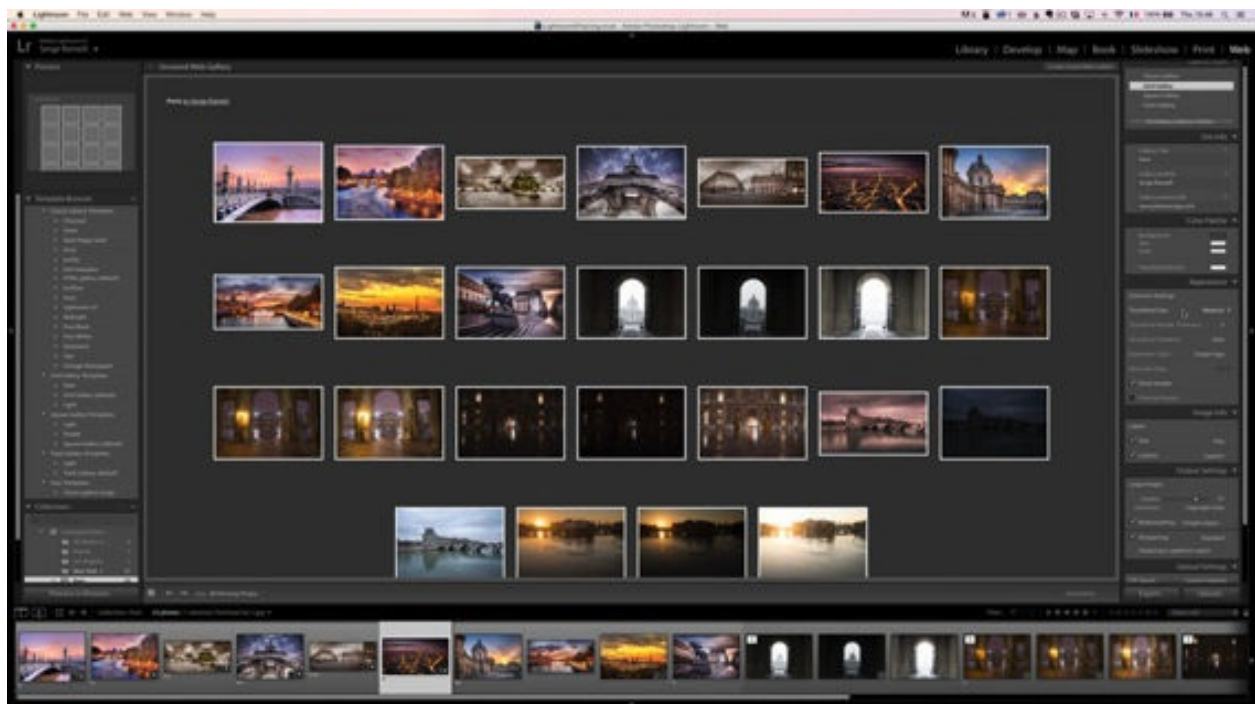


And really, making galleries is just working these panels on the right of the screen from top to bottom. You can start with the **Site Info panel** and give your gallery a **Gallery Title**, **Gallery Author** and **Gallery Author URL** which will

direct people to that website when they click on the name.



Next up is the **Color Palette panel** once again. Go ahead and change colors of **Background**, **Text**, **Icons** and the **Thumbnail Borders** to your taste.



Next up you can play with the **Appearance panel** starting with **Thumbnail Size** and choose from Small, Medium, Large. And another cool feature is being able

to adjust the **Thumbnail Border** thickness and how the **Thumbnail shadows** display.



In the **Image Info** panel it's the same with the **Title** and **Caption** options that will show up when you click on individual photos like putting the date below the photo. Or you can take it out.

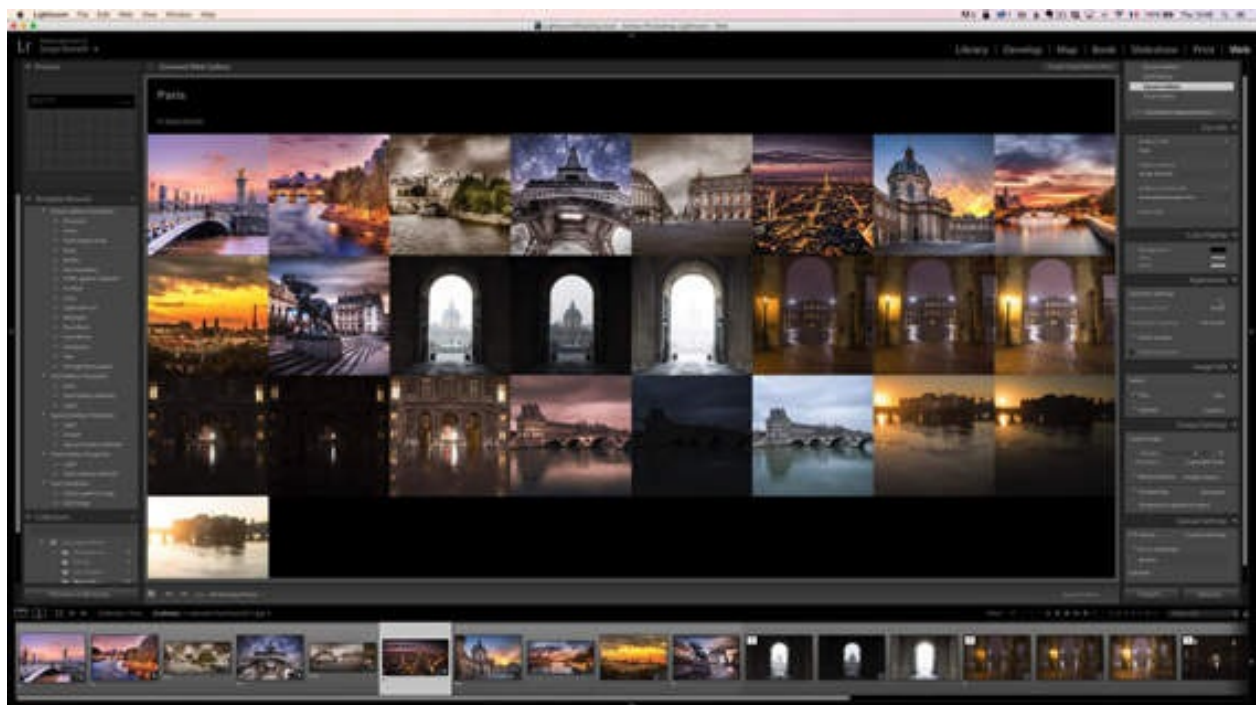


Working with the Square Gallery

The next option in the **Layout Style panel** is **Square Gallery**. Square galleries are also in the new HTML5 format and are very cool. Go ahead and click on it and you'll see that it has a sleek and simple layout.



And all the options that we just discussed are basically the same. You can choose **Small Thumbnail** size.



You can also choose **Large Thumbnail** size.



And when you click on individual photos, it also has a nice animation with a soft fade in and out of the photo. Hard to see in a book but easy to see on a screen!



And you can go ahead and customize the colors and layouts how you want and then save it as a preset when you're done!

Working with the Track Gallery

The next layout option is **Track Gallery** and it is also an HTML5 gallery so it's the same concept with a different layout.



In this gallery there are some differences. Like in the Appearance panel you have **Row Height** which changes the size of the rows.



