







## BONUS CHAPTER 2

# WEB GALLERIES

*getting your photos on the web*

As serious photographers, we make a lot of photographs during our journey, and every once in a while we just absolutely nail one. You know what I'm talking about—that moment where we see an image we took that looks better than what we think we're capable of taking. Well, once you get one of those, the first thing you want to do is have other people see it, so you email it to all your family members, and you post it on your Facebook page, but it's not enough. You know that this photo is "the one," and then it takes hold—that nagging inner voice that says, "This image needs a wider audience. This image needs to be published!" Getting published in a magazine, and having people all over see and enjoy something you created, is every photographer's dream. The only problem is that somebody else is in charge of our dream. No matter how good we (and our friends and family) think that photo is,

it will still ultimately be up to a photo editor to decide if our image is worthy of inclusion in their magazine. At that moment, they hold our dream in their hands. That's why, if I submit an image to a photo editor, they hold something else in their hands—a crisp one-hundred-dollar bill. That's because at the end of the day, photo editors have bills to pay just like anybody else, and with rising gas prices, and soaring food prices, and the tough economy, sometimes paper-clipping a Ben Franklin to your print is the difference between your image reaching that wider audience, or spending its life wallowing in utter obscurity. Of course, you could always self publish by creating a web gallery of your images, and instantly reach a global audience of viewers tonight, but of course having that much control over your dream is like cheating. Makes you stop and think, doesn't it?

## Building a Quick, Simple, Online Photo Gallery

### Step One:

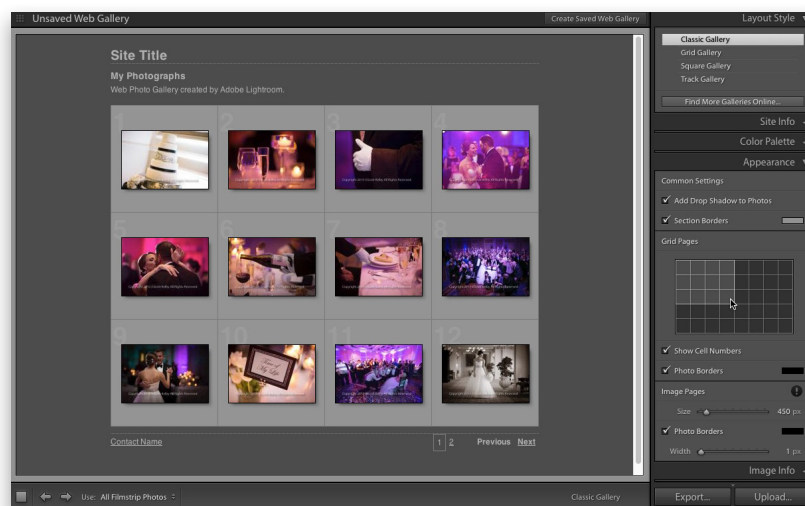
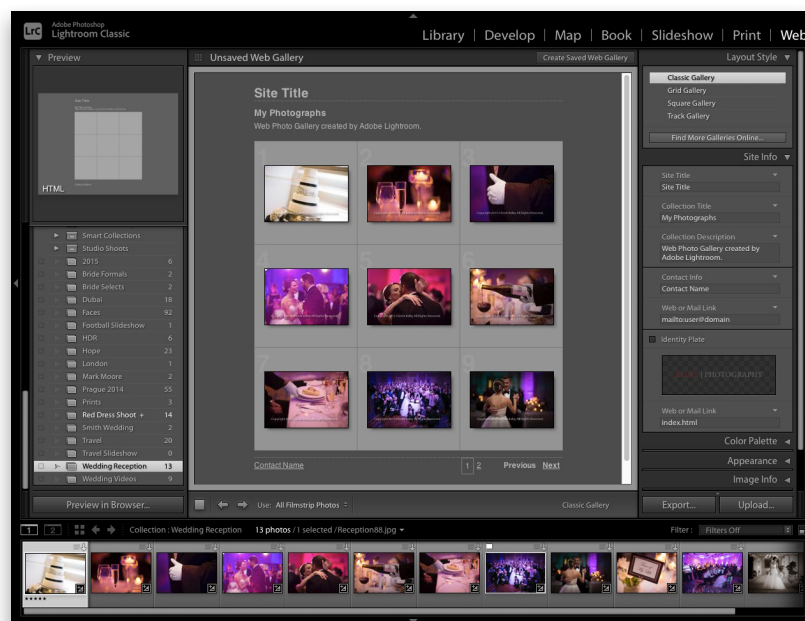
Start by going to the Web module, and in the Collections panel in the left side Panels area, click on the collection of photos you want to put in your online gallery. Lightroom instantly puts them into a web gallery (seen here in the center Preview area). The default Web Gallery template is a gray HTML webpage with thumbnails (seen here), and when you click on a thumbnail, it displays a larger version of the photo. The photos appear in your gallery in the same order they appear in the Filmstrip below, so to change their order, just drag-and-drop them into the order you want in the Filmstrip.

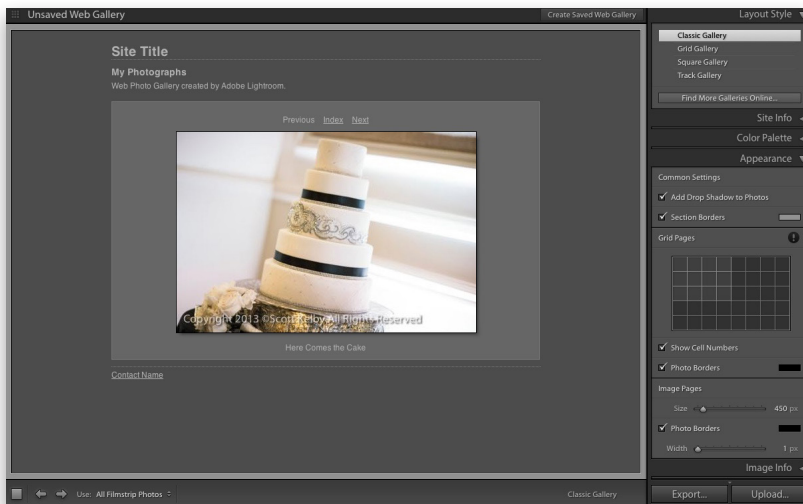
### Step Two:

By default, this template displays your thumbnails in three columns and three rows (as seen in Step One), but you can change this really easily. Just go to the Appearance panel (in the right side Panels area) and in the Grid Pages section, there's a mini-preview of your thumbnail grid that's more than a preview—it's live! Just move your cursor out over the grid and click-and-drag out how many rows and columns you want (I dragged over so there would be four columns, and the web gallery instantly adjusted, as seen here). This is such an intuitive way to choose your columns and rows, and the fact that it updates live really makes it fun.

