

Extending the reach of dpBestflow.org



AMERICAN SOCIETY OF MEDIA PHOTOGRAPHERS
DIGITAL PHOTOGRAPHY BEST PRACTICES AND WORKFLOW.
AN ASMP INITIATIVE FUNDED BY THE LIBRARY OF CONGRESS.

NDSA

NDSA

Preserving Culture - Bit by Bit

NDSA

Save teh Bits!

NDSA

Because the Skateboarding
Squirrel *might* be important

NDSA

Yeah, someone should do that

NDSA

That's What She Said

NDSA

Junk in a Box

Welcome



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dpBestflow

Digital Photography Standards: Pricing

http://www.digitalphotographystandards.com, Reader

Current Weather Portfolio Forums (1048) bestflow blogs



AMERICAN SOCIETY OF
MEDIA PHOTOGRAPHERS

Digital Photography Standards and Practices Project: Pricing Strategies

(Back to the [Main Page](#))

Example 1 [My own pricing structure](#)

Example 2 Location Portrait Photographer (Magazine/Corporate) **NEW**

Example 3 Studio Photographer, Low Volume **NEW**

Example 2: Studio Photographer, High Volume (Coming Soon)

An [Article](#) I wrote for the ASMP Bulletin, breaking out the economic reasoning behind my pricing structure

Example 2 Location Photographer

Background: This experienced corporate/editorial shooter makes high-quality portraits for magazines, brochures, and annual reports. He added digital as a capability of his business in the summer of 2002.

Charges

Capture: In this case, the photographer rolls up all of the shoot/archive/edit/delivery charges into a Capture Charge of \$2/image. This includes shooting, archiving, and preparing for client edit. The edit form may be web gallery or contact sheet.

Minimum Charge: His standard Minimum Charge for capture is \$250.

Finished Files: This photographer will then charge for Finished Files accompanied by a Guide Print. He charges \$75 per image to prepare an RGB file and an Epson 870 print. He indicated that he would give a volume discount for file prep if enough were ordered at the same time.

INTERNET ARCHIVE <http://www.updig.org/guidelines/index.html> Go SEP OCT DEC
WayBackMachine BETA 40 captures 29 Oct 05 - 20 Jun 09  2004 **29** 2005 2007

UPDIG

Universal Photographic Digital Imaging Guidelines

These 15 guidelines — along with the accompanying Best Practices documents — aim to clarify issues affecting accurate reproduction and management of digital image files. Although they largely reflect a photographer’s perspective, anyone working with digital images should find them useful. The guidelines have three primary goals:

- Digital images look the same as they transfer between devices, platforms and vendors.
- Digital images are prepared in the correct resolution, at the correct size, for the device(s) on which they will be viewed or printed.
- Digital images have metadata embedded that conforms to the IPTC standards, making the images searchable, providing usage and contact information, and stating their creators or copyright owners.

The guidelines were prepared by the [UPDIG Working Group](#), an ad-hoc industry consortium whose logos are shown below, along with allied trade groups and manufacturers.

The Guidelines

[Best Practices: Tools and Methods for Applying Guidelines](#)

[Best Practices: Applying the Guidelines to Your Workflow](#)

[Download a press-ready PDF \(750 KB\)](#)



O'REILLY DIGITAL STUDIO

Sorting and Archiving your Photography Collection using
Photoshop CS2 Bridge and Digital Asset Management Software