You also have **Row Spacing** at Small, Medium and Large which controls the

gap between the tracks.



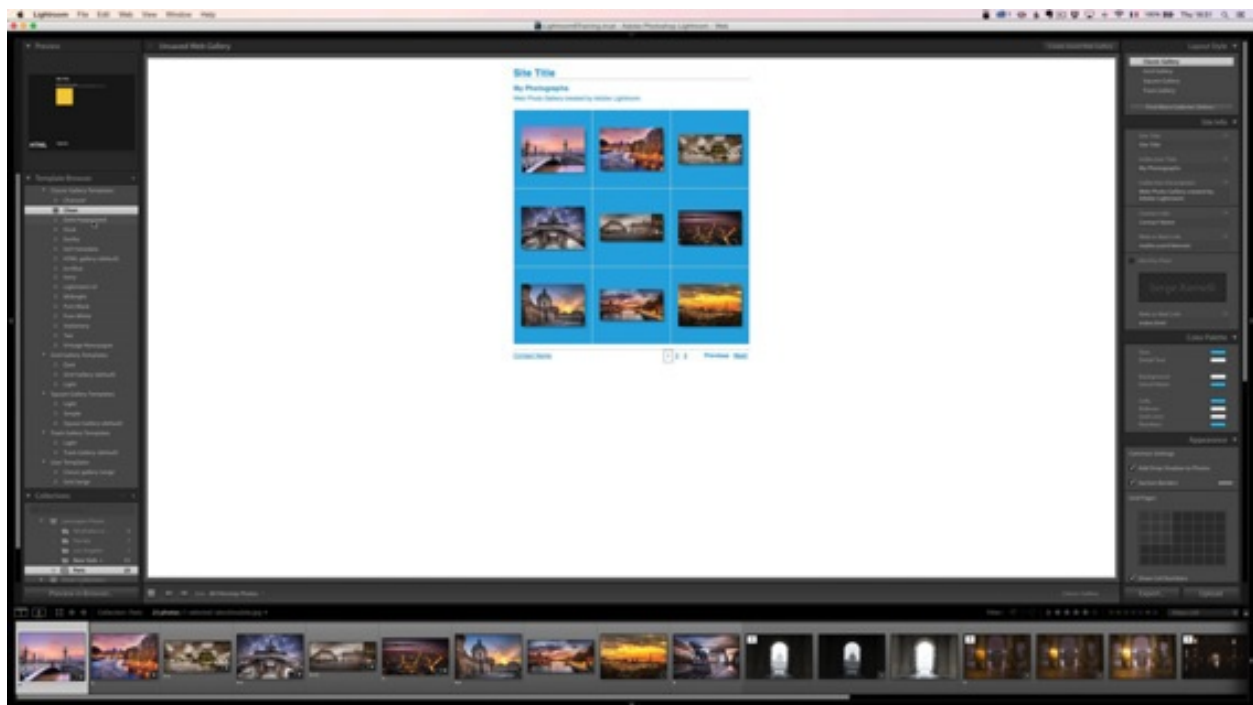
There is another great option in the **Appearance panel** for the HTML5 galleries which is **Thumbnail Loading** and you have two options: **All at Once** or **On Scroll**. **All at Once** forces the website to load all the photos of the gallery at the start and **On Scroll** does it as the viewer scrolls to reveal more photos. **On Scroll** is a good option if you want everybody, including people which have slow internet to see all your photos easily. Otherwise they might have to wait for a bit while your photos load.



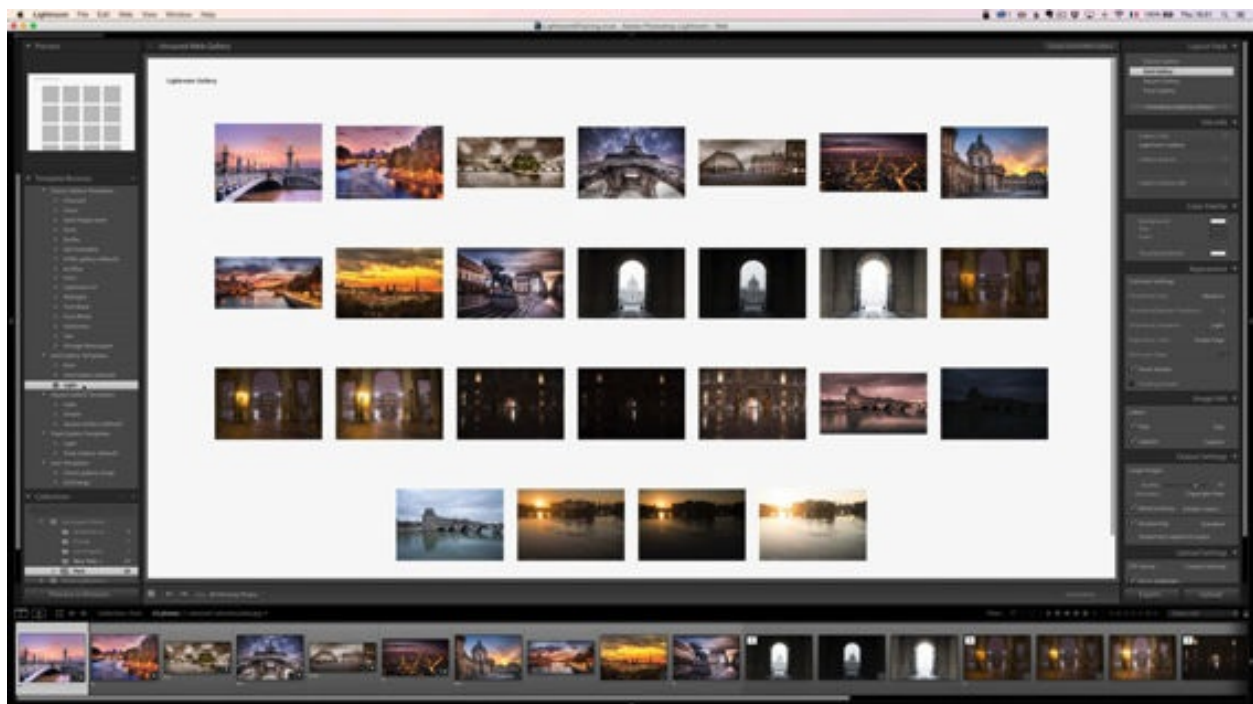
The rest is the same with **Titles**, **Captions** and **Colors** as usual.

Using Gallery Template Presets

On the left side of the **Web module** you have the **Template Browser panel** and if you scroll through this you will see that you have different templates for **Classic**, **Grid**, **Square** and **Track** in addition to your custom templates that you saved. Clicking on a **Classic preset** will put the photos into that preset.



Clicking on a **Grid preset** will change your layout to that template.