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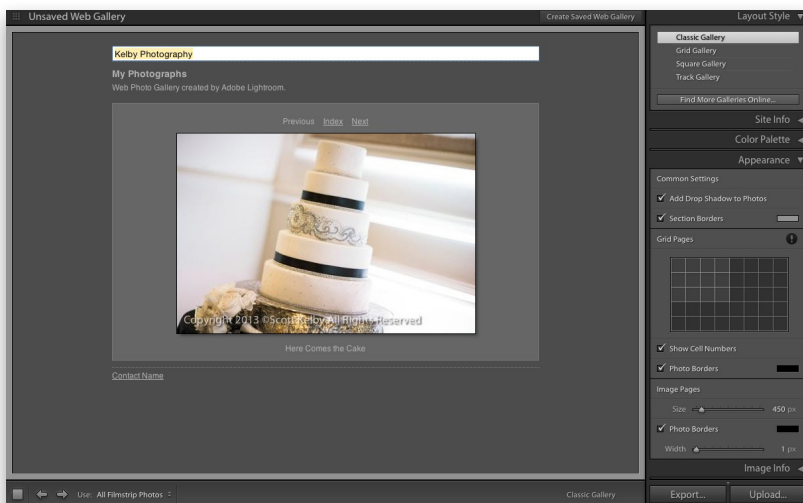
Want to put up a quick online photo gallery of your vacation photos, or want to put proofs up online for a client's approval? It's easier than you'd think: you start with a built-in template and then add your little tweaks to customize it your way. The nice thing is you do most of your editing right on the page itself, so all your changes happen live, in real time. It's this live onscreen editing that makes the process so easy, and even if you have no web design experience whatsoever, you'll be able to create a great-looking gallery in about five minutes. Here goes:





### Step Three:

At this point, we've just been working with thumbnails, but when you (or your client) click on a thumbnail, it will be displayed at a larger size (as seen here). How large will it appear? That's up to you. By default, it appears at 450 pixels wide, but you can choose the size you'd like in the Appearance panel, in the Image Pages section, using the Size slider. (Note: There is no option for changing the size of the thumbnails for the Classic Gallery Templates, but you can with the Grid, Square, and Track Gallery Templates [more on these in a minute]. Just thought I'd keep you from pulling your hair out looking.) Right below that is a checkbox for toggling on/off a stroke border around this larger image, and you get to choose the width and color of the stroke border there, as well. At the top of this panel is a checkbox for turning on/off the drop shadow behind your photo. The Section Borders checkbox turns on/off the little lines that appear between your site title and the text below it at the top of the page, and the line between your photo and your contact info at the bottom of the page (you can choose the color of those section border lines, as well). There's one more section in this panel (Grid Pages), but it's for the thumbnails, not the larger-size previews.



### Step Four:

You edit the text on your webpage right on the page itself, which makes this process fast and easy. You just click on the placeholder text that's there, it highlights, and you type in your new text, then press the **Return (PC: Enter) key** to lock in your changes. Here, I've changed the site title.

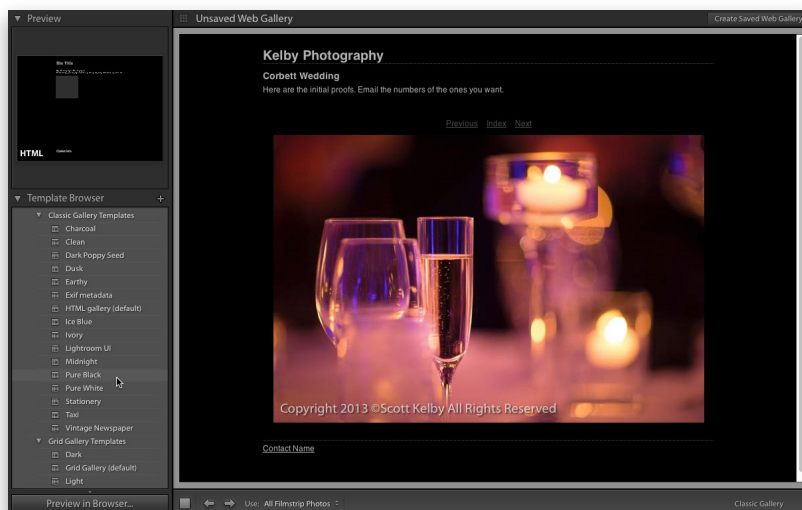
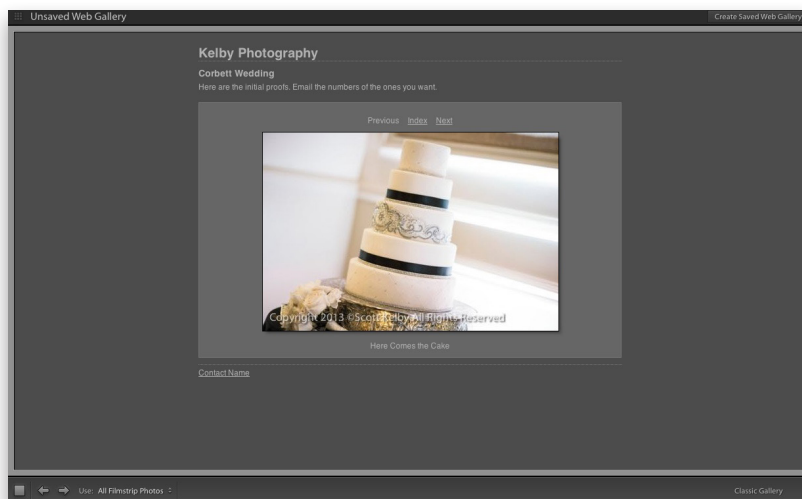
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## Step Five:

Basically, that's the plan—you click on placeholder text, right there on the page itself, and type in your own custom text. So, go ahead and enter the information you want on your webpage by clicking on the placeholder text, typing in your new text, and then hitting the Return key on your keyboard to lock in your changes. Here, I've updated my page with the information I might put on a typical online proofing page for a client. So, now you've got your own text in place, you've chosen how many rows and columns you want for your thumbnails, and how large your larger images will appear on the page. You can go with this default HTML page, but Lightroom comes with some pretty decent built-in templates, including some HTML5-compatible templates.