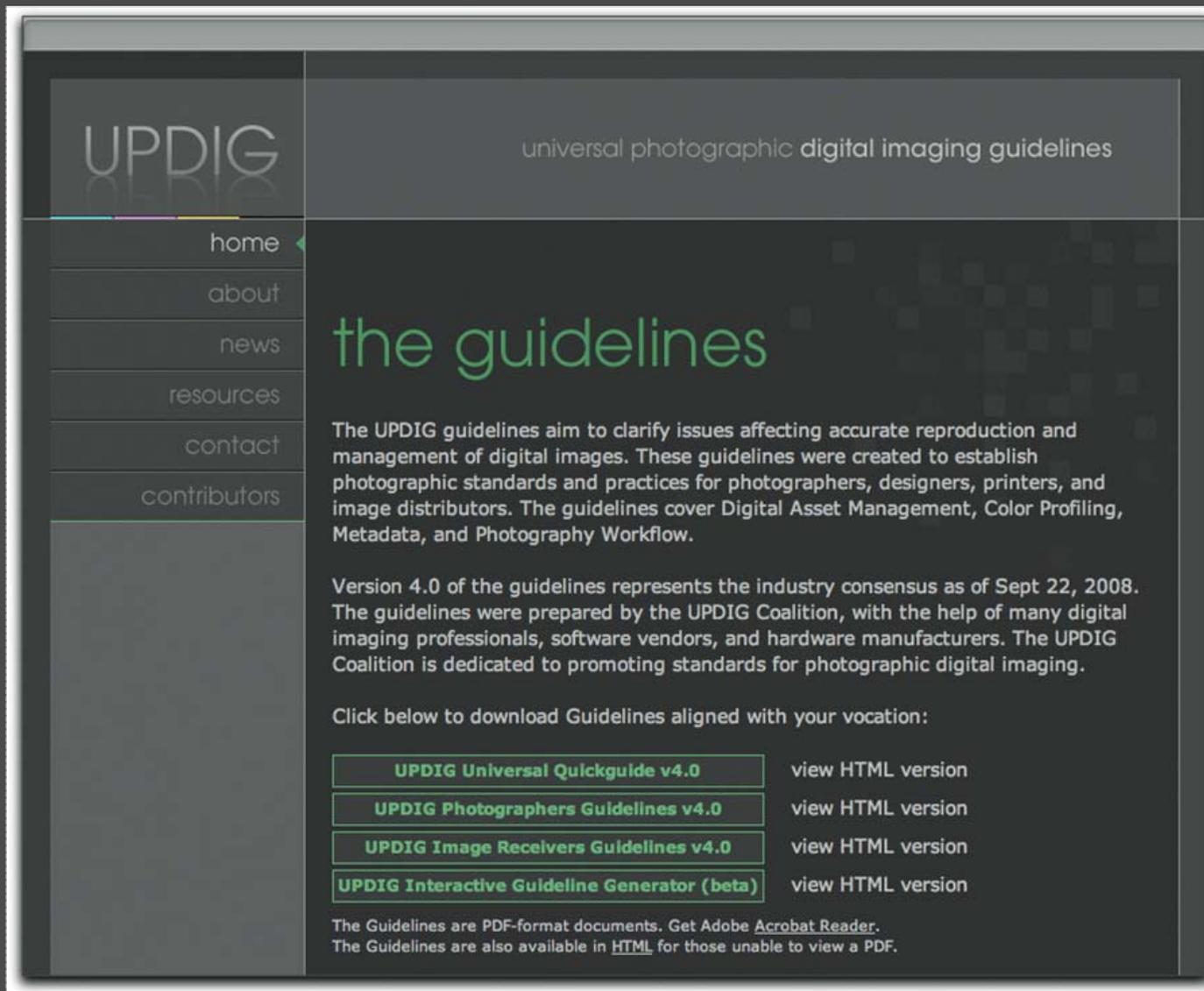
The DAM Book

Digital Asset Management for Photographers



O'REILLY

Peter Krogh



The screenshot shows the UPDIG website interface. On the left is a vertical navigation menu with links for home, about, news, resources, contact, and contributors. The main content area features the UPDIG logo and the tagline 'universal photographic digital imaging guidelines'. The page title is 'the guidelines'. The main text explains that the UPDIG guidelines aim to clarify issues affecting accurate reproduction and management of digital images, covering Digital Asset Management, Color Profiling, Metadata, and Photography Workflow. It also mentions that Version 4.0 represents the industry consensus as of Sept 22, 2008. Below the text, there is a section titled 'Click below to download Guidelines aligned with your vocation:' which contains four buttons: 'UPDIG Universal Quickguide v4.0', 'UPDIG Photographers Guidelines v4.0', 'UPDIG Image Receivers Guidelines v4.0', and 'UPDIG Interactive Guideline Generator (beta)'. Each button is accompanied by a 'view HTML version' link. At the bottom, a note states that the guidelines are PDF-format documents and provides links to Adobe Acrobat Reader and HTML versions.

