

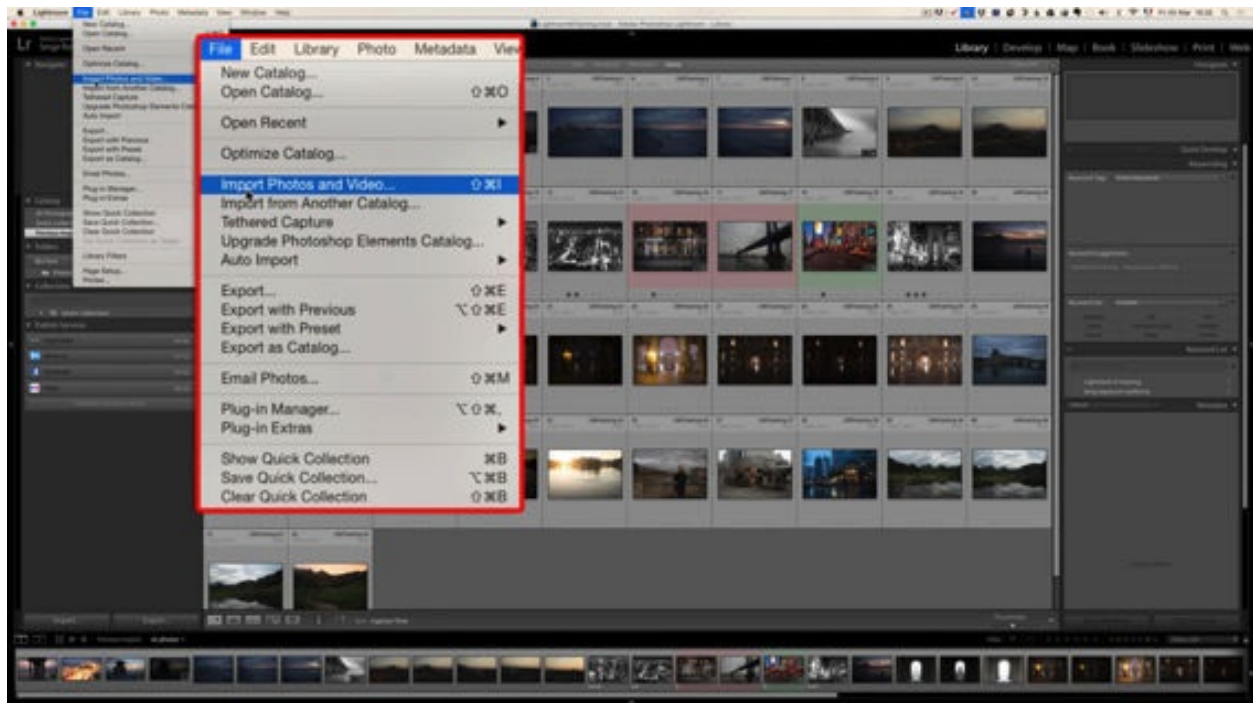
## Importing Videos

Just like photos, videos can now also be imported into Lightroom and can have color correction done on them. The steps to import them are the same. To avoid needless repetition, I'm going to assume that you reviewed the earlier sections and have a good grasp on importing and that you have already created a Lightroom catalog and have it open.

Step 1. Select Import Photos.

Choose from the drop down menu **File>Import Photos and Videos** or use the keyboard shortcut **(Shift-Command-I)**

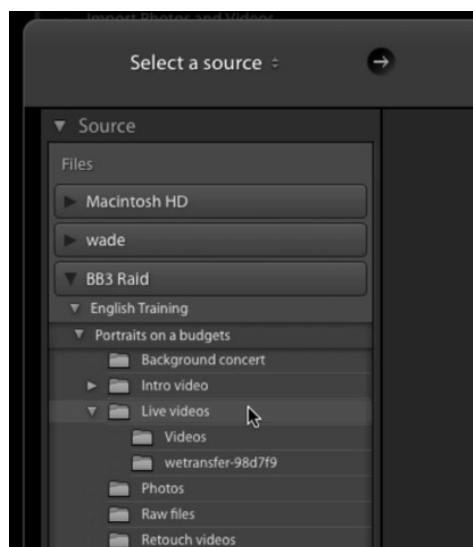
This will open the Lightroom Import Photo and Video module.



Step 2. Select The Source Drive.