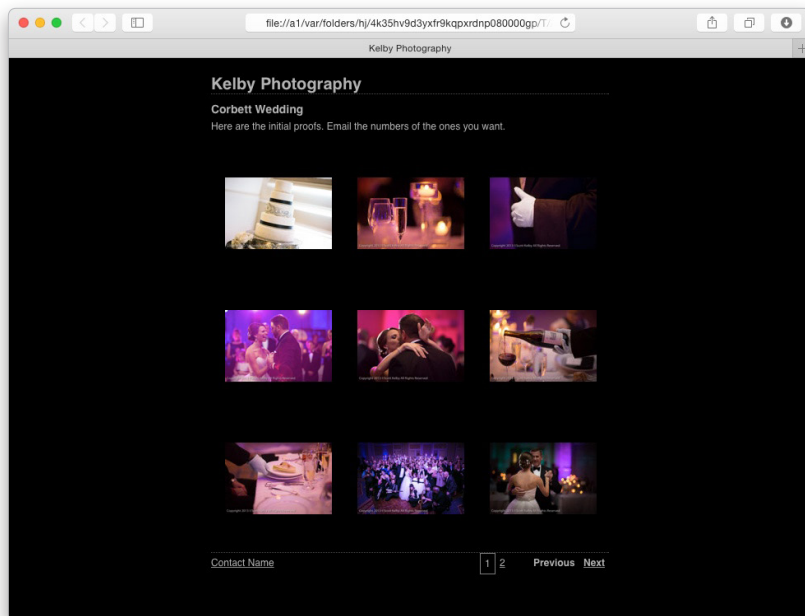
## Step Six:

To get a preview of these built-in templates, go to the Template Browser (in the left side Panels area) and just hover your cursor over a template, and a preview of that template will appear in the Preview panel at the top (as seen here). There are now four different types of templates here: Classic, Grid, Square, and Track Gallery templates. To apply one of these templates, just click on it (here, I've clicked on Pure Black in the Classic Gallery Templates, which has a black background, and then I increased the Size of the image to 650 pixels in the Appearance panel).



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### Step Seven:

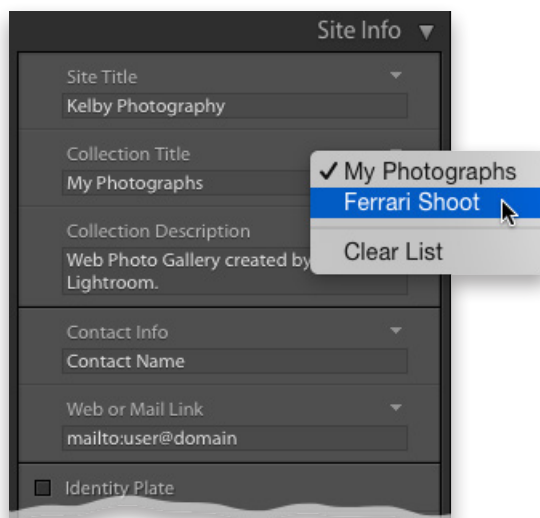
Once you've chosen your final template, chosen the sizes you want for everything, chosen your layout, and added your custom text, make sure you test your final web-page by clicking on the Preview in Browser button at the bottom of the left side Panels area. This launches your web browser, and displays your gallery as it will be seen on the web (as shown here), so click on a few thumbnails to make sure it works the way you want it to. If you're ready to upload your gallery to the web, jump over to page 14, but before you do that, there's still plenty you can do to customize the look and feel of your page (that's coming up).

## Adding an Email or Website Link

If you're using Lightroom's web gallery for online client proofing, you're probably going to want your client to be able to email you right from the page, or you might want to have a link to your main homepage, or your studio's website, etc. Here you'll learn how to do both (it's easier than you'd think):

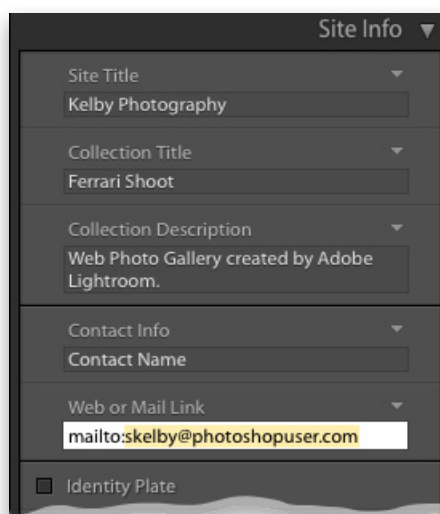
### Step One:

Although we've been editing our text right on the webpage itself, adding an email link to your page is one thing you have to go to the right side Panels area to do. So, go to the Site Info panel (shown here), and you'll see that the top section of this panel shows you all the text fields for the custom text you can add directly on the page itself (so technically, you could add the text here instead, but it's just easier to do it on the page). However, there is an extra feature here: Lightroom remembers the info you last added in each of these fields, and adds them to a pop-up menu, so you can quickly choose that same info again in the future (click on one of the little triangles at the top right of each text field to access that menu).

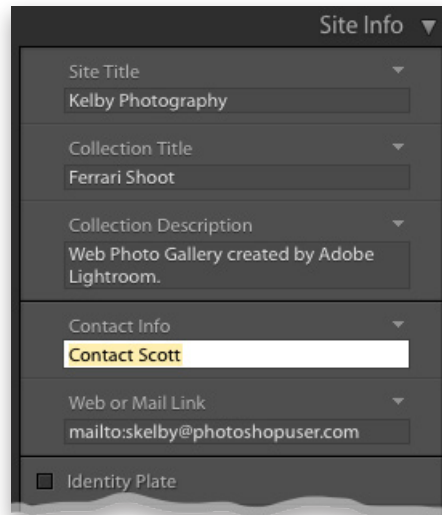


### Step Two:

Right below Web or Mail Link, by default, it reads "mailto:user@domain." To add your email link, you just have to change the "user@domain" to your email address (in my case, it would read, "mailto:skelby@photoshouser.com," as shown here, with no spaces in between anything), then press the Return (PC: Enter) key to lock in your change. *Note:* If, instead of an email link, you want to add a link to a webpage, just type the full URL in this field (like <http://scottkelby.com>).

