

# Photo Organizing Essentials Course Transcript

## Module 1: Introduction

### Lesson 1.1: Introduction

Hello and welcome! My name's Adam Pratt and this is another Chaos to Memories course. We all have physical photos, home movies, and digital photos that are important to us.

These are just a few photos from my Family Photo Archive, including the day my parents brought my home from the hospital, shaving with my dad, a family portrait from my childhood, a missions trip to Africa, marrying my high school sweetheart, and my own family. All my family photos back to the year 1904 are scanned, safe, and searchable.

We take photos to remember the people, experiences, places, and memories we love.

But the number one word that people use to describe their family photos is overwhelmed. That makes me so sad, but we can help. At Chaos to Memories we work with clients across the US and around the world. We help families preserve their memories, tell their story, and connect with the people they love.

I think the best way to sum this up is that we capture photos to remember, and be remembered. This phrase is so important to me that I have it's embossed on the inside of my laptop bag so I see it every day I go to the studio. In this course, you'll learn about topics including archival best practices, technology solutions, digital formats, and photo scanning. These are all important aspects of organizing photos, but not as important as remembering your WHY. What's your reason for completing this project?

You need to know YOUR why so that you can stay motivated for this big and important project. For example:

1. Are you looking forward to a graduation?
2. Maybe you're planning a wedding?
3. Celebrating a retirement?
4. Do you want to protect your memories against natural disasters like wildfires?
5. Or maybe you're thinking long-term and want to make sure your grandchildren know where they came from.

Remembering why YOUR memories are important helps you get to the finish line. In the next lesson I'll show you some sample projects and what's possible with the workflow you'll learn in this course.

## Lesson 1.2 Sample Projects

Let me show you a few example projects that were organized using the workflow you'll learn in this course.

1. Here's an example of a physical photo project that started with about 10,000 prints, 10,000 negatives, 2,000 slides, and several video tapes and film reels. We gathered everything together, sorted it by date, scanned the photos with archival quality, converted the home movies, made all of it searchable, and moved all the originals into archival storage boxes.

2. The second example is a video project that started with over 100 video tapes. The tapes were in a variety of formats, some damaged and decaying, and impossible to view. At the end of the project, everything was converted to high-quality digital video files that are sorted by date, easy to view, and easy to share. And they all fit on this little USB thumb drive.

3. The third example is a digital project that started with over seven million digital photos spread across multiple computers, hard drives, phones, iPads, CDs, memory cards, and cloud accounts. We gathered all these together in one place, deduplicated them to cut the project by more than 90%, sorted them by date, curated out the duds, and made the best photos searchable from anywhere. In the end, the client has all their photos safe on a hard drive, backed up in two places, and accessible from anywhere on their iPhone.

Does any of this sound familiar? You probably have these in your home and feel responsible for them, but don't know where to start. You might feel overwhelmed, but in this course you'll learn a simple, repeatable plan to tackle this project with confidence and clarity.

These are just a few example projects that we manage every day in the Chaos to Memories studio. In the next lesson, you'll learn the four goals we have for every memory archive project.

## Lesson 1.3 Setting Goals

It's hard to reach the finish line if you don't know what the goal is. So let me explain the four goals we have for every memory archive project.

- **Sorted:** Imagine all your photos are in one place, the duds and duplicates are deleted, and everything is sorted chronologically. It doesn't matter if your photos were taken by different people, with different cameras, and in different formats. All your family memories can be sorted in one place!
- **Searchable:** Gathering and sorting are essential steps, but being able to search your memories is even more incredible. Imagine using your computer, phone, smart TV, or web browser to search your Family Photo Archive by date, person, place, or event.
- **Shareable:** If your family photos are sorted and searchable, then it's easy to share them. Whether you want to make prints, beautiful photos books, or just text a photo, being able to easily find and share special memories is a powerful way to connect with people you love.
- **Safe:** Having all your family photos sorted, searchable, and shareable is a wonderful feeling, but you need to protect all that hard work with a good backup strategy. Your memories are at risk from natural disasters, human mistakes, and technical failures, but a solid backup plan keeps your memories safe for generations.