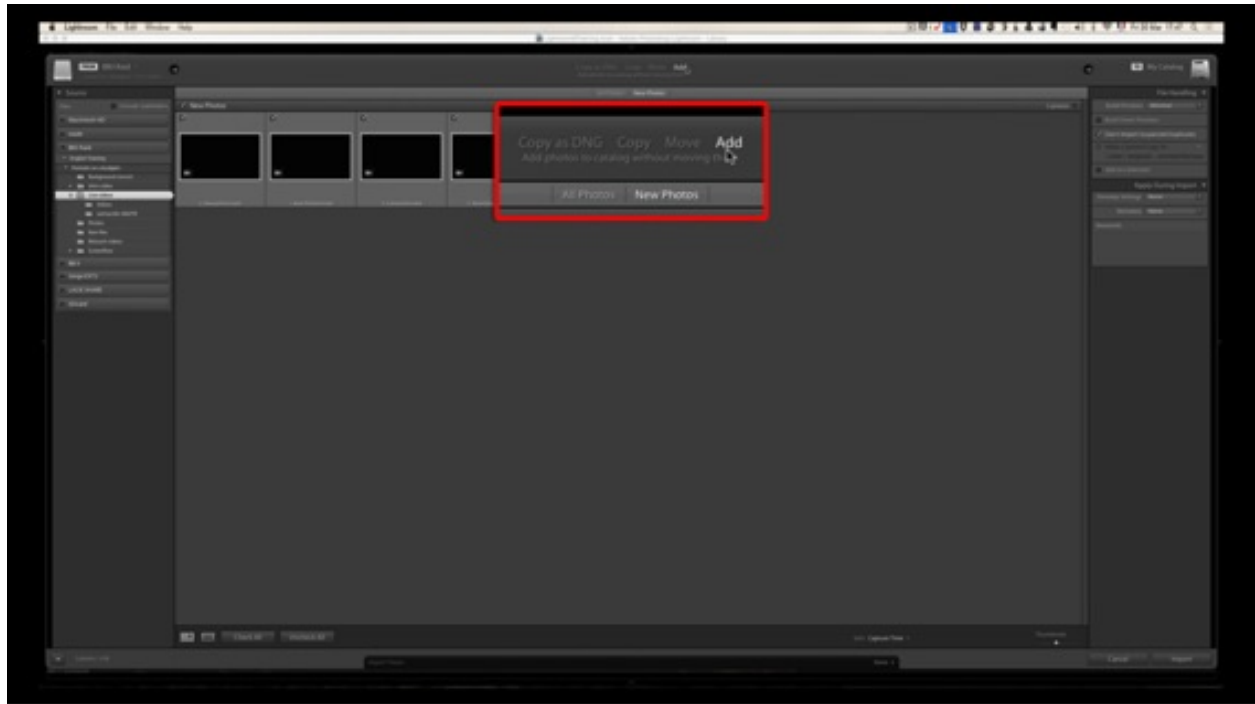
Go to the top right the module and click on “**Select a Source**” directly or choose from the list of drives contained in the Source tab beneath this.

Go ahead and select your hard drive and open up sub-folders within it until you find the folder you are looking for.



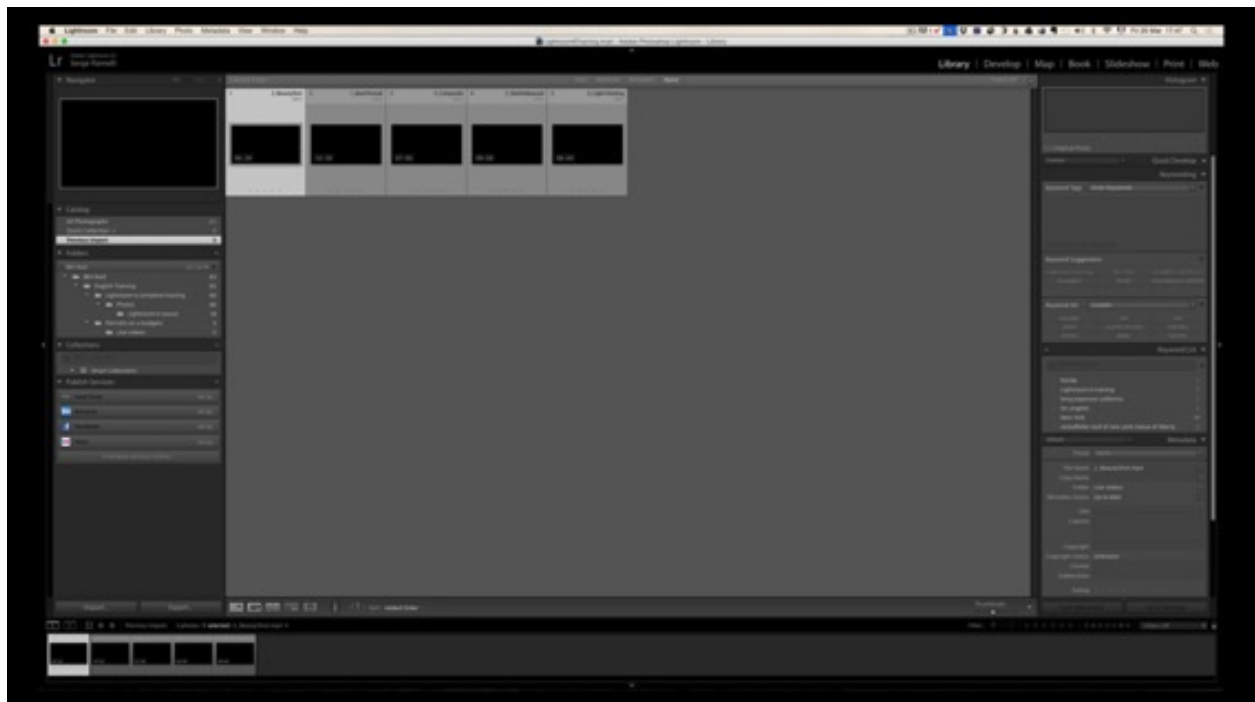
Step 3. Select What Photos to Import and the Add Method to Import

Check every video you want to import and then at the top of the import module choose “**Add.**”

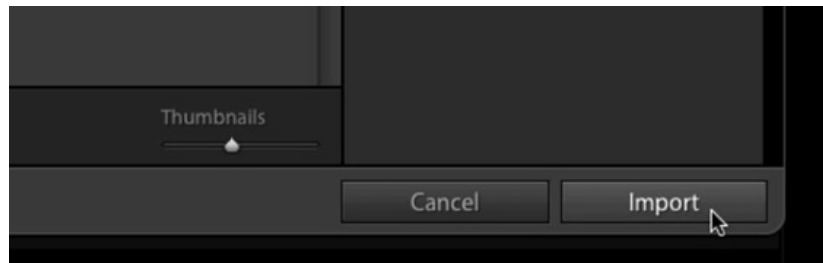


Step 4. Click Import.