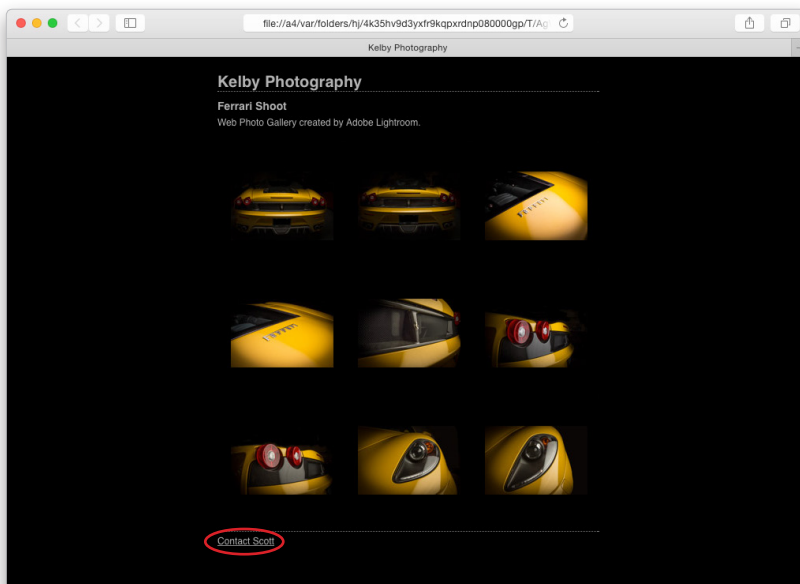


Continued



### Step Three:

The default text for this webpage or email link on your web gallery reads, “Contact Name,” but you can change it to whatever you’d like in the Contact Info field (which is right above the Web or Mail Link field). Just click on it and type in what you’d like your webpage or email link to say (I just use either “Contact Scott,” as shown here, or “Email Scott,” but choose whatever works best for you).



### Step Four:

Here’s how the page will look in your web browser (I used Midnight, under Classic Gallery Templates, and then just clicked the Preview in Browser button at the bottom of the left side Panels area), and down in the bottom-left corner, there it is—my Contact Scott link. If your client clicks that link, it will launch their email application and open a new email message already addressed to you. All they have to do is enter a subject, jot you a quick note, and click Send.



## Customizing Your Gallery Layout

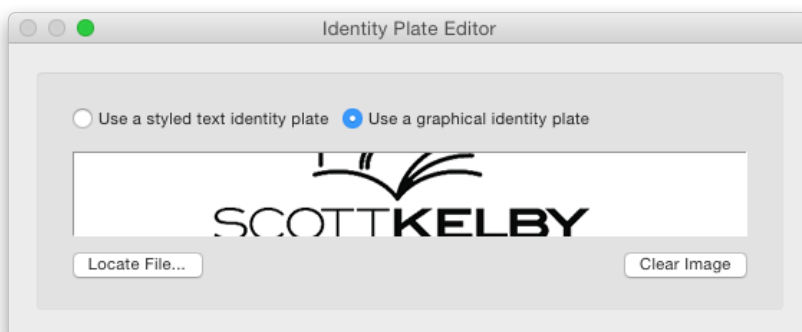
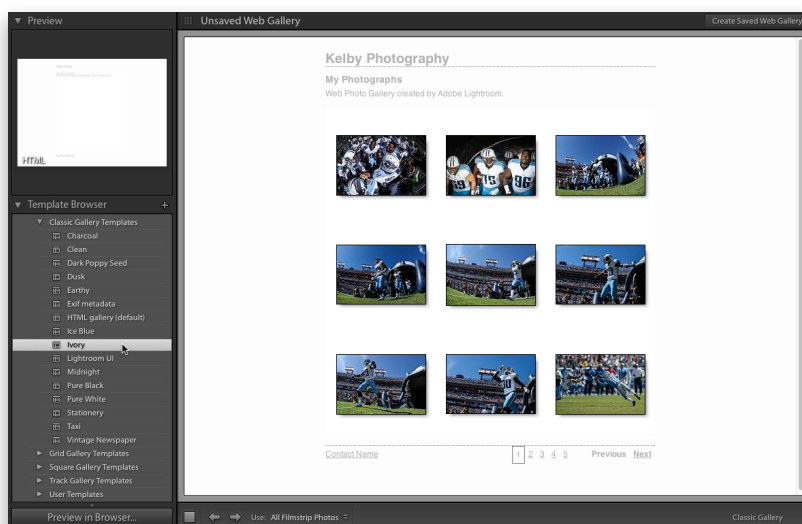
### Step One:

One thing you can do to customize your page is to have your Identity Plate replace the site title text that appears in the top-left corner. Earlier we just typed in the name of our studio, but now we're going to add a logo graphic to replace it. (Here, I have chosen the Ivory template from the Classic Gallery Templates in the Template Browser in the left side Panels area.)

### Step Two:

Go to the Site Info panel in the right side Panels area and turn on the Identity Plate checkbox, then click on the down-facing triangle in the bottom-right corner of the Identity Plate preview, and choose **Edit** from the pop-up menu to bring up the Identity Plate Editor (shown here). Click on the Use a Graphical Identity Plate radio button at the top of the dialog, then click the Locate File... button, and find the logo you want to use as your Identity Plate. Once you've chosen your graphic, click the OK button.

So far, we've done just the basics: we used a built-in template as a starting point, we changed the text, picked the number of our thumbnails and size of our larger images, and added a contact link. However, you can take the customizing process a lot further using the controls in the right side Panels area.