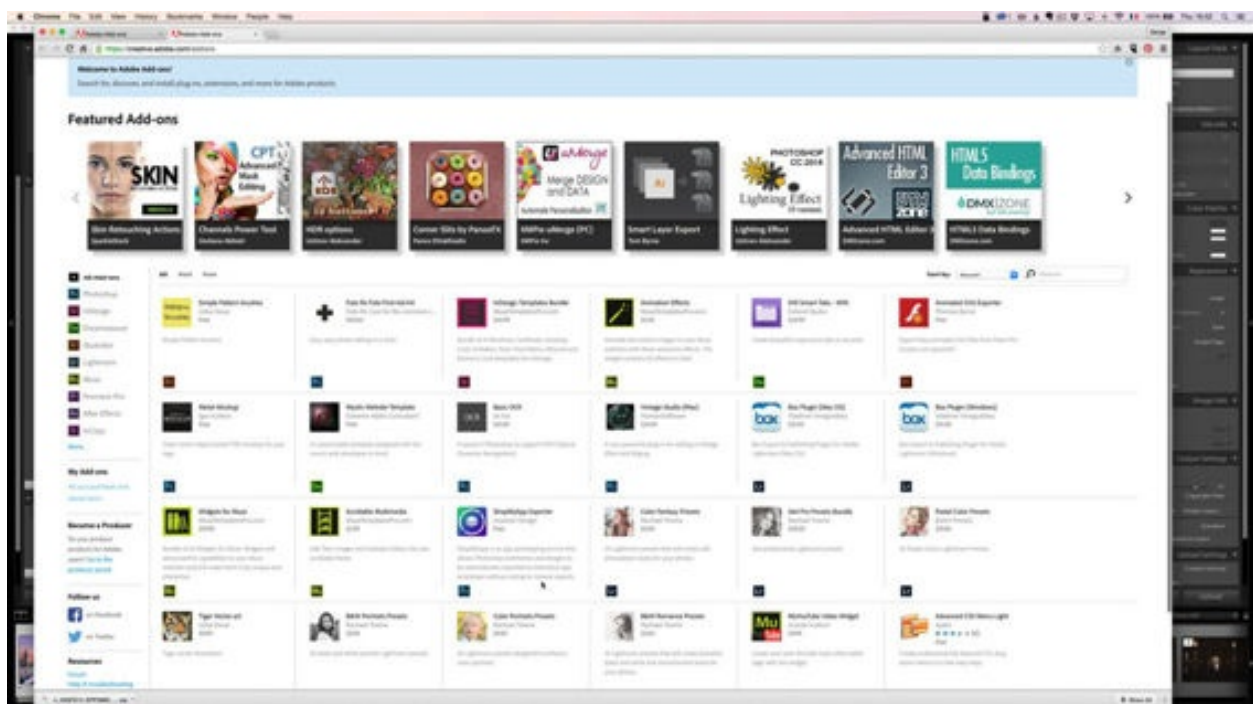
And the same with **Track** or **Square** presets.



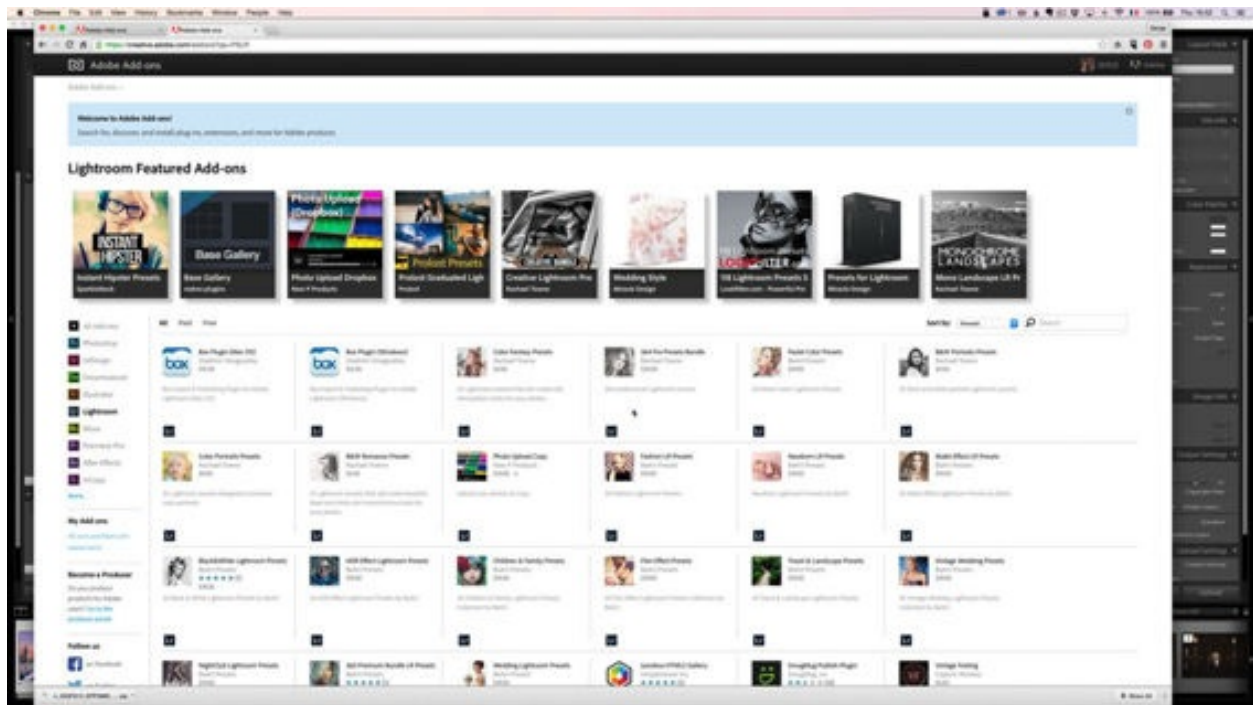
But wait, there's more!!!

Adding Online Galleries

If you go back up to the Layout Style there is one final option called **Find More Galleries Online** and if you click on that it will take you to an Adobe page with tons of downloadable and purchasable content.