Once you click the import button: Voila! It's done.



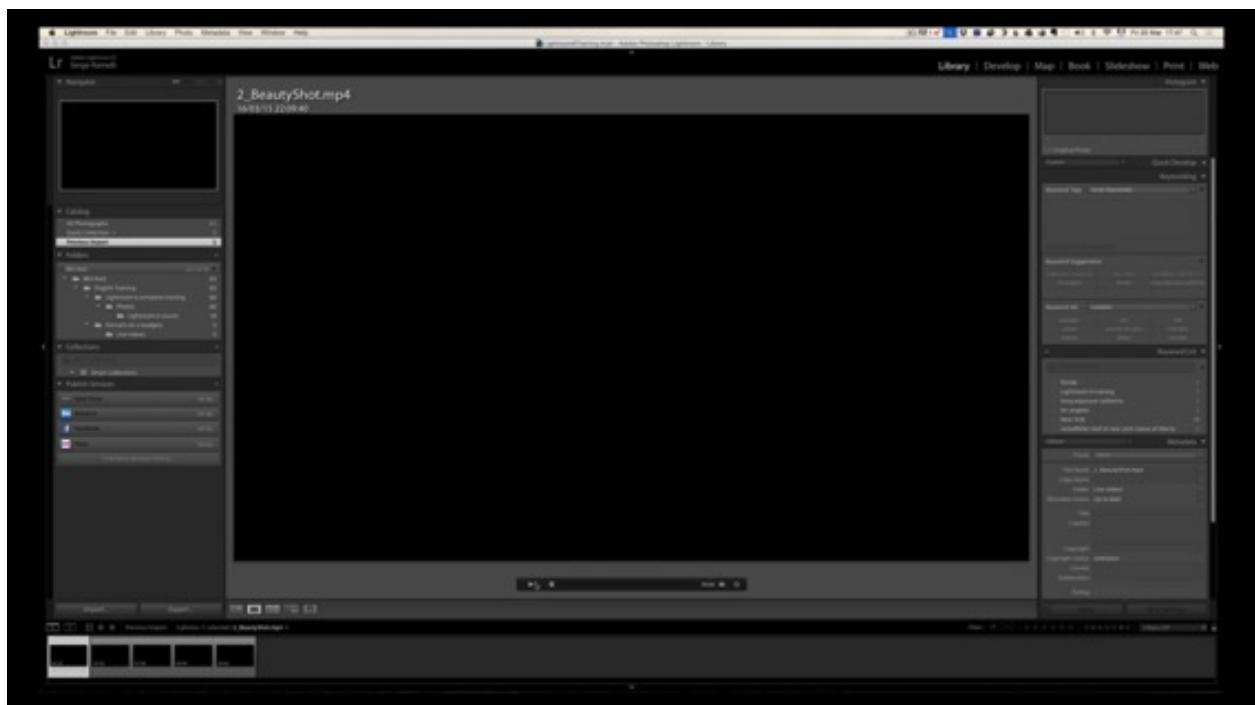
Remember, when you use **Add**, Lightroom is not making new copies, it's only referencing them inside the Lightroom catalog (and if you remember from the beginning of the book, the Lightroom Catalog itself is simply a file that stores the references and not the photos themselves). And this tends to go pretty fast. So your import is complete and next it will open up the Library Module.



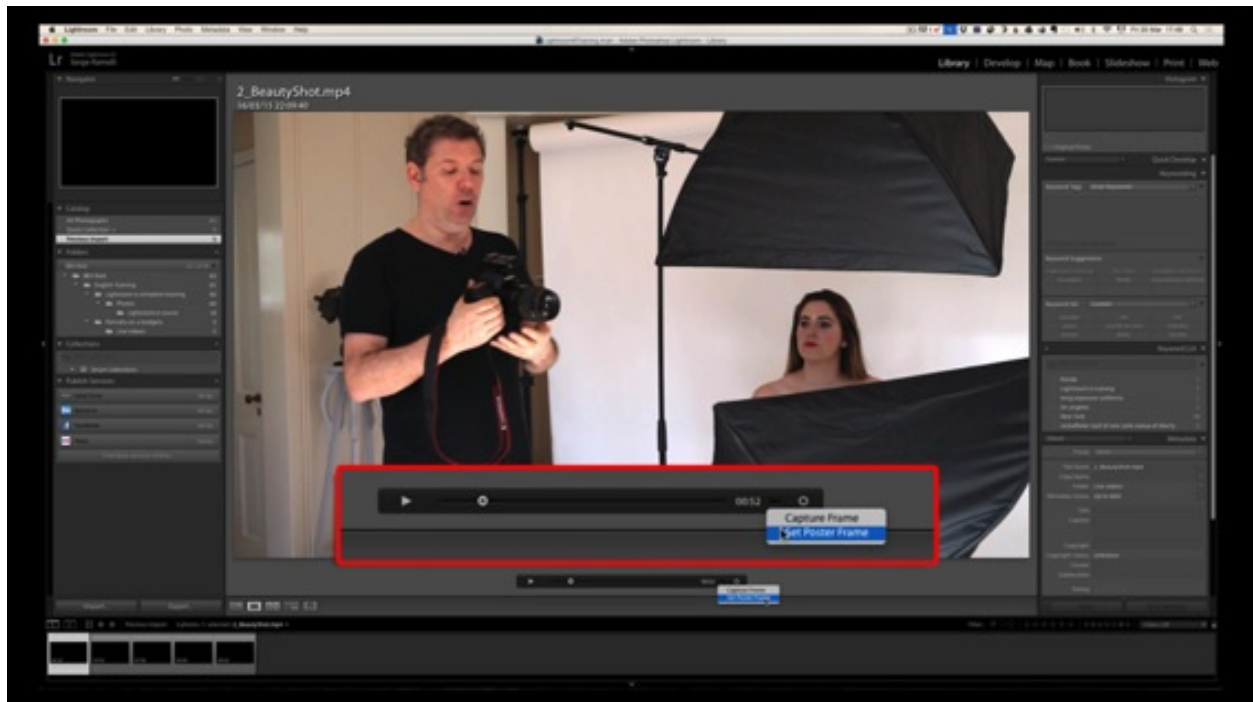
You will notice that your videos import as black thumbnails, in this case because I have black at the beginning of my clips to make this example and although this is getting a little ahead of ourselves, I'm going to show you how to set the thumbnails for your video clips because rarely does Lightroom pick a frame that you like to show you the video.