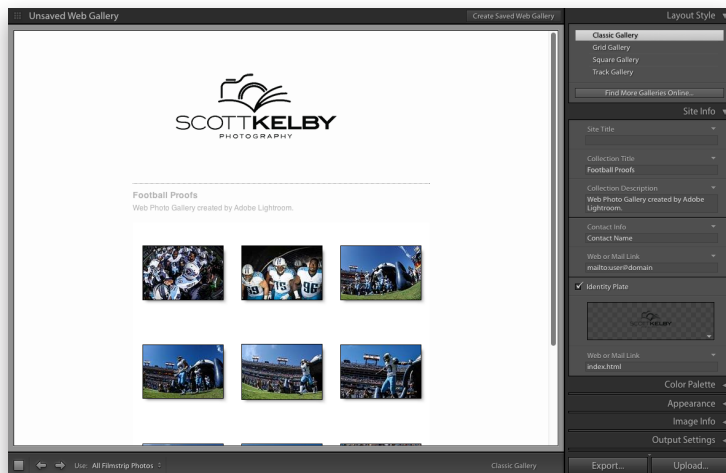


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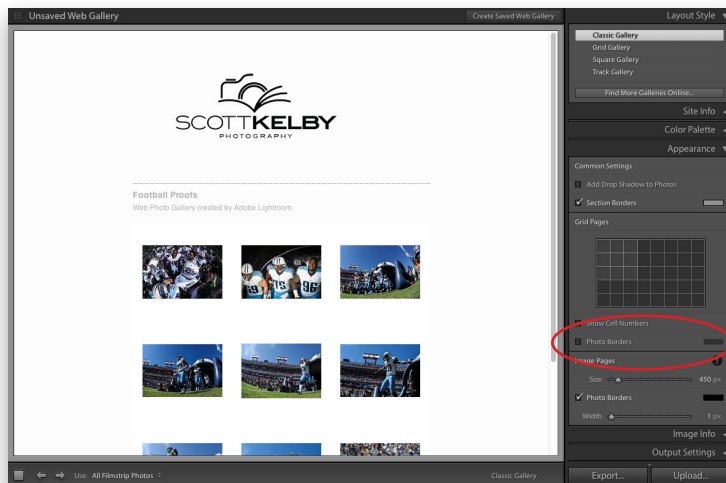
### Step Three:

Here's the page with the Identity Plate graphic in place. *Note:* You can't resize the Identity Plate here in the Web module, so make sure you make your graphic the right size to fit your page before you place it into Lightroom.



### Step Four:

If you look at the page, there is a problem: although we brought this Identity Plate in to replace our site title, the old site title text is still there. Because the Identity Plate graphic says the same thing that I would have typed in for the site title, we need to remove the old site title text. So, in the Site Info panel, just delete the text in the Site Title field (you can see how much better the page looks here, compared to the one in Step Three). To finish things off here, I updated the Collection Title field (as seen here) by clicking on it and typing in some custom text.



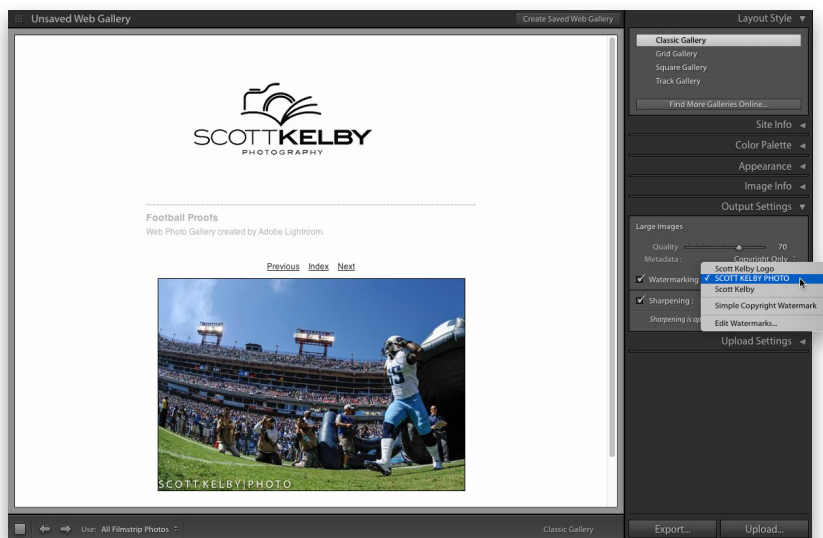
### Step Five:

You can also customize how the thumbnails look. In the Appearance panel, you can turn off the stroke border around your photos by turning off the Photo Borders checkbox in the Grid Pages section (shown circled here). By the way, if you like the borders, you can choose which color you'd like them to be by clicking on the color swatch to the right of the Photo Borders checkbox. At the top of this panel, there's a checkbox for toggling on/off the drop shadow that appears behind your thumbnails (here's how the page looks with the thin black stroke around the photos and the drop shadow both turned off).

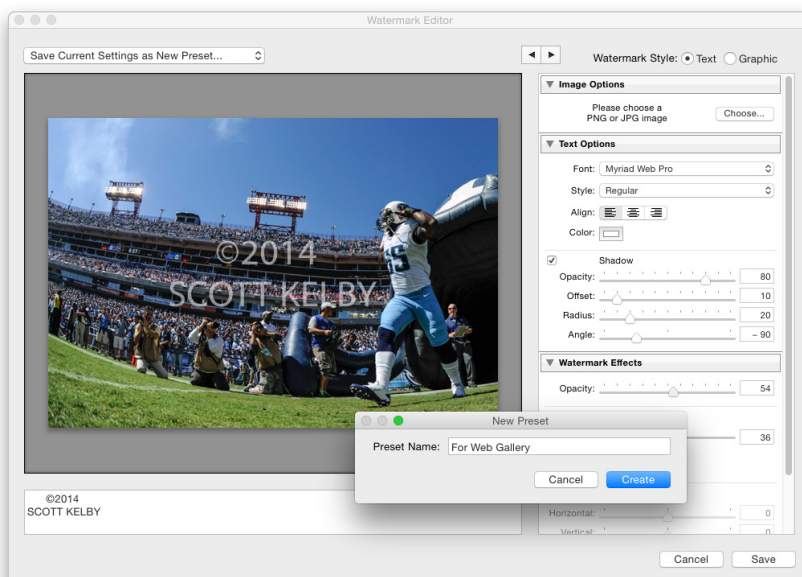
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## Step Six:

Just like in the Print and Slideshow modules, you can add a visible watermark to your web images (since these images are going to the web, this may be the most important place to add your watermark). If you haven't set up a watermark yet, jump to Chapter 9 in the book to learn how to set up and save your own custom watermark. You apply a visible watermark in the Output Settings panel. By default, the Watermarking checkbox is turned on and a Simple Copyright Watermark is chosen. You can choose your custom one from the pop-up menu, as well (as shown here).

