

THE WOODLANDS CAMERA CLUB  
PHOTO PROCESSING SIG  
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Copyright Info, Watermarks & Logos —  
Lightroom and Photoshop

# Add Copyright Info and Add Watermark in Lightroom

SEE REFERENCE HANDOUT BY SHIRLEY VOLKER

# Add a Copyright Metadata Preset to Photos (Lightroom)

- **Create the Preset (handout Page 1)**

- ★ In Library Module, navigate to Metadata Panel, click Preset window and choose "Edit Presets..."
- ★ Complete IPTC Copyright and IPTC Creator sections, click the Preset window, choose Save Current Settings as a New Preset, provide a name such as "Your Name Copyright", click "Create" and then "Done"

- **Apply the Preset (handout Page 2)**

- ★ Select the photos to which you want to apply the new preset, click Preset window and select "Your Name Copyright"
- ★ OR During Import, navigate to the "Apply During Import" panel, click the "Metadata" window, and select "Your Name Copyright"; then proceed as normal with the import.

# Add a Text Watermark to Images During Export (Lightroom)

- **Create the Watermark (handout Page 3)**
  - ★ Menu Bar - MacOS: Lightroom Classic - Edit Watermarks... OR Windows: Edit - Edit Watermarks...
  - ★ Watermark Style: Text
  - ★ Follow Shirley's handout instructions for Text Options and Watermark Effects, then Save (assume you named it "My Copyright Watermark")
- **Use the Watermark (handout Page 4)**
  - ★ During Export, follow normal workflow AND check the Watermark option in the Watermarking section, and select "My Copyright Watermark"
  - ★ If needed, edit by clicking in Watermark window again and choose Edit Watermarks

# Graphic Logos and Watermarks in Lightroom & Photoshop

# A Word About Graphic Watermarks in Lightroom

- Can use any JPG or PNG graphic
  - ★ PNG files can have a transparent background, but not JPG
- Can be applied during Export, Print or Slideshow (same as Text Watermarks)
- To CREATE, use same workflow as Shirley's handout (page 3), but for step 2, select Graphic and choose an appropriate file (we will cover later)
  - ★ Text Options (font, style, alignment, color, and drop shadow) ARE NOT AVAILABLE
  - ★ Watermark Effects (opacity, size, inset, anchor) ARE AVAILABLE
- To USE, apply same workflow as Shirley's handout (page 4)

# Making and Using Signature Watermarks/Logos

# Creating Signature Watermarks

- Buy one from a service such as PhotoLogo.Co
  - ★ It comes to you as a PNG file: 4 versions (large black, large white, small black and small white), all have transparent backgrounds
- Make your own in Photoshop - Create a new blank document; size your canvas to be about 500 - 1000 px tall and 1000 - 2000 px wide (+/-)
  - ★ In the Text tool, use a script font to make a "Signature" and on a separate layer add a word like "Photography" or "Studios" in a conventional font — save this as a PNG file with a transparent background.
  - ★ OR Write your signature with a drawing tablet (example: iPad or Wacom) using a small brush with zero feather and save it as a PNG file with a transparent background.



# Using Logos/Watermarks in Photoshop

# Adding a Watermark Directly in Photoshop

- Open an image you want to watermark
- Open your PNG watermark image and add it as a layer above your target image
- If you need to convert a black watermark to white (or vice versa), select the watermark layer and enter Cmd/Cntl+I to invert
- If your watermark image has a white background (not a PNG file), proceed with first two bullets above and then change the blend mode of the watermark layer to Multiply. If the watermark needs to be white, enter Cmd/Cntl+I and change blend mode to Screen.

# Make a Custom Watermark Brush

- Start with a graphic that is a clean black-on-white logo, signature or printed characters
  - ★ Aim for size dimensions that are about 500 pixels on the short edge and 1500 pixels on the long edge
- Open this graphic in Photoshop as the background layer
- From the Menu Bar, select Edit-Define Brush Preset, then give a simple name like "MyWatermark" and press OK. Note the location of your "MyWatermark" brush in your brush library.

# Use Your “My Watermark” Brush

- Open an image you want to watermark and create a blank layer.
- With the blank layer selected, select the brush tool, choose your logo brush “MyWatermark,” choose a color, and click where you want the watermark.
- Resize using Edit-Transform-Scale, and adjust position using the Move tool.
- Optional: For the logo layer, try different blend modes such as Overlay, and/or reduce opacity.
- More Optional: For the logo layer, add a Layer Style (*fx*)
  - ★ Try Bevel and Emboss, Drop Shadow, Pattern Overlay....

# Resources for Copyrights, Watermarks & Logos

- **Add copyright metadata to photos**

- ★ <https://blogs.adobe.com/jkost/2015/05/quick-tip-adding-copyright-and-contact-information-to-photographs-in-lightroom.html>

- **Add your signature/logo/watermark in Lightroom**

- ★ <https://www.youtube.com/watch?v=6UAltE5aua8>

- ★ <https://helpx.adobe.com/lightroom-classic/help/using-watermark-editor.html>

- ★ <https://www.youtube.com/watch?v=l7LzNNNFqHU>

- **Add your signature/logo/watermark in Photoshop**

- ★ <https://mattk.com/video-add-signature-logo-photography/>

- ★ <https://www.youtube.com/watch?v=6KweeZ2opDM>