Step 5. Set Poster Frames (Thumbnails) for your videos.

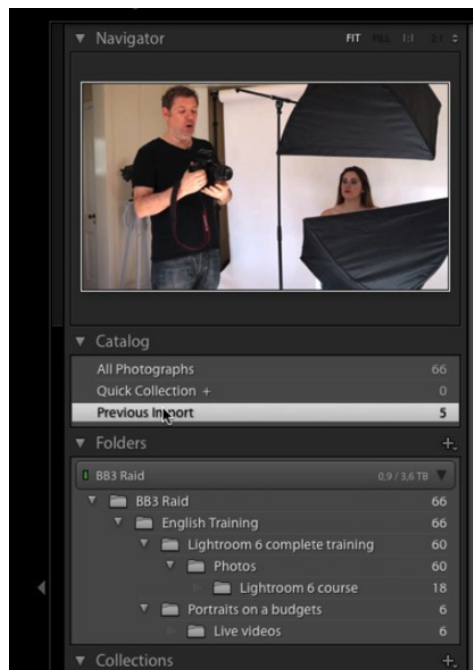
Select one of your videos and press **(E)** to put your display area into Loupe View which allows your video to fill the entire display area.



At the bottom of the video clip is a playbar and you can move this until you find an image that you like to either capture a still frame from or set as the poster image for the video. Choose the option to **Set Poster Frame**.



Once you do this, you will notice that up in your **Navigator Panel** that this will now show the frame that you have chosen.



This will also show up this way in the other viewing modes (such as **Grid**) as

well as in the **Film Strip** at the bottom.

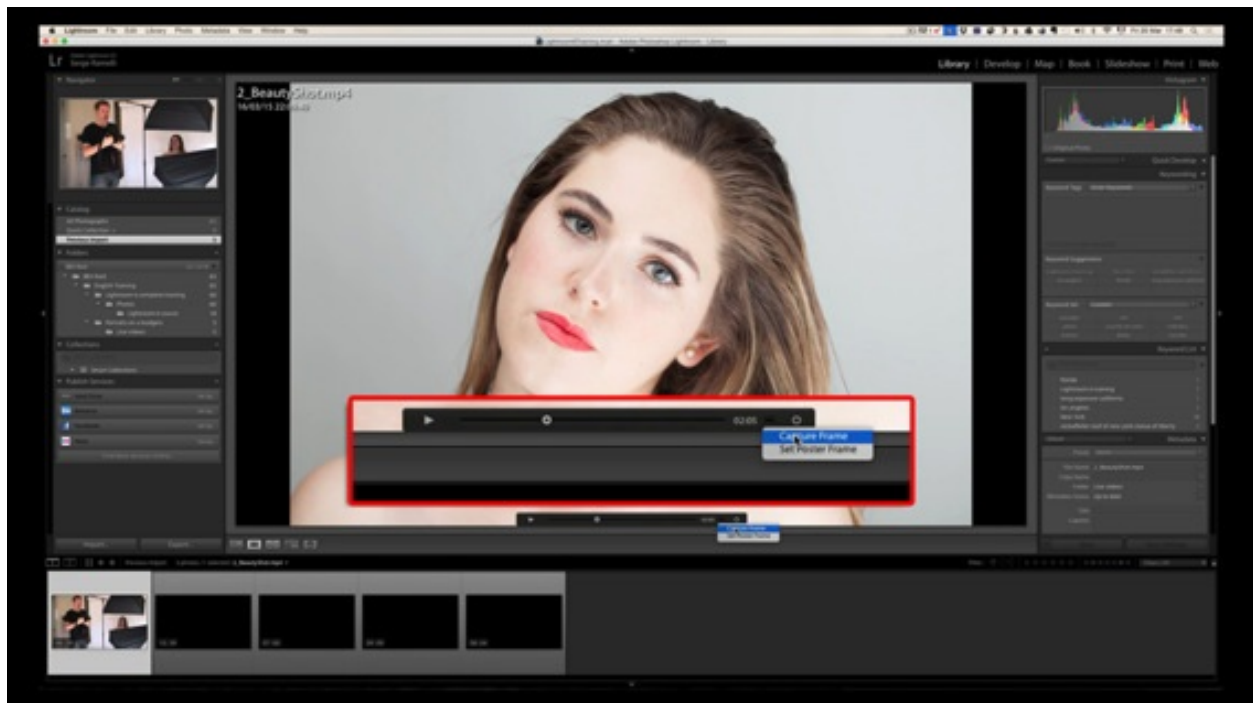


And you can now rapidly go through all of your videos and repeat this process to set the remaining Poster Frames.

