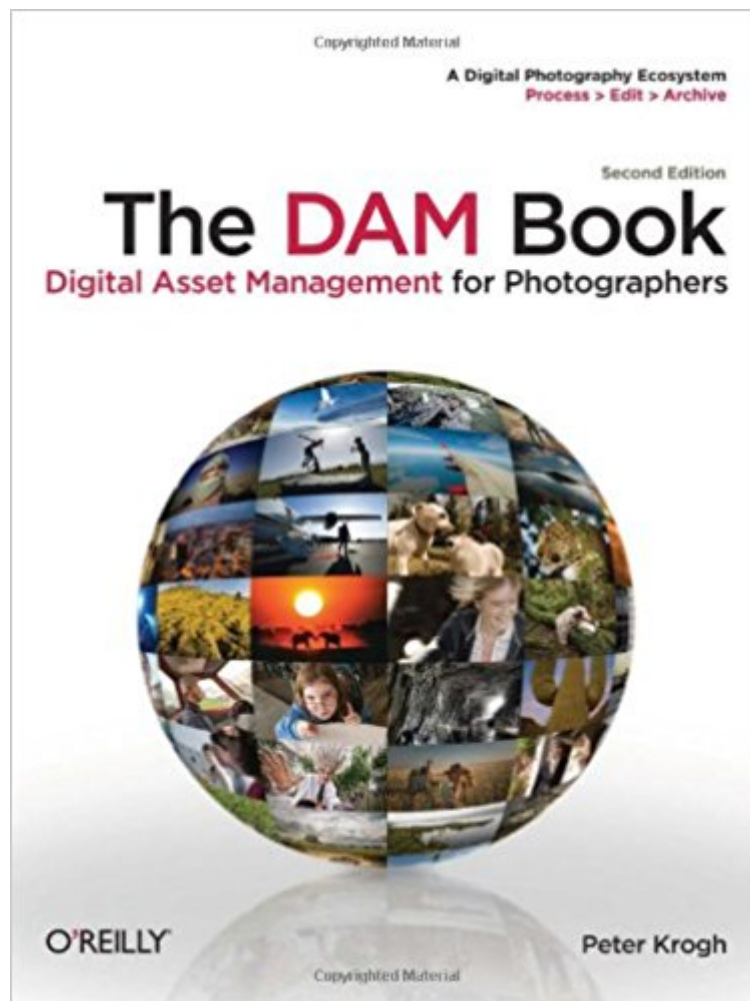




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The DAM Book: Digital Asset Management For Photographers



Synopsis

One of the main concerns for digital photographers today is asset management: how to file, find, protect, and re-use their photos. The best solutions can be found in *The DAM Book*, our bestselling guide to managing digital images efficiently and effectively. Anyone who shoots, scans, or stores digital photographs is practicing digital asset management (DAM), but few people do it in a way that makes sense. In this second edition, photographer Peter Krogh -- the leading expert on DAM -- provides new tools and techniques to help professionals, amateurs, and students:

- Understand the image file lifecycle: from shooting to editing, output, and permanent storage
- Learn new ways to use metadata and key words to track photo files
- Create a digital archive and name files clearly
- Determine a strategy for backing up and validating image data
- Learn a catalog workflow strategy, using Adobe Bridge, Camera Raw, Adobe Lightroom, Microsoft Expression Media, and Photoshop CS4 together
- Migrate images from one file format to another, from one storage medium to another, and from film to digital
- Learn how to copyright images
- To identify and protect your images in the marketplace, having a solid asset management system is essential. The *DAM Book* offers the best approach.

Book Information

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Customer Reviews

Peter Krogh is regarded as one of the world's leading experts on DAM, or digital asset management. A professional and avid personal photographer for more than twenty years, Peter is a

passionate advocate for both the photographer and the photograph. He is an Alpha Tester for Adobe and his contributions can be seen in some of the features available in Adobe Photoshop CS2, Adobe Bridge, and the DNG RAW storage format. You can see his photography work on his website, <http://www.peterkrogh.com>. Read more about the book, and participate in an online discussion about the principles he promotes at <http://www.theDAMbook.com>.

This book is far more than an update on the original DAM book. It has been completely re-written and is far more expansive and comprehensive than Peter Krogh's first book. Keeping track of the thousands of photos that not only professional but even amateur photographers generate is a difficult task. Krogh doesn't necessarily make it easy since this is a complex issue, but he does a fantastic job taking this complex issue and making it into something that is not only comprehensible but capable of being actually useful. He deals with each issue involved in cataloging in a straight forward and logical manner and moves on to the next, building on the previous issue, such that by the end of the book you have a complete and logical system that will enable you to catalog, search and backup your entire photo collection.

This is an incredible "guide book". It will change the way you archive your images. This book has laid out the path for better, safer storage of my images and with the key-wording, an easier way to find select images when I need them. Excellent, well written book, with sound advice. Good for the professional and for the hobbyist photographer. Give this method a try, you will never look back.

This terrific book explains the present state of evolution of Peter Krough's seminal work in digital asset management. If you own and use the first edition, you will want this one for the many changes and refinements he has implemented. If you are new to the topic, you can start here. Combine reading this book with visiting his terrific website, and you should have all the knowledge you need to implement and maintain a long-term DAM strategy to suit your particular needs. If you don't see your questions already answered on his excellent online forum, you can post them yourself. They are often addressed by the author himself. Since this is essentially the only game in town, we are fortunate that it is well written, well organized, and most of all and on a continuing basis, well thought out. As far as DAM goes, Krough plays the long game, and we all benefit.

So glad I read this book, I organized and backed up my extensive imagery catalogue using many of the techniques in this book. After having lost hundreds of images to a failed hard drive I can attest to

this books essential information. Wish I would have done it earlier!

Darn good read. I've noticed several competing books have come out since, trying to make 'DAM' a term like 'band-aid'. Peter should have trademarked it.

An excellent source of valuable strategies for protecting you photos, videos, and other digital assets. The practises in this book saved me when I had 4 drives fail shortly after reading it.

The DAM book has great tips for anyone who is serious about taking photographs, cataloguing them, and accessing them. The book shows how to add useful information that not only helps you record information about your shots but also protects your ownership of them. While some of the technical information was too technical for me, the book convinced me to use the year-month-day system of dating photographs, and this method has already proved immensely useful. I wish I'd read the book when I first started taking digital photographs!

In a conversational style The DAM book describes all aspects of managing your photographic assets. I have found it very helpful in setting up my back up system and procedure. There's still more I can learn and use. I'd recommend this book to anyone concerned with securing their files.

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