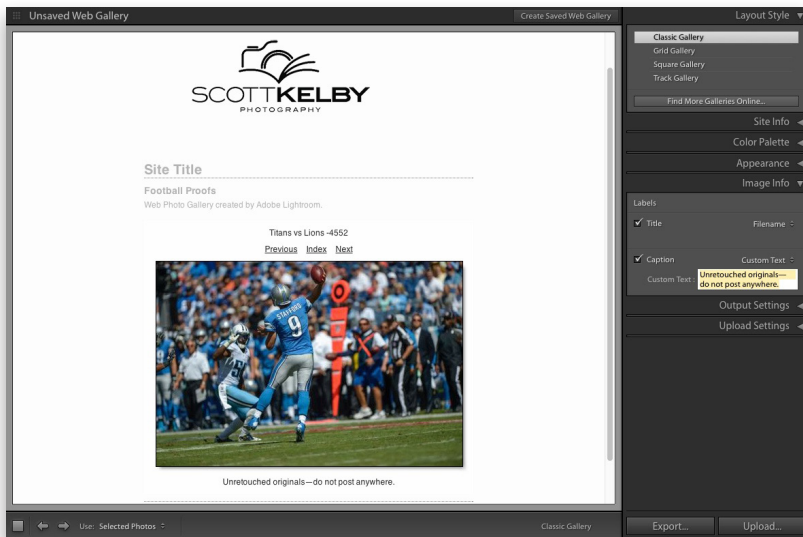


If your watermark is too large for this web-sized image or you want to update it, choose **Edit Watermarks** to bring up the Watermark Editor, where you can change your text, size, and color, then save your changes as a new Watermark preset (as shown here).



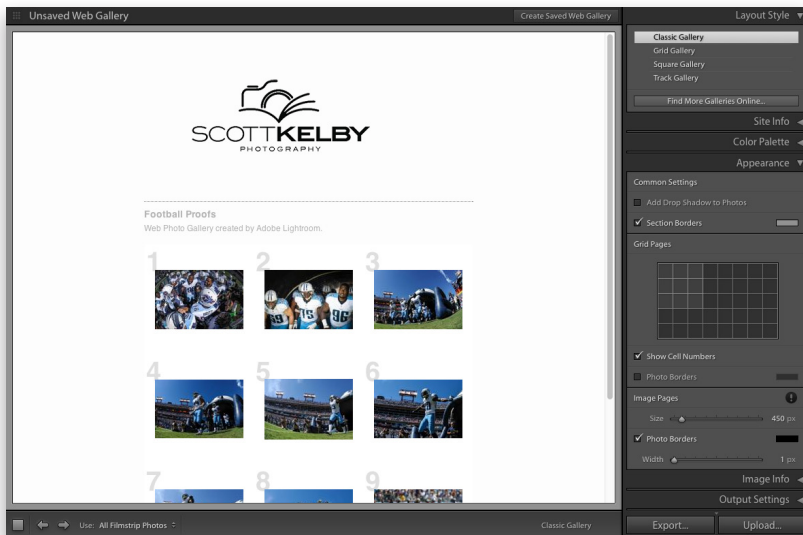
Continued





### Step Seven:

If you're using this gallery for online proofing, the next two features might come in handy. You can have each photo's filename displayed above the photo (well, you can actually choose other options besides the filename), and you can add a caption (pretty much whatever you want) below the photo. You turn these text features on in the Image Info panel. The Title checkbox turns on the text above the photo, and you use the pop-up menu to the right of it to choose what info gets displayed up there (you can choose to have the filename appear up top, as I have here, or the date the photo was taken, the exposure, etc.). The Caption checkbox works the same way, but that text appears below your photo. In the example here, I chose Custom Text from the pop-up menu, which brought up a text field right beneath it (highlighted here), where I typed in my own custom text to appear beneath each photo.



### Step Eight:

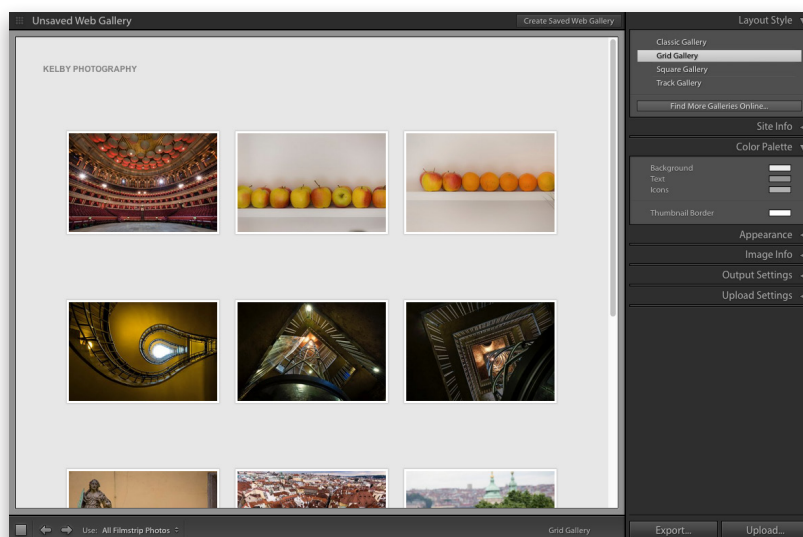
There are a couple more tweaks you can make here. Up in the Appearance panel, if you want, you can turn off the little horizontal divider lines that separate your Identity Plate from the text below it, and that appear across the bottom of your page, by turning off the Section Borders checkbox. Also, the Show Cell Numbers checkbox in the Grid Pages section puts a large sequential number in each cell, as shown here (this makes it easy for the client to tell you, "I like numbers 5, 8, 14, 22, and 23"). (Note: I turned off my watermark for this gallery at this point.) When you've finished tweaking your web gallery, you might want to save it as a template (I sure would), so you can reapply it any time with just one click. Go to the Template Browser and click the + (plus sign) button to add the current look as a template.

## Changing the Colors of Your Gallery

### Step One:

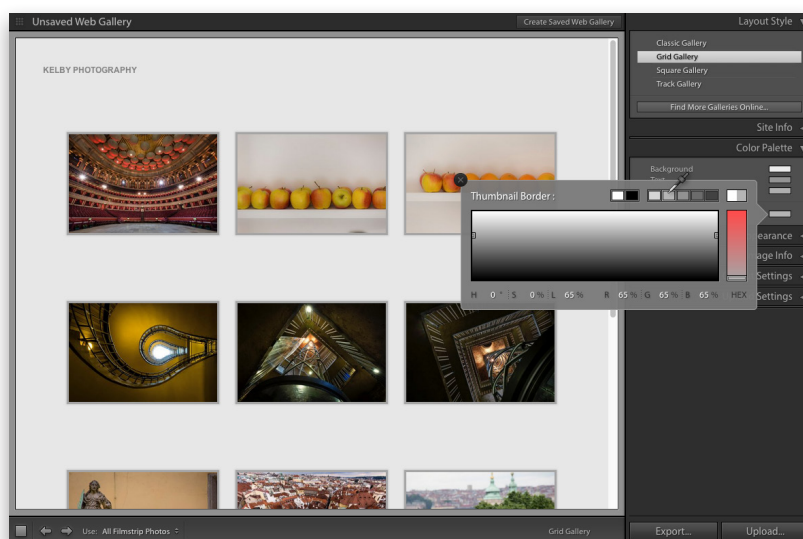
If you scroll down to the Color Palette panel in the right side Panels area, you'll see you have color control over, well... just about everything. Here's the default Grid Gallery template and it features a light gray background and white borders around the image thumbnails.