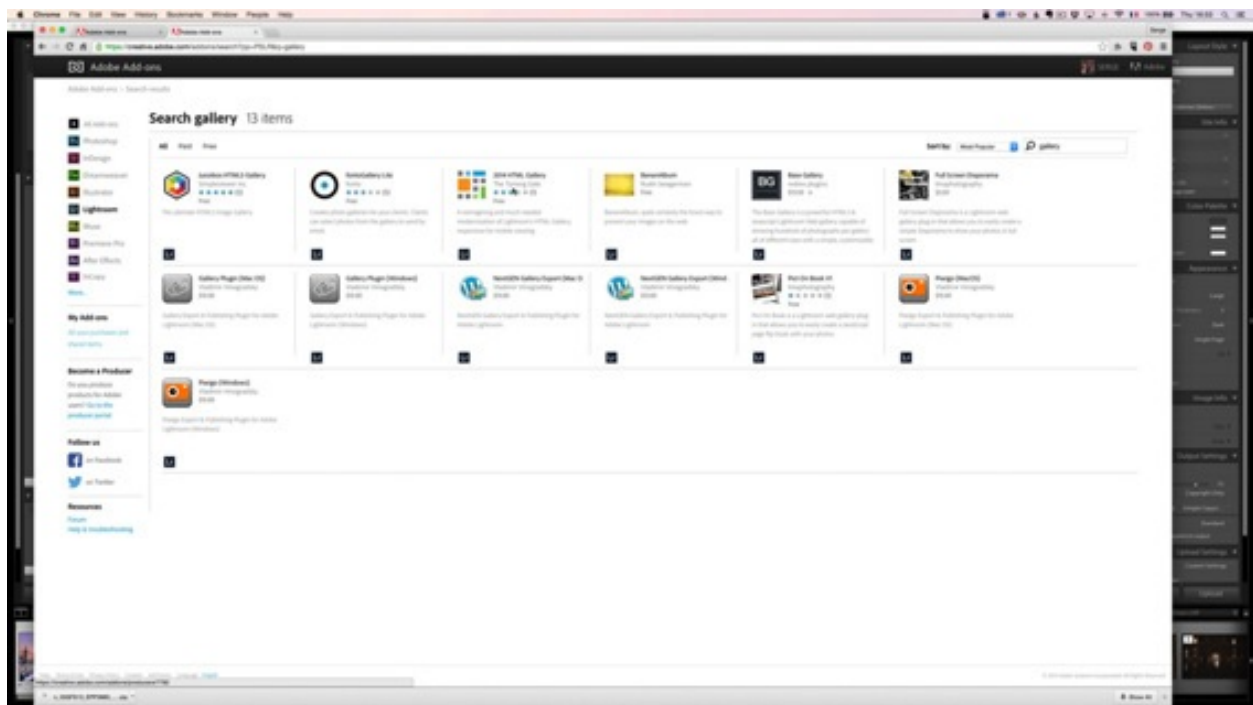


On the left side of the screen are the different Adobe programs and you want to go ahead and click on Lightroom.

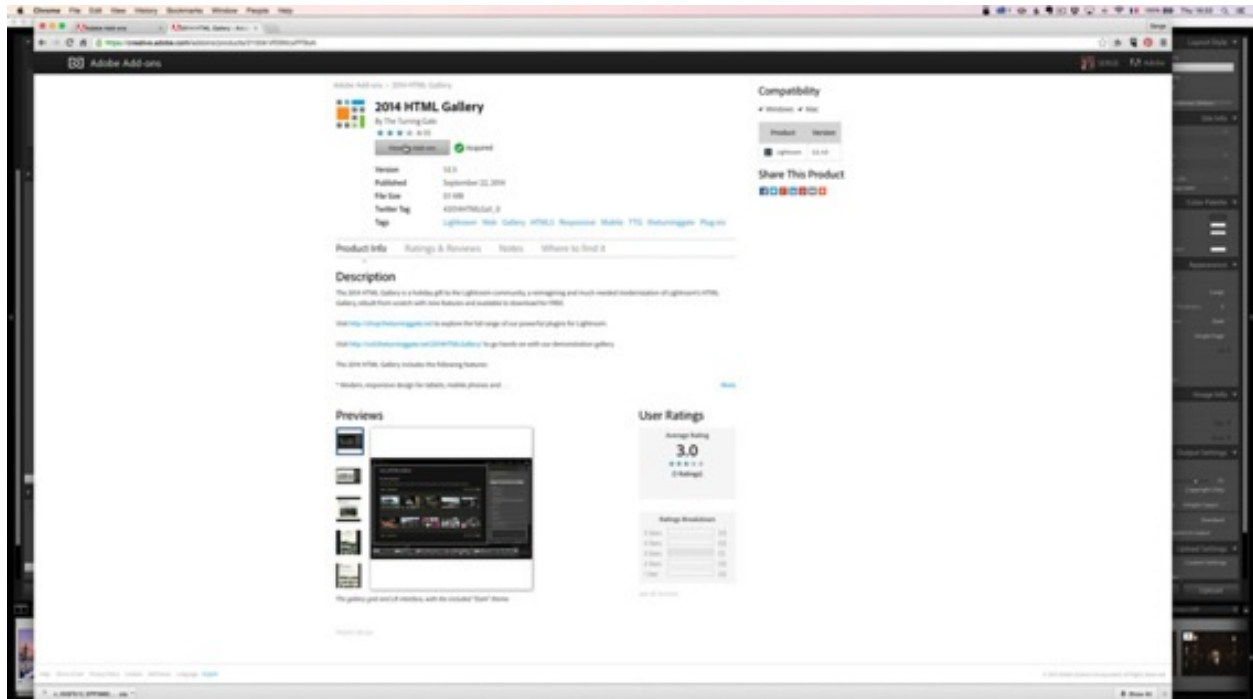


Now you only have items and presets related to Lightroom. Lots of presets, retouching presets, what we call develop presets, brush presets, a lot of things.

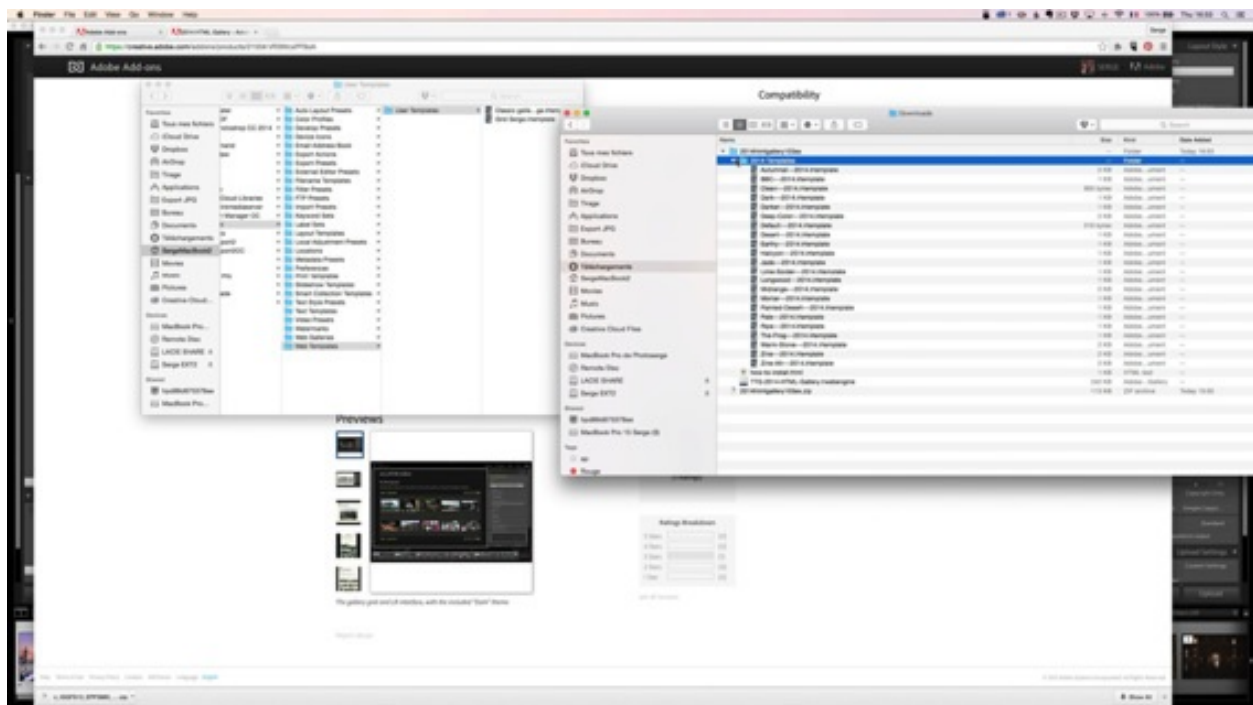
What I advise you to do if you're looking for Web Gallery presets is to click in the search window in the upper right and type gallery. This way you are going to have just the gallery presets. Now some of these are for sale and some are for free.



Let's take this one called The Turning Gate which is free and click on that and it will open up a download page. Go ahead and click on the button to download this file (or any other of your preference).