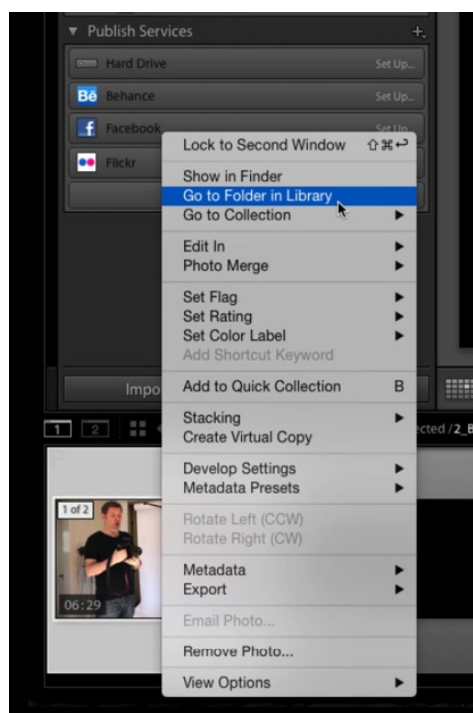
Step 6. Capture any Still Frames you want from your videos.

Another cool feature is that you can capture still frames from any individual point in your videos. Obviously it will only be the resolution of the video that you have captured and isn't going to be the same quality as a still captured by your camera but believe me, this feature can really come in handy! So let me show you how this works.

Go ahead and find a frame that you like in your video and then again select the dropdown menu on the right side of the scroll bar and choose **Capture Frame**.

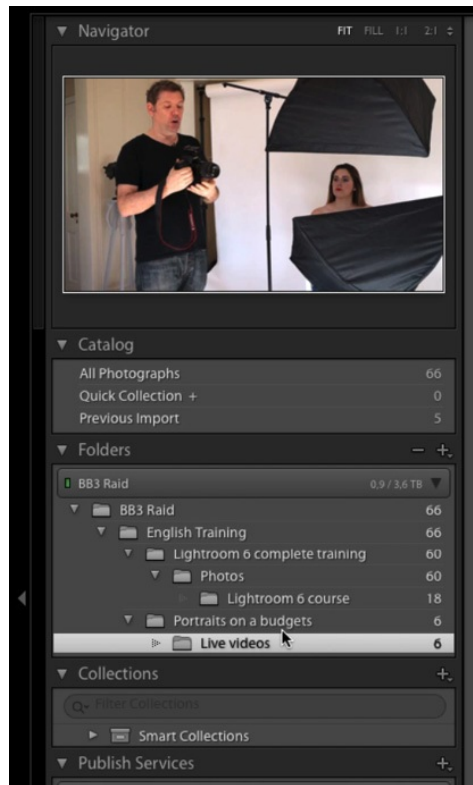


So where is it now? Well if you have come straight into this **Library Module** from the Import window, you aren't going to see that new frame because by default you are going to be in the Previous Import folder and Lightroom is going to put that new image inside the same Lightroom folder that the video clip is located in. But here is an easy way to find it: simply right click on the video clip and choose **Go to Folder in Library**.



