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flickr For Photographers

Flickr.com Essentials

At it's heart, *Flickr* is an image-sharing site. But more than that, it lets you stay in touch with other photography enthusiasts and their images. You can make things based on your photos -- prints, gifts and novelties. You can explore photography throughout the world – see what others are doing in other parts of the globe, look at specialty-themed photos, photos made by your camera of choice, particular subjects, certain techniques, and lots more.

Sign up for a ***free*** account at ***www.flickr.com***. You get to upload 2 videos and 100 MB of images per month. If you like it, upgrade to a ***Pro*** account at $24.95/year. This membership gives you *unlimited uploads, unlimited storage*.

Photographers Are Interested in the "Social" Aspects of Flickr

Of course this is completely optional, but here's what you can do to share your images and photography interests via *Flickr*: Show images, Print them, Email links to your images, embed your images into blog posts and websites, invite family and friends to join, comment on other members' images, create discussion groups and photo pools for like-minded photographers, set up contact lists of photographers whose work you admire, join photo pools in subjects/genres that interest you for study and critiques, participate in online photography tutorials, create your own gallery of other photographers' images that you find inspirational, use *Flickr*'s internal messaging system to communicate with other *Flickr* members, and much, much more!

Attention Photographers – Set Up Your Account With Care!

Under the **menu:YOU>YOUR ACCOUNT**, in the **Personal Information** panel, look at the "Your Profile" section. Others want to know about the person behind your camera! The amount of information you publish is up to you ... include only what you're comfortable with.

Under the **menu:YOU>YOUR PROFILE**, use this to make sure you've entered everything ABOUT YOU correctly. This is how the world sees you!

Under the **menu:YOU>YOUR ACCOUNT,** in the **Privacy & Permissions** panel, you decide what level you're comfortable with in terms of sharing your work. You can set: ***who can download your photos, who can share your photos, who can print your photos,*** and many more options.

You can also set a ***Default License*** for all your uploaded pictures. You can override these settings on an individual or batch basis at any time. You can choose a ***Creative Commons License*** to allow more liberal use and sharing of your photos while maintaining reasonable copyright protection. Links provide full explanation and Wizard assistance. For most of my own work, I choose the *"Attribution Non-Commercial No Derivatives"* Creative Commons License.

Uploading Your Images

Flickr gives you several options for uploading your images. You can upload single or multiple images using the web interface. Alternatively, you can download a free Mac or Windows client call the *Flickr Desktop Application* that gives you drag-and-drop control and more flexibility in adding metadata as well as interacting directly with your image Sets, Collections and Groups. There are also various third-party plug-ins that allow you to upload/export directly to *Flickr* from *Adobe Lightroom*, *iPhoto* or *Aperture*. *Flickr* has developed mobile platforms to view and share images directly from your mobile devices, including specific applications for *iPhone* and *BlackBerry*. Finally, you can email images directly to your *Flickr* account.

NOTES

A Great Photograph ...

- *Has a central theme or idea.*
- *Focuses attention to a single point-of-interest*
- *Simplifies*

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Key Concepts

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Edit Your Images Directly Online!

When you click on one of your photos in your Photostream, you are sent to a page where you can change attributes, add it to your sets and groups, order prints, check different sizes available, add comments, change and add tags, and EDIT the image. Just above the photo there is a toolbar where much of these changes can be done. Click on the EDIT PHOTO button and you are taken to a partner site called ***Picnik.com.*** Some advanced edit tools are available with a paid membership to Picnik.com. Once you are finished editing your image, you are given the opportunity to *replace* the original in your Photostream or *add it to* your Photostream.

Geotagging Support

Flickr offers you impressive *Yahoo! Maps* and *Navteq* mapping support, again, completely at your option. If your camera supports GPS tagging in metadata, your images will automatically insert in *Flickr*'s world map where you and others can view images based on shoot location. For images without the embedded geolocation data, you can manually place your images via virtual push-pins on the world map. It's all very visual, and you *have* to see it!

Printing From Flickr

If you have uploaded high-resolution images (*did you remember to set proper permissions?*), you can use *Flickr*'s various affiliations with third-party online printing businesses to print photographs and novelty items. You can even print directly to a local *Target* store. I would say the quality is not bad at all for casual use. Submit some test prints out before committing large orders.

Organizing Your Images

Your ***Photostream*** is your sequence of photos from the most recently uploaded all the way to the first one. The Photostream is the first thing that a visitor sees. You can, of course, ***hide*** any image from view. You can organize your images into ***Sets.*** You can further organize sets into ***Collections.*** For example, your "Travel" collection might contain your "Italy" set, your "Alaska" set, and your "Marcus Hook" set. You can also organize your favorite images made by other members into ***Galleries.*** Finally, you can create or join ***Groups*** (or ***Group Pools)*** and share images to them. These are groups of members with a common interest (eg; *Nikon* shooters, HDR photography, Antique Autos, etc) who show off and discuss their photos. Finally, as already mentioned, you can organize your images and view others' on a ***Map.***

Flickr TIPS & TRICKS!

- Go to this shortened URL for *Flickr*'s own handy tip sheet on getting the most out of *Flickr*: www.tinyurl.com/q9oky
- Use *Flickr*'s help facility to search on any topic
- **Tag** (keyword) your images with care, but be liberal with your tagging. Think about what words you would use to search for the image. Here's a shortened URL to a page with handy tagging tips: www.tinyurl.com/yah8xbh
- Keeping the file name the camera assigns (eg; img_0069.jpg) is sloppy and unprofessional! Give your images meaningful names. Or none at all!
- Also consider something in the **description** fields.
- Start the good habits described above right now and *stick to them*!
- As a photo enthusiast, don't pass up the opportunity to look at *Flickr*'s vast "Explore" section. The link is at the top navigation bar of your *Flickr* home.

VISIT MY FLICKR PHOTOSTREAM AT:
www.flickr.com/photos/cuccia/

NOTES

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