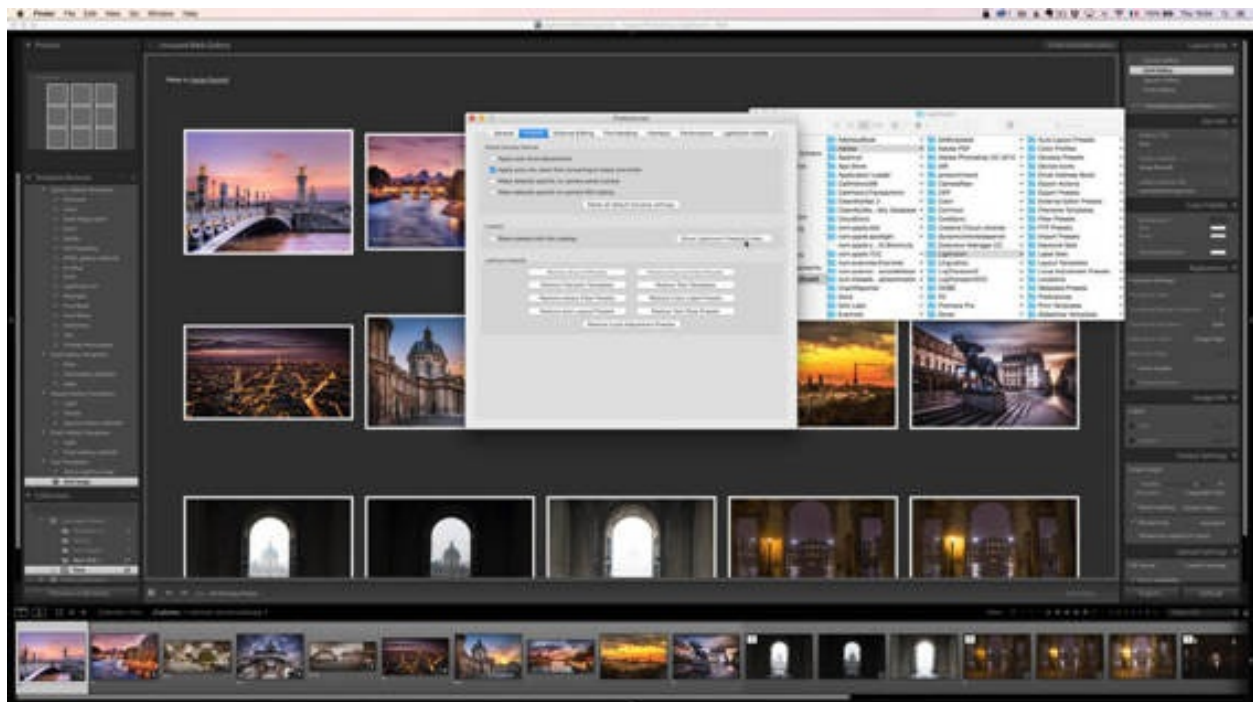


Now go to the download file and open the .zip that you got.

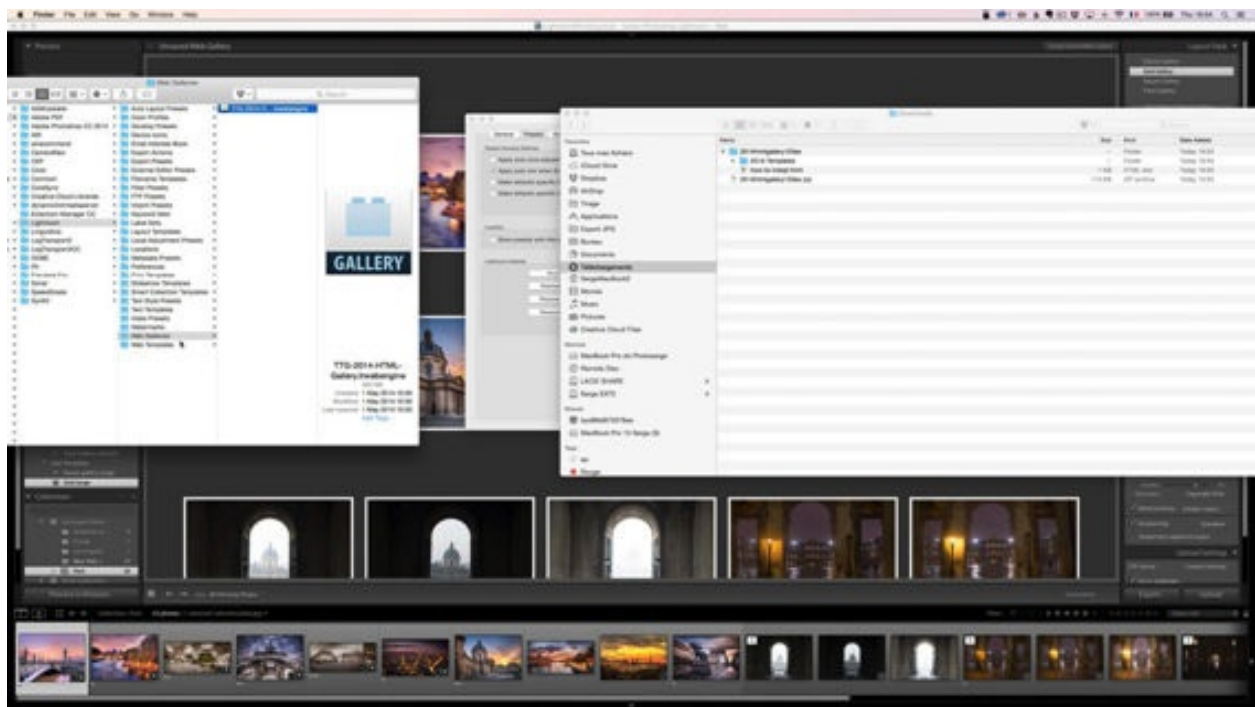


You've got two things. You've got a whole bunch of templates which is gallery templates and you've got what we call an engine as the other item.