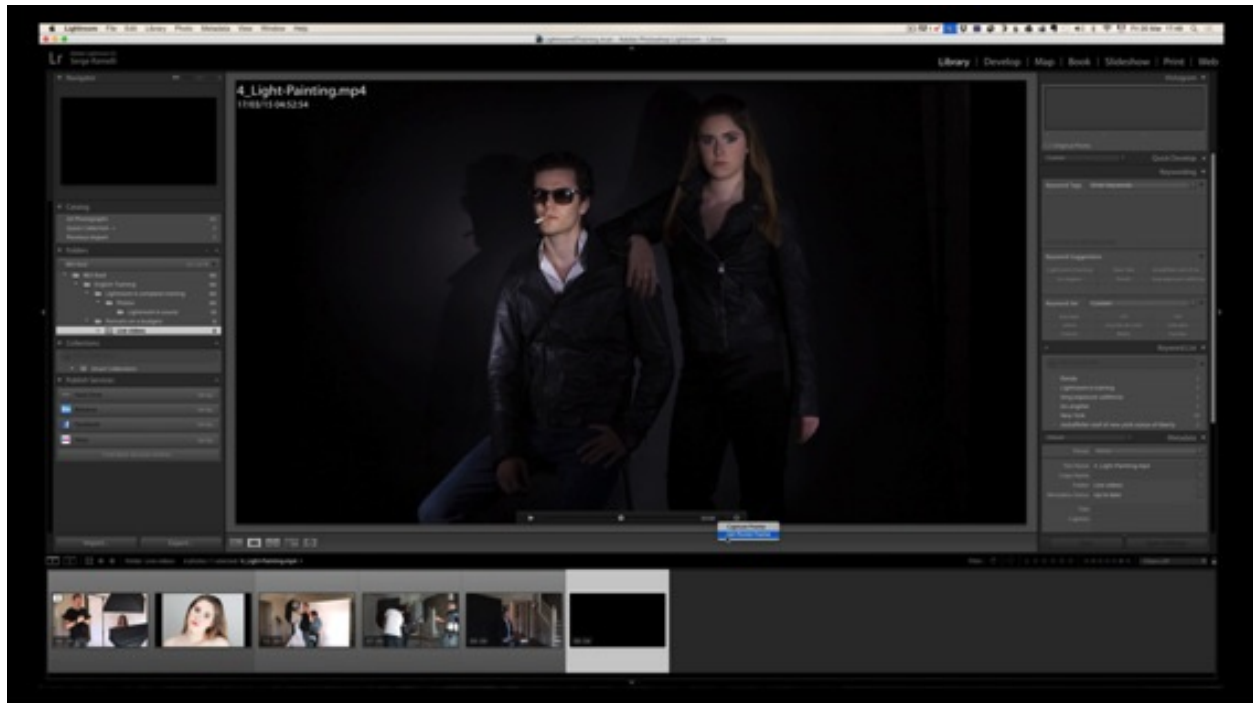


If you look in the **Lightroom Folders panel** on the left of the interface, the correct folder will be highlighted and you will then see your new image with the rest of the video clips!



And now you know how to import, set thumbnails and capture still frames from your video clips! Now you can have all your video clips show up with a frame to help you easily remember the video.





Now let's really get into the power of the Library Module and how you can utilize it to rapidly sort photos, increase your productivity, lower your frustration and win a million dollars! Well not really, but I know that got your attention. I'll be more subtle next time and say something like "And you'll win an all expenses paid trip to the Develop Module!"

You get the idea!

## The Importance of Applying Keywords And Doing Organized Imports



I just wanted to take a moment to mention that there is always the temptation to select a huge folder of photos and click **Import All** and worry about organizing it later. I've certainly been guilty of that in the past. But I have learned the hard way that doing this really ends up costing you way more time than it saves because you end up missing out on being able to apply keywords and sort them into the proper sub-folders.

For those who don't know, keywords are words you embed in the metadata of the file that the computer can associate with that file. A photo taken in Paris might have the keyword "Paris," or a client photo shoot might have their name as the keyword. But you could also add other descriptive words like "sunset" or "park" or any other word to help you find that photo or type of photo later.

Even if on the same memory card or hard drive you are importing the photos you have from tons of different places or different types of photos, I advise you to figure out how to break them down by specific locations, subjects or occasions like: Family Portraits, Spring Vacation, So and So's Wedding, Downtown Los Angeles.

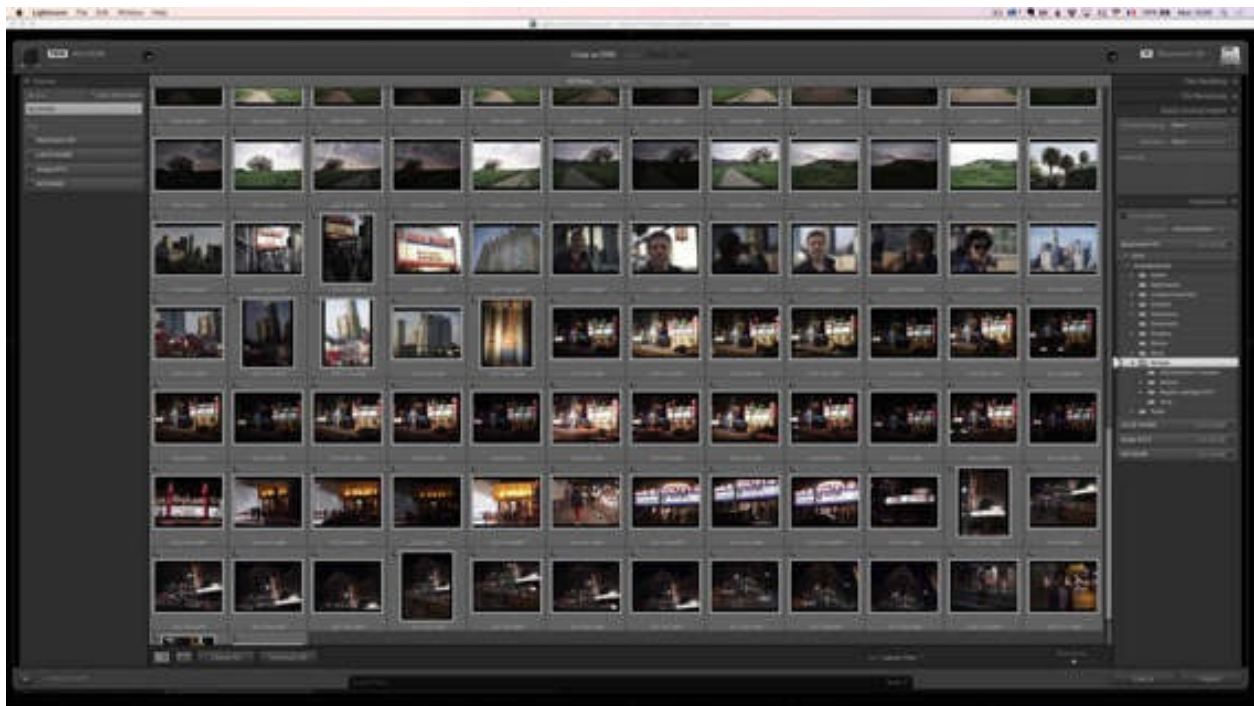
Import them in precise batches where you type in the keywords for those batches and create logically named folders and sub-folders so that you can always easily find what you are looking for as your photo library continues to grow.