UPDIG
universal photographic digital imaging guidelines

home
about
news
resources
contact
contributors

the guidelines

The UPDIG guidelines aim to clarify issues affecting accurate reproduction and management of digital images. These guidelines were created to establish photographic standards and practices for photographers, designers, printers, and image distributors. The guidelines cover Digital Asset Management, Color Profiling, Metadata, and Photography Workflow.

Version 4.0 of the guidelines represents the industry consensus as of Sept 22, 2008. The guidelines were prepared by the UPDIG Coalition, with the help of many digital imaging professionals, software vendors, and hardware manufacturers. The UPDIG Coalition is dedicated to promoting standards for photographic digital imaging.

Click below to download Guidelines aligned with your vocation:

UPDIG Universal Quickguide v4.0	view HTML version
UPDIG Photographers Guidelines v4.0	view HTML version
UPDIG Image Receivers Guidelines v4.0	view HTML version
UPDIG Interactive Guideline Generator (beta)	view HTML version

The Guidelines are PDF-format documents. Get [Adobe Acrobat Reader](#).
The Guidelines are also available in [HTML](#) for those unable to view a PDF.



The LIBRARY of CONGRESS

ASK A LIBRARIAN
DIGITAL COLLECTIONS
LIBRARY CATALOGS

GO [Options](#)

[The Library of Congress](#) > Digital Preservation

DIGITAL PRESERVATION



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- [Publications](#)
- [Video Presentations](#)
- [Podcasts](#)
- [Personal Archiving](#)
- [About the Program](#)
- [Contact Us](#)

Related Resources

- [Digital Formats Sustainability](#)
- [Federal Agencies Digitization Guidelines Initiative](#)
- [Section 108 Study Group](#)
- [Standards at the Library of Congress](#)
- [Web Archiving](#)

[RSS](#) | [Blog](#)

[Podcasts](#)



National Digital Information Infrastructure & Preservation Program:
A Collaborative Initiative of the Library of Congress

|| On the Leading Edge ||



DigitalPreservationEurope, a consortium of European institutions, uses innovative strategies for educational outreach, such as cartoons and cash-prize contests.

[Read more](#)

|| Meeting the Challenge ||



The Metadata for Digital Content group is working to ensure that consistent, rich metadata are available for innovative Library of Congress web services.

[Read more](#)

|| Digital Preservation Pioneers ||



Martin Halbert, dean of libraries at the University of North Texas, has first-hand knowledge that institutional collaboration is essential for digital preservation.

[Read More](#)

|| Partner Tools and Services ||

|| NDIIPP Newsletter ||



[Latest NDIIPP Newsletter](#)

|| News & Events ||

Library Explores Open Source

Process will make it easier to produce software that can be freely redistributed to users worldwide.

[Read More](#)

New Feature Series

A new series of articles focuses on organizations working on innovative approaches to digital preservation and access.

[Read More](#)

Geospatial Data at ESIP

Geospatial data stewardship discussed at the Federation of Earth Science Information Partners meeting.

[Read More](#)

Memento: Time Travel for the Web

asmp dpBestflow.org

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Welcome

dpBestflow is the new guide for every aspect of digital imaging technology from ASMP, the leader in education for the professional photographer.

dpBestflow.org



DIGITAL PHOTOGRAPHY
dpBestflow offers practical solutions for preserving digital images along with their color, intent, quality and appropriate metadata.

BEST PRACTICES
Funded by the Library of Congress, dpBestflow is the product of more than two years of research by industry experts and thought leaders.

WORKFLOW
Workflow guides are designed to match a wide variety of working styles—from high volume, quick delivery shoots to those with the highest production values.

.ORG
dpBestflow.org is a rich web resource including illustrated text and tutorial movies—with a series of educational seminars, the dpBestflow Handbook and more resources to come.



