

File Management, Backup and Online Sharing Resources

Over the years, we have developed a comprehensive file management plan that allows photographers to download, backup, sort, choose and store their photos both before and after editing. In addition, we have some favorite options to create an online photo presence or send large files. While all of the particulars of these areas and especially the file management piece are covered in our class by the same name, there are some resources that we have found very useful and highly recommend. Here they are:

Backblaze – This is our most recent find but has been a great option for off-site backup. In other words, even if you have two hard drives (primary and backup) with your photos on them, in the case of theft or fire, all of your images are still lost. Backblaze is a cloud-based online backup service where unlimited photos (as well as other files types) can be automatically uploaded to a secure, cloud storage site. For \$5 a month (less than another portable hard drive that would have to be stored offsite), all files on as many hard drives as can be connected to one computer, are easily uploaded automatically. Depending on how many photos you have, this can take a couple weeks to accomplish but the system can be setup to only run at night, etc. in order to always make sure your images are safely stored offsite. In the case of a total drive loss, you do not have to wait weeks for the backup to download online, Backblaze can put all of your files on a hard drive and ship it to you. There is a \$200 cost but this is refundable when you download the files and return the hard drive to them by mail. New users can get a trial month for free and even more when using this link <https://secure.backblaze.com/r/015n3r> as well as referring it to other users.

GoodSync – Is a software where automatic backups can be setup from the primary drive where photos are stored to a backup hard drive on site. Therefore, as soon as photos are downloaded onto a computer hard drive, the software can copy them on another hard drive (in the same file folder system as the primary) so that if the first drive crashes, images are not lost. GoodSync Personal V10 (latest version) is \$50 and a free trial version is available at <https://www.goodsync.com/>

ACDSee Photo Studio 2019 Standard or Photo Mechanic V5 – These softwares may not be needed for all photographers but likely may be the one piece of the file management process that many are missing. While downloading from a memory card can be done with these (this is usually best through just drag and dropping), the other tasks these softwares provide are important. Think about having a quick way to look through all of your shots and tag the ones that you think might be the best (much faster than Adobe Lightroom and this is why almost all sports photographers use one of these two packages). Then you can come back to the “favorites” and narrow them more if you wish. A comparison tool allows you to analyze two or more photos side by side as well. Beyond this, camera settings, a histogram and other file information can be displayed next to each image full screen or the photos can be seen as thumbnails. Photos can be moved from folder to folder and even folder naming can be done. Resizing, renaming and outputting or exporting images is also available. Even image editing is possible without going to another software if you wish. ACDSee is a favorite among PC Windows users while it does not yet have all the features for MAC users. Photo Mechanic is compatible

with both operating systems but may be the best option for MAC users. Both softwares can be loaded on more than one machine and offer a free trial period to try them out. ACDSee is available for \$60 (often less on sale) from <http://www.acdsee.com> and Photo Mechanic is \$150 at <http://www.camerabits.com/>

Smugmug – If you want to create an online website to showcase your images and do not find a free service that meets your needs, Smugmug is a great option. We have used it for years not only as our photography company website but also to sell images, share them, etc. Smugmug offers a variety of plans and has lots of templates to make your images look awesome. Many professional photographers choose Smugmug for this reason and depending on the plan you choose, you can markup the price of image downloads and/or prints, choosing a pro lab to produce these for any orders that are placed and then receive the profits. A 14 day free trial period is available and additional discounts if you decide to purchase one of their plans are available at this link <https://secure.smugmug.com/signup?Coupon=StFidkERNowk2>

Dropbox – Many of you are familiar with this free service but if you are not, here is a great solution to sharing photos or other files that are too big to attach to an email (the normal email service only allows 10mb or so which is less than one photo coming off of today's cameras). Dropbox Basic is free for 2Gb of storage and works not only on MAC and PC Windows computers but can also be accessed easily on tablets and smartphones. Basically, any files or folders that are added to your Dropbox folder (after the free download is installed) are transferred to your own cloud storage space online. Simply create and share a link to this cloud-based folder and share that in an email. The recipient (regardless of if they have their own Dropbox account) will be able to click on the link, view the photos and download them onto their own computer. If you run out of your free storage space, you can delete any folders that you know the recipient has already downloaded the photos from and reuse that space for other shares. Dropbox can be downloaded from <https://www.dropbox.com>