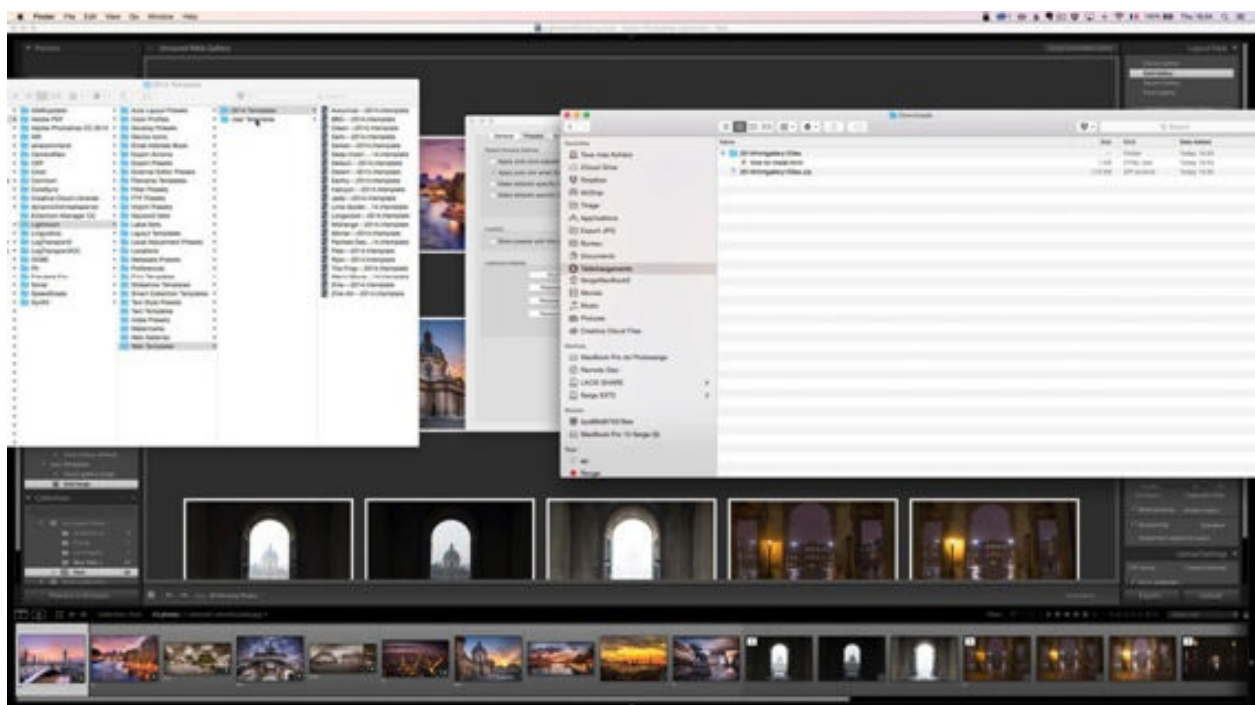
The easiest way to install this is to go back to your Lightroom, go to Lightroom preferences to the Presets tab and click on **Show Lightroom Preset Folder**, that's going to open the file again.



Now go to the downloaded file and copy and paste the web engine into the folder called **Web Galleries**.

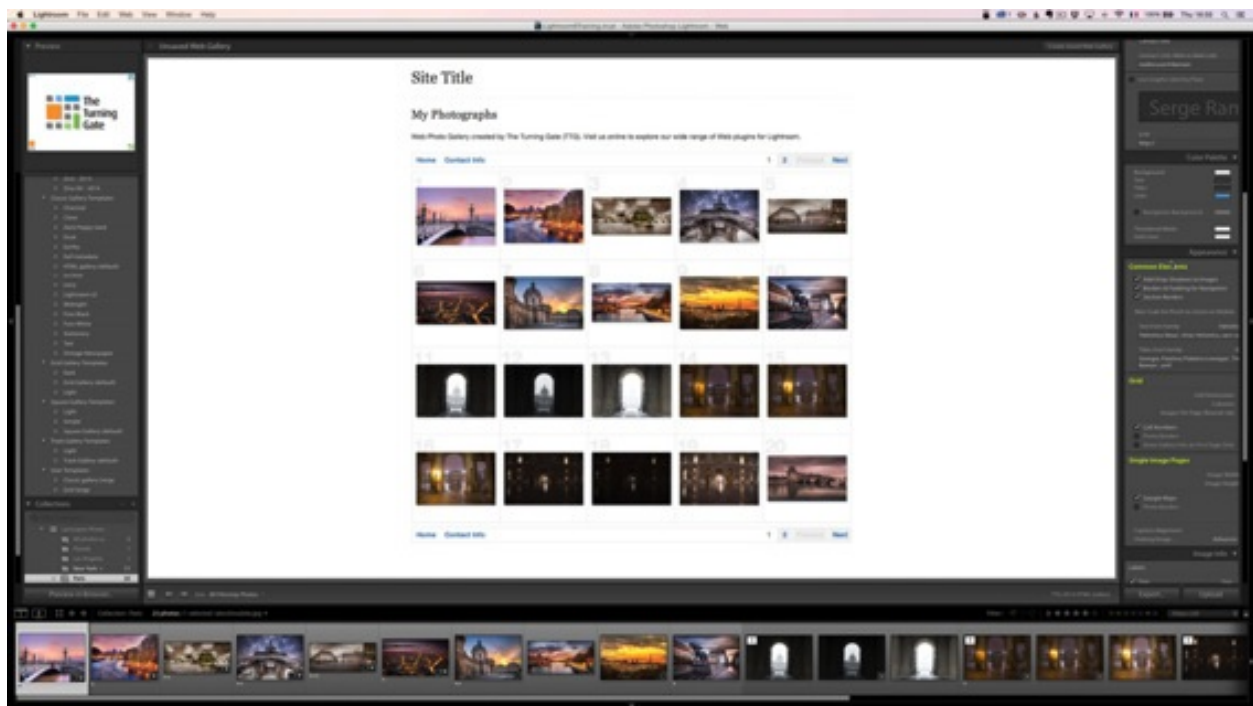


And then next copy and paste (or drag and drop) the templates into the **Web Templates** folder.

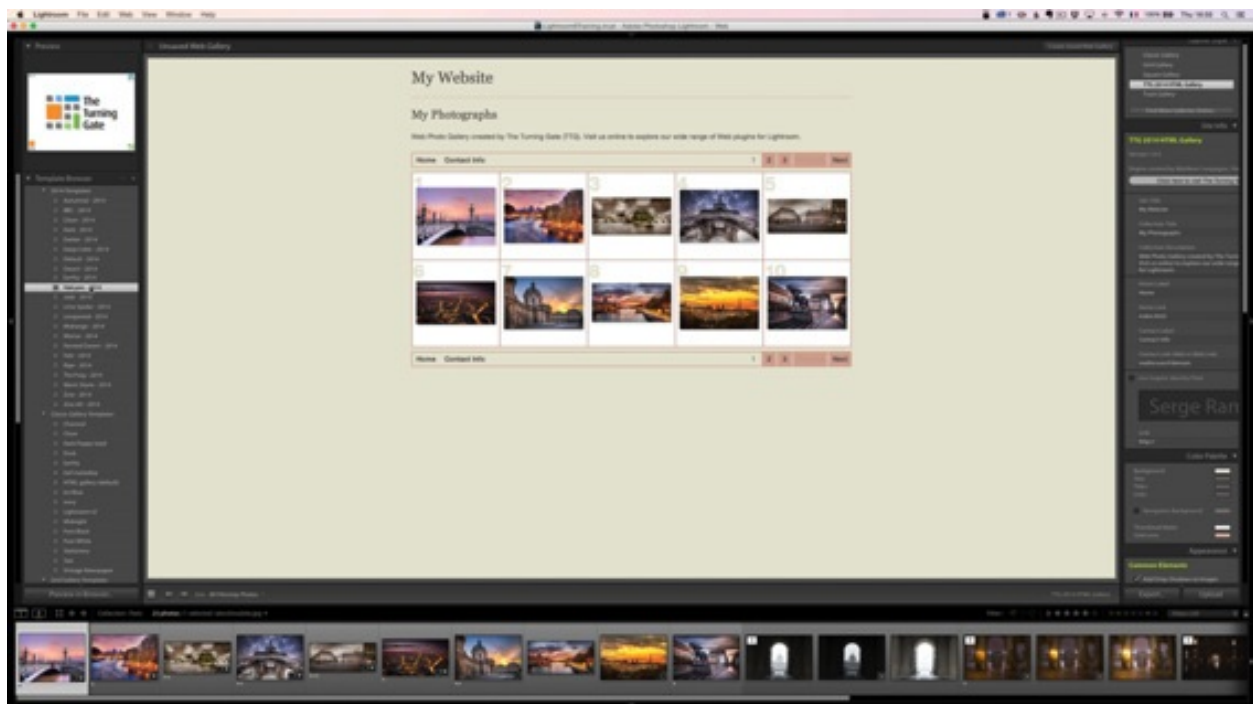


Go ahead and restart Lightroom and then in the Layout Style folder you will see the new option there and selecting this will also give you new options in the

the new panels on the left and the new gallery and web page customization panels on the right.