This may not seem like a big deal when you only have several hundred photos. But when you have several hundred thousand, you'll really thank yourself for taking the time to organize your imports.

But to be clear: You can apply keywords during import and also once photos are already imported. Let's briefly talk about putting keywords in during the import process.

## Applying Keywords During Import

So usually when you are loading photos into Lightroom you are going to have a grid view full of photos. Here I have photos of different locations in Los Angeles. Some from Downtown Los Angeles and some from Malibu State Park.

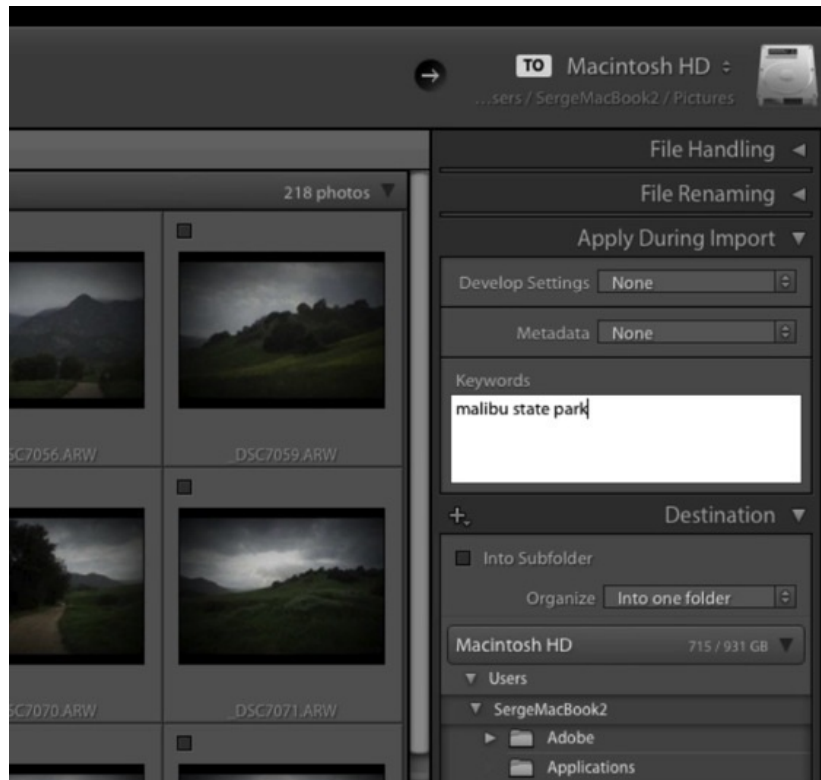


1. Select the Photos You Want to Apply Keywords to.

Go ahead and select the photos you want to apply keywords to.

2. Type in Your Keywords

In the upper right hand corner in the **Apply During Import** panel there is an option called **Keywords**. You want to type the key words in here that will help you rapidly find these photos in the future and which are easy to remember.

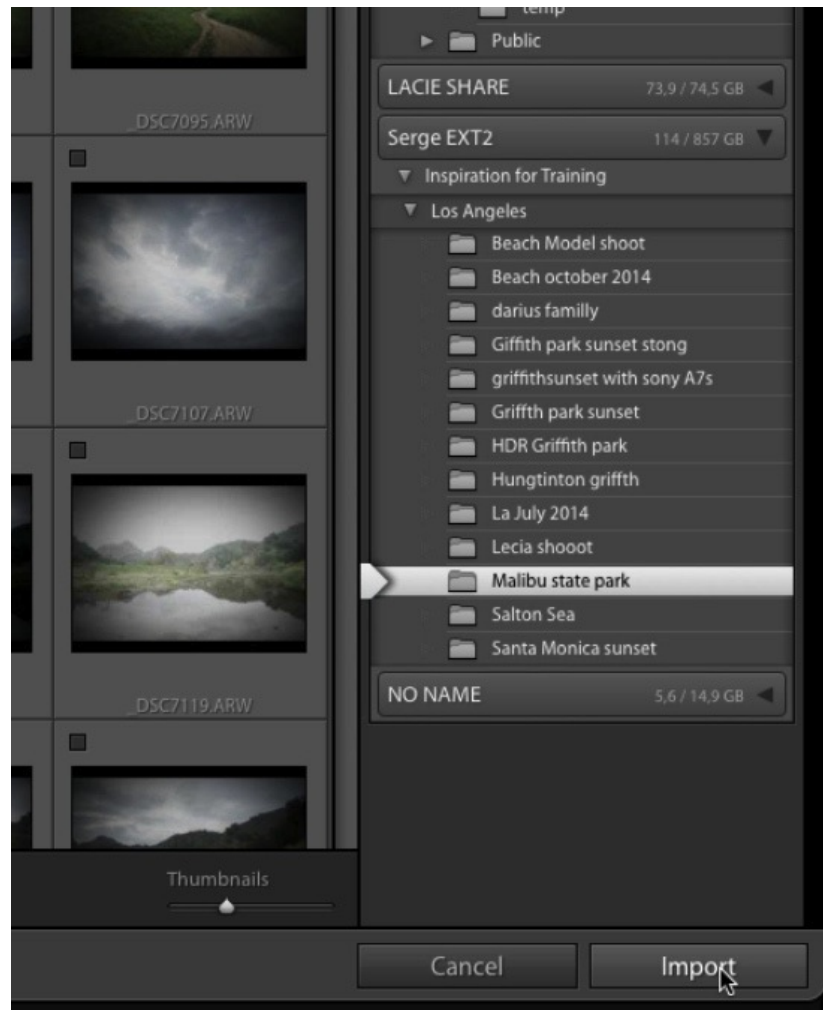


Don't overthink this, just imagine one day that someone calls you on the phone and offers you \$100,000 if within one minute you can get them a specific photo of yours they saw years ago. And if you have your keywords set, you can find your photos in seconds giving you plenty of time to collect that \$100,000 check. Don't forget my commission!