If there's a color that appears on your web gallery, you can change it. From the background color, to the color of your cells, to the text, to the borders, you can change pretty much everything. Here's how it's done:

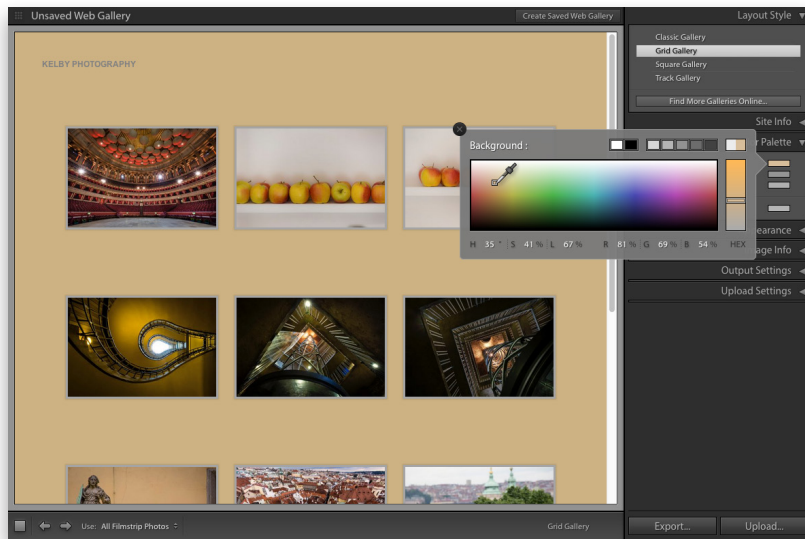


### Step Two:

We'll start by changing the color of the thumbnail borders. In the Color Palette panel, click on the color swatch to the right of Thumbnail Border. When the color picker appears, click on a light gray color (or one of the light gray color swatches at the top of the picker) to change the thumbnail borders to light gray (as shown here).

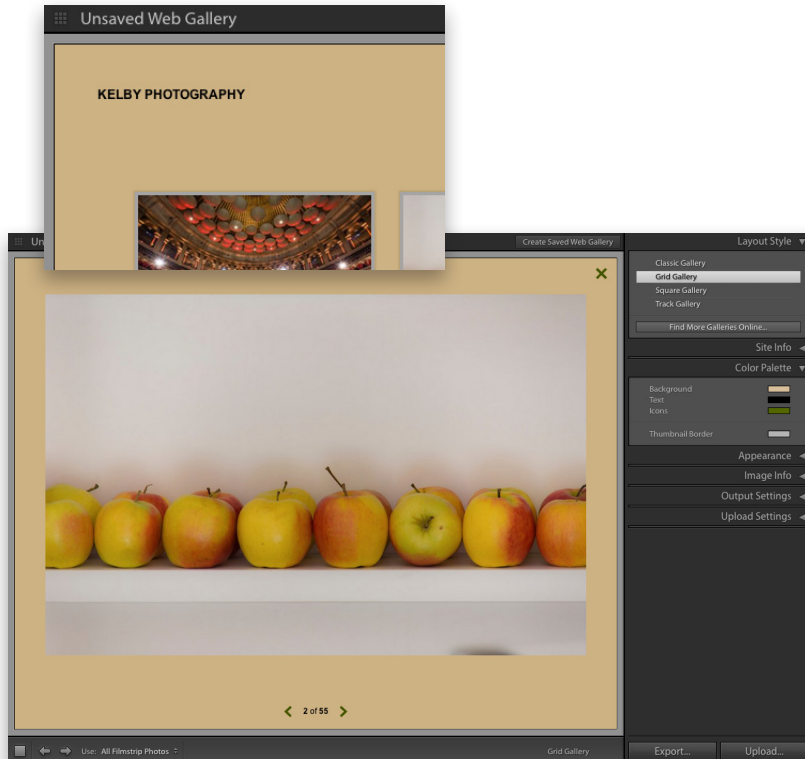


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### Step Three:

Changing the background color is just as easy. Click on the color swatch to the right of Background, then when the color picker appears, choose the color you'd like for your background (here, I chose kind of a light tan/beige look). By the way, if the color picker appears and the large gradient in the center only shows black, white, and grays, that's only because the color bar (at the far-right side of the color picker) is set all the way at the bottom. To reveal full-color gradients, click on the little rectangular knob (I know, it's not a knob, but I don't know what else to call it), drag it straight upward, and the colors will be revealed. The higher you drag the slider upward, the more vivid and saturated the colors will look.



### Step Four:

Our last color tweak here is for the text on the page (here, it's the Gallery Title and the numbers that appear beneath an image when you click on one), and icons (here, these are the arrows that appear beside those numbers, and the "X" that appears in the top right). First, click on the color swatch to the right of Text, and in the color picker, click on the black color swatch at the top of the picker. Then, do the same thing for the icons (I chose a shade of green). So, that's pretty much the deal—just go to the Color Palette panel, click on the color swatch beside the area you want to adjust, and when the color picker appears, choose a new color. Pretty quick and easy.