And now if you look in the Template Browser you will see the new templates and can select these to see what looks they have.



Honestly, I love the new **Square** and **Grid** galleries that Adobe created for Lightroom CC and I use these almost all the time for my galleries.



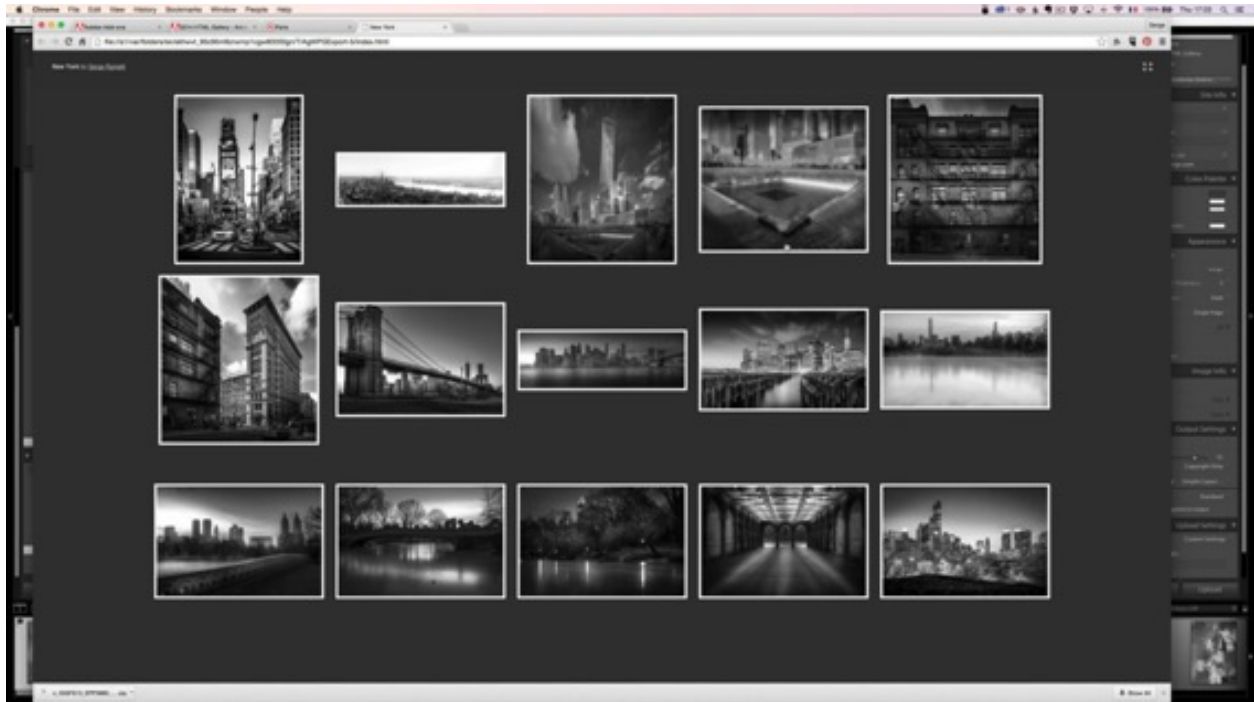
Exporting your Web Gallery

Once you have a gallery that you like, you need to get it up on the web! Go ahead and look it over and ensure that it looks good in Lightroom.

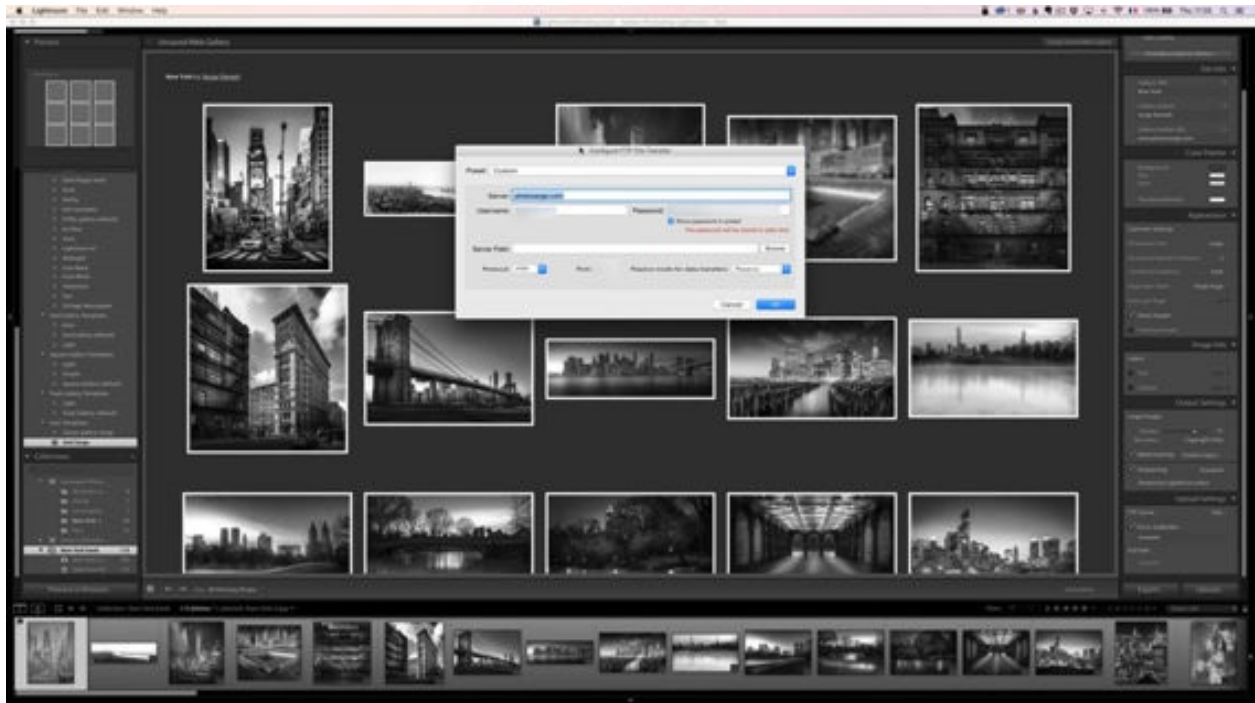


Now you might be tempted to click that export button, but first I recommend you click on that button in the lower left corner of the module which says **Preview in**