Download
Quick Reference

The challenge

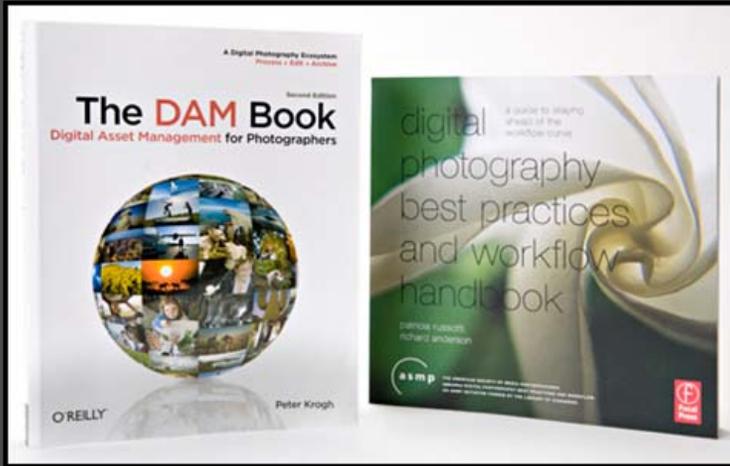
- Preservation of distributed archives
- Users have conflicting demands and limited time and resources

Our approach

- Put the medicine in the candy
- Identify best practices in quality, efficiency and sustainability
- Define and publish ecosystem elements
- Make specific recommendations
- Promote workflows that employ these best practices
- Outreach to standards bodies

The intersection and interplay of:

- Foundational Technology
- File formats, metadata
- Imaging Software
- Photographic and imaging hardware
- Professional Practices
- Creative Practices



**I Need A Workflow
that works for me.**

 **dpBestflow**

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Quick Reference

Stone Soup

Extending the Reach of the Project

- Additional Funding
- New Content
- Teaching the Teachers
- Foreign Language Translations
- Derivative Projects

Additional Funding

- Funding secured by ASMP
- Additional grants for ongoing work (Author's Coalition of America)
- “Over the Transom” Funds from the Australian Institute of Professional Photography (AIPP)
- Stone soup...

New Content (ACA Funds)

- Update for new software versions
- Create content for motion imaging
- New “front doors”
- New distribution vehicles

Teaching the Teachers

- Creative Commons Licensing
- Offers from several schools to create curriculum around the project
- In negotiations to create an annual event with photography schools
- Presented to educators through the Society for Photographic Education

Derivative Projects

Derivative Project

Introducing Shutha

The Shutha Project

- An effort to spread best practices to the developing world
- Funded by World Press Photo
- Inspired by dpBestflow
- Built on the dpBestflow platform (courtesy of ASMP)
- Will contribute to dpBestflow



shutha

free training for professionals

Start Here

HOW TO SELL

- Overview
- Stock
- Books
- Prints
- Assignments
- Multimedia

COURSES

- Introduction
- Business
- Digital Imaging
- Workflow
- Multimedia

Free training for professional photographers and multimedia storytellers in the Majority World. [More...](#)



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Free training for professional photographers and multimedia



- Lesson Plan
- Lightroom Overview
- Sample Workflow
- Workflow Extras
- Lightroom Setup**
- Import Module
- Library Module
- Develop Module
- Export and Publish
- Slideshow, Print, Web
- Collection Management

About Shutha Workflow Courses

Lightroom Workflow

- The Computer
- Digital Storage
- Camera Scans

AND AN ENDURING ARCHIVE

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About Shutha Multimedia Courses

Writing Simple News

Audio For Beginners

Photography For Beginners

Video for Beginners

DSLR Video for Beginners

DSLR Lesson Plan

Basic DSLR Video Skills

DSLR Video Editing

BUSINESS

Publishing Platform

- Software Environment
- Content Structure
- Editorial Process

Ongoing Challenges

- Keeping content updated
- Paying for research
- New front doors
- Make the software smarter
- Move this effort to the general public

Takeaways

- Be open
- There's no limit to what a man can achieve, as long as he does not care who gets the credit
- Opportunity is missed by most people because it is dressed in overalls and looks like work
- Thanks to the LOC, NDIIPP, NDSA and all the partners