## Putting Your New Gallery on the Web

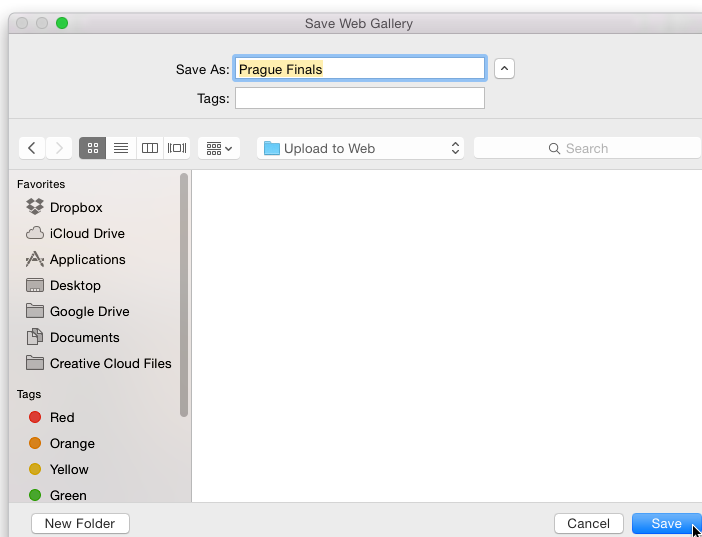
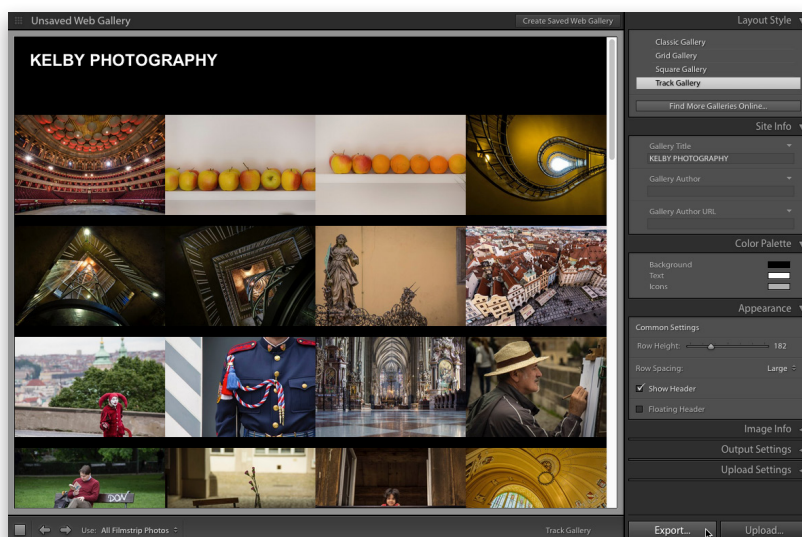
### Step One:

Now that your web gallery is complete (here, I chose the default Track Gallery, and just made some changes to the Text color, Row Height, and Row Spacing), you have two choices for getting your finished gallery up on the web: (1) Export the files to a folder and upload the contents of that folder to your website (this is the method required by many web hosting companies and almost all of the free hosting services, who have you do your uploading directly from a regular web browser). Or if you're a bit more web savvy, you can (2) use Lightroom's built-in FTP uploader to send your gallery right from Lightroom straight to your web server (if you're wondering what FTP means, then you definitely want to go with Option #1). For now, we'll assume you're going with the first option (exporting to a folder), so click the Export button at the bottom of the right side Panels area (as shown here).

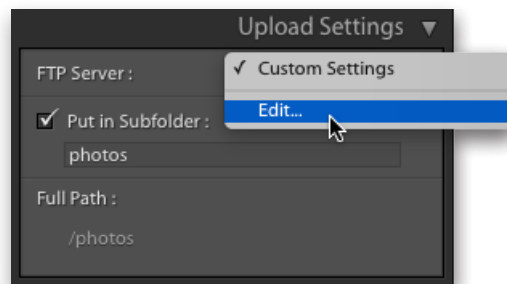
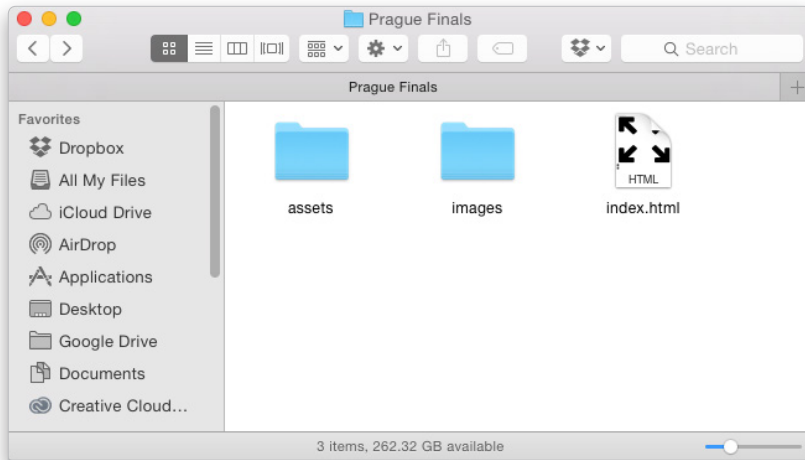
### Step Two:

This brings up a Save Web Gallery dialog (shown here), where you name your exported gallery folder and choose where you want it saved. So give your folder a name, then click the Save button (as shown here).

The last part of this process is actually getting your new gallery up live on the web. You can either export your gallery to a folder and then upload it yourself, or use the Web module's built-in FTP capabilities for uploading your gallery to a web server. If you don't already have a company that hosts your website on their server, that will be your first order of business. Try Googling "free web hosting," and in about two seconds, you'll find loads of companies that are willing (read as: dying) to host your new site absolutely free.



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### Step Three:

Once you click the Save button, Lightroom generates the webpage(s), and optimizes the photos for the web for you (you can see the progress in the top left of Lightroom's taskbar). Once it's done, look in the folder you chose to save it in and you'll see the file and folders needed for your webpage. The file named `index.html` is your homepage, and the additional folders contain your web-optimized photos and other pages and resources your site needs. You'll need to upload everything in this folder to your website for your gallery to go live on the web. Now, if instead you went with the second option (you're web server savvy, and comfortable with FTP uploads and server protocols), then you'll need to configure your FTP upload first. So, scroll down to the Upload Settings panel in the right side Panels area, and from the FTP Server pop-up menu, choose **Edit**.

### Step Four:

This brings up the Configure FTP File Transfer dialog (shown here), where you enter your server name, password, and the path to your homepage folder on the web. Once you've entered this info, I recommend saving this as a preset (so you don't have to enter it again) by going to the Preset pop-up menu up top and choosing **Save Current Settings as New Preset**. By the way, if you don't choose the Store Password in Preset option, when you upload, it will ask you for your password again. Once you've entered your FTP info, click OK, and then click on the Upload button (at the bottom of the right side Panels area), and Lightroom will generate your webpage(s), optimize your photos for the web, and upload the whole thing to your web server, so your new gallery goes live on the web.