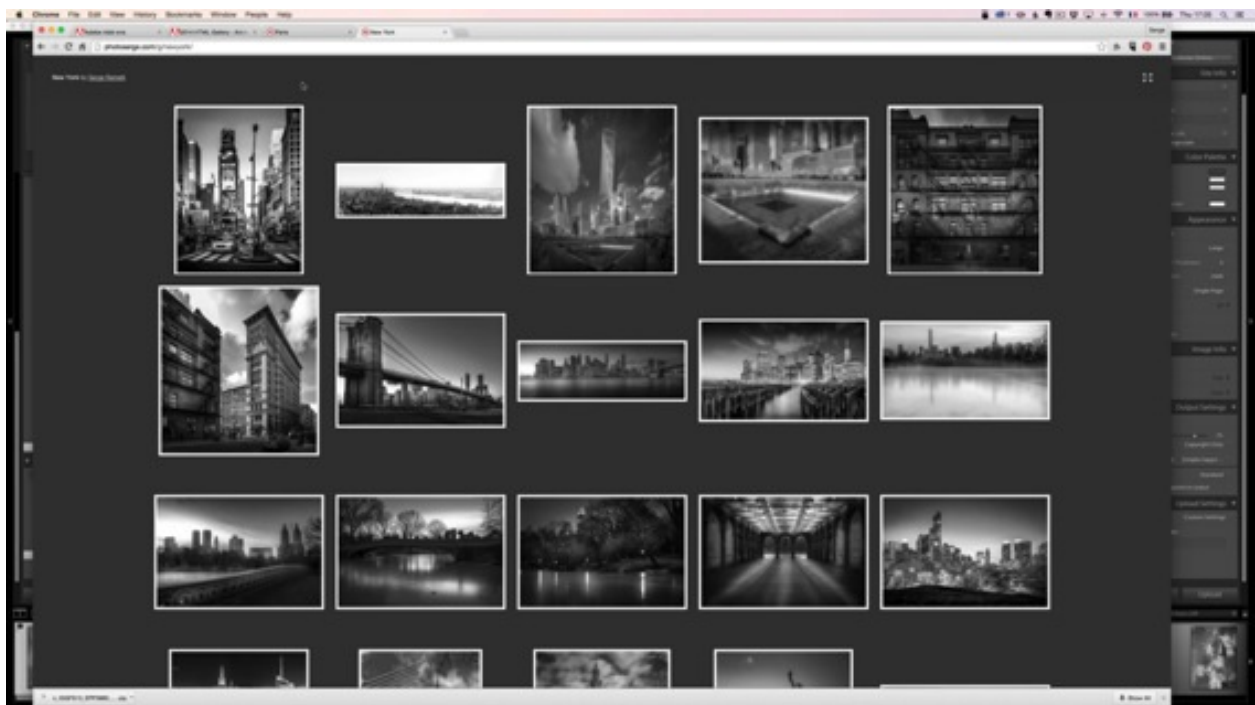
Browser. This is going to open up a local preview on whatever default web browser you have set-up so you can test it and make sure it looks good and is in the sequence you want.



If that's looking good then you have two ways of getting this on the web, the first is directly from Lightroom. And if you click on the Upload button in the bottom right it will open up a file uploader that can put this directly into the location of your choosing. Now if you know what your doing, then the pop-up is going to make sense to you. You need FTP addresses (which is just a location to upload the files to) and passwords and all that.



And if you plug in all that information and it works then when you open it up on the web it should look exactly how you previewed it but now live on the web.



But if that all sounds like gobbledygook, then I recommend you call your webmaster or a freelance programmer or if your grandma is really good at it, then call her. If you've got a working website already, you don't want to monkey around and potentially crash it.

The other option is to click on the button called **Export** at the bottom left and this will generate a folder in the location of your choosing that is ready for a webmaster or a programmer to upload and integrate into your website.



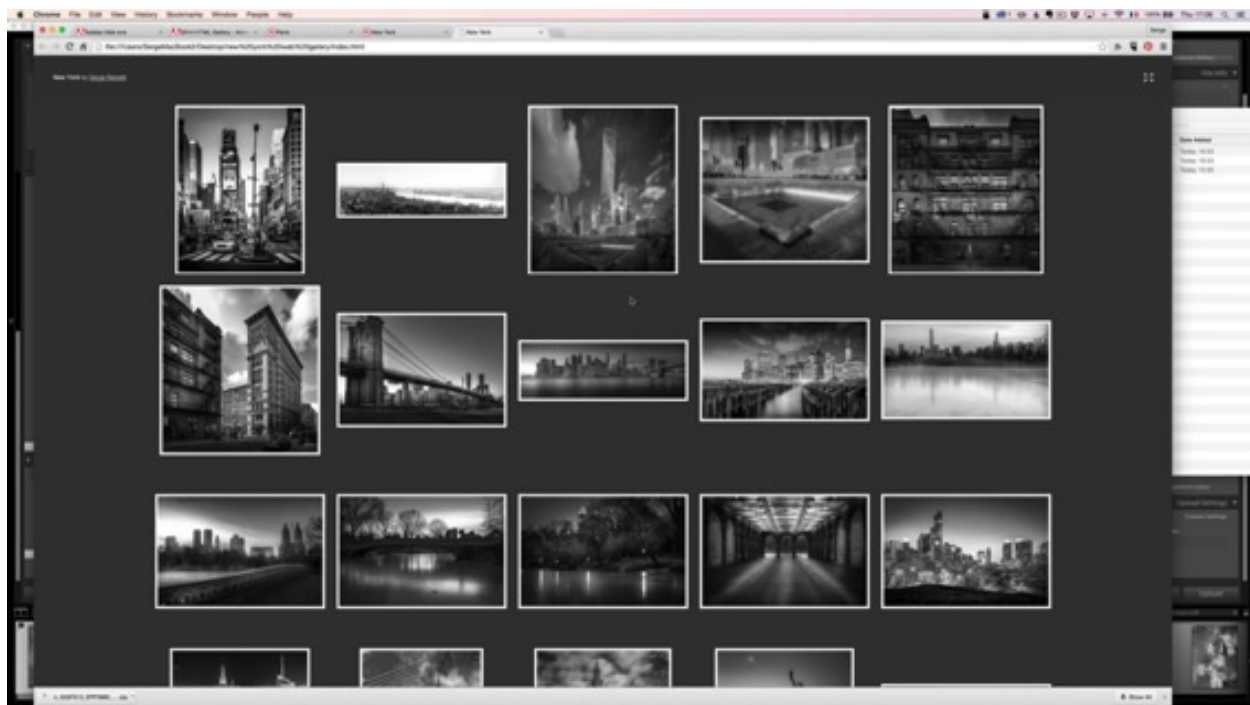
Again if you are really good at this, go ahead and do it yourself, but never be afraid to call grandma to get some help.

I will make one final comment on this, which is if you can get a programmer to help you set up all the settings in Lightroom for your FTP server, then uploading new galleries will be as easy as clicking a button and that's pretty spectacularly awesome.

I once had more than 200 galleries up on my website, and they were all very simply to find because it was like www.photoserge.com/nameofgallery and I would send clients that link and when they would receive it, it would cause a huge impact.

It's very surprising the emotion you get from customers when they see "He made a website with my photos." That's the feeling they get. It's very professional and it works really well.

And another cool trick is that with the local export you did, you can just double click on the HTML index file inside the folder and it will open the gallery in a local browser and you can just show it to friends, family and clients that way!



There you go! The Web Gallery module! Congratulations!!! You haven't won an all expense paid trip to the moon, but you have finished the book!! Woohoo!!! C'est magnifique!

Chapter Seven

The Appendix Hello friends and fellow photography enthusiasts! You have made it to the end of the book! Congratulations and I hope that this book helped you hone your Lightroom and retouching skills so you can realize the true potential of your photographs!