So go ahead and type your keywords in that box. For these photos of Malibu State Park, I type those exact words. Also you can separate keywords using commas in case you want to add more. Example I might also look within those photos for Sunset photos and type in sunset as well.

### 3. Assign the Folder to Import to and Click Import

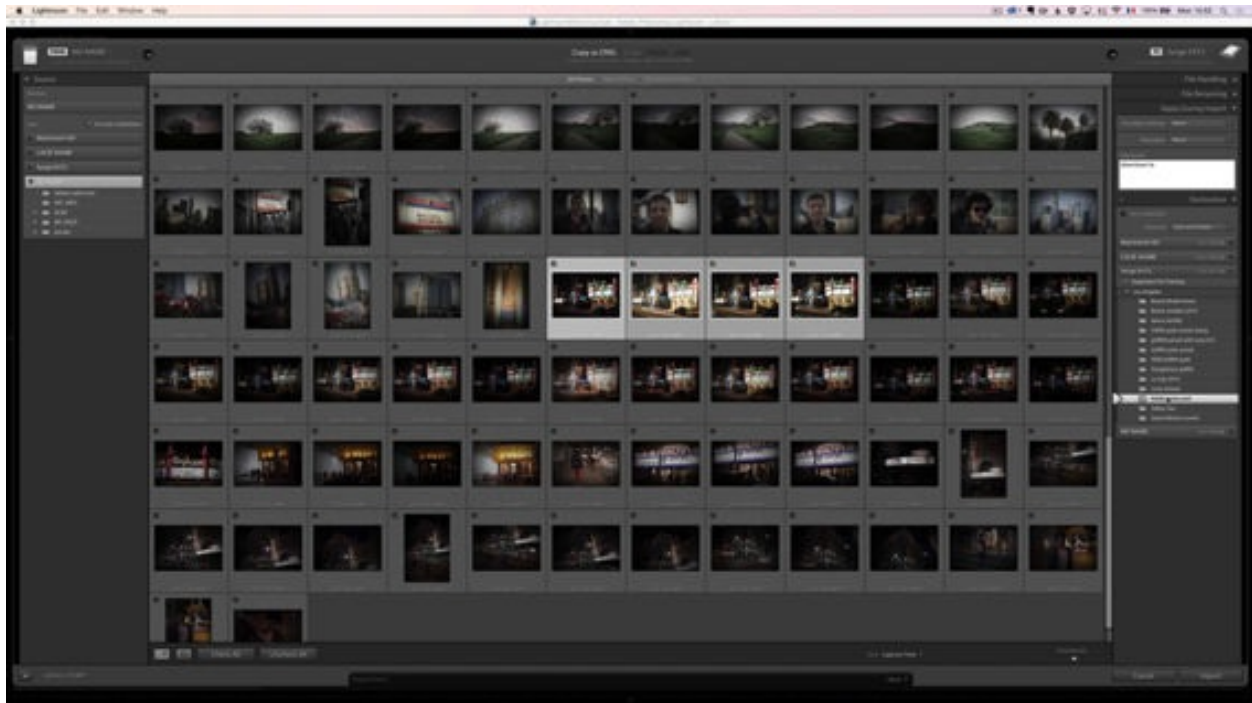
So then finish up the import process by assigning it to the right folder in the **Destination** panel and then clicking **Import!**



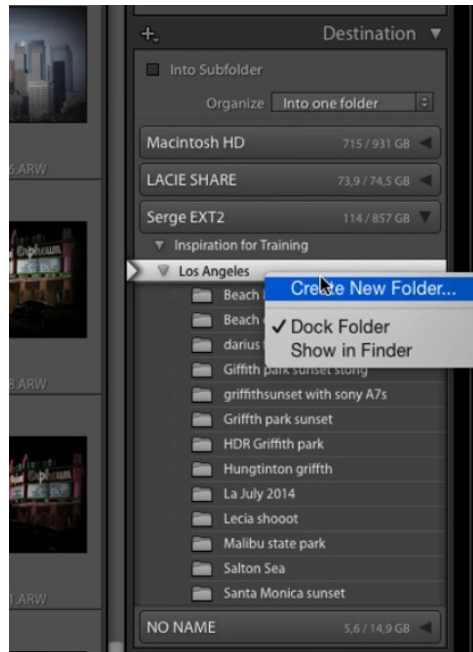
#### 4. Import Your Photos in Batches that Make Sense.

I have photos from a number of different locations on this hard drive. This next batch is from Downtown Los Angeles. So I'll set my key words as Downtown LA.





Now I see that I don't have a folder yet for Downtown LA inside my Los Angeles folder, so I'm going to create one by right clicking and selecting **Create New Folder** and calling it Downtown LA and clicking import.



Keep it logical. Keep it simple.

Now obviously there are rushes in life and we aren't always going to be saints on using keywords for all of our imports. That's no problem, I'll cover later in the Library module how to assign keywords for photos that are already imported.

But don't get lazy on this! Keep the discipline in on import, you will thank yourself later, especially when you get that \$100,000 check.