So those are the four goals we have for every project: Sorted, Searchable, Shareable, and Safe. What do you think of these goals?

Is this something you want for your memories? If so, then this course might be right for you. In the next lesson, I'll talk more about the ideal student for this course and what to expect.

## Lesson 1.4 What to expect

Most of our courses are advanced training for professional photo organizers, but this course is a bit different. My goal with this course is to make something that's accessible even to beginners, but still technically accurate and full of best practices that anybody can use. This is who I think is the ideal student for this course:

- Anybody who feels overwhelmed by their photos and doesn't know where to start
- Professional photo organizers who are just starting out and need a big-picture roadmap
- Serious photographers who feel confused by all the photo organizing courses on the market that offer conflicting advice

If you feel like you're spinning your wheels but don't want to start from scratch, then this course is for you!

If you decide to sign up, this what you'll get:

- Instant access to an hour and a half of recorded training, in 30 bite-sized lessons
- An overall guide and best practices for scanning physical photos, organizing digital photos, and converting home movies. To be clear, this course doesn't offer step-by-step instructions for every task, but if you're thinking about tackling this project or hiring a professional, this course gives you a good plan so you know what to expect.
- PDF Resource Guide and worksheets (gathering guides, film estimator, etc)
- *Photo Management Workflow Guide*
- PDF transcripts of every lesson
- You can access the course on your computer, tablet, or phone so you can learn when and where you want
- Unlimited access with no deadlines
- The confidence to tackle this important project instead of going down frustrating dead ends that waste your time and money.

Before you sign up, let me tell you a bit about myself as your instructor.

- I'm the founder of Chaos to Memories, a leading photo organizing studio near Chicago. We are leaders in this industry and love helping our clients and students preserve their family memories.
- I'm also an experienced technology expert. I worked at Adobe for more than 22 years, I was the first certified Creative Suite Master in the world, and a recipient of the Founders' Award, the highest employee award at Adobe.
- In addition to my high tech experience, I'm also a life-long photographer, so I understand the challenges of managing lots of photos.
- I've authored several books, including the best-selling *Declutter Your Photo Life*.
- And I'm an experienced teacher. I've had the privilege of teaching at companies, conferences, and colleges around the world and I'd be honored if you decide to join me in this course.

In the next lesson you'll get a free overview of the workflow I teach in this course. Don't miss it!

## Lesson 1.5 Workflow Introduction

This is the last free lesson in this course, and I'm going to introduce the five-step workflow we use for every client project and show you why it's the best way to enjoy your memories and keep them safe for the future.

**Gather:** Every Family Photo Archive project starts with gathering because we can understand the scope of the collection, estimate the cost of the project, save time, and minimize redundant work. For example, if there are negatives and prints of the same photo we only need to scan the photos once if we gather everything up front.

**Preserve:** Preservation is the second step in the workflow and varies based on the kinds of photos you have:

- Physical: Prints, negatives, and slides are digitized according to archival standards.
- Digital: Digital photos are extracted from old media and converted to industry-standard file formats.
- Home Movies: Film reels and video tapes are converted to digital video files that are easy to view, share, and edit.
- Backups: Your digital Family Photo Archive should be stored in a central archive and backed up regularly using the industry-standard 3-2-1 backup system that you'll learn about in this course.

**Organize:** Gathering and preserving photos are important steps, but if you can't find your photos, then the project's incomplete. In this phase we organized all the images chronologically. In addition to dates, we also organize photos with information such as people, places, and events. With a professionally organized Family Photo Archive you can instantly find your favorite memories instead of browsing for hours through thousands of photos.

**Share:** When your Family Photo Archive is complete, it's time to enjoy your photos again. We start this phase by uploading your images to a secure online photo sharing service. This allows you to search, share, and enjoy your Family Photo Archive from any computer, smartphone, tablet, or web browser. Some other ways to enjoy your photos include archival mounted prints, premium canvas, and timeless photo books.

**Maintain:** Photo organization is not a one-time event, but an ongoing process. Most of the work is catching up on past years, but as long as you keep taking photos, you'll need to maintain your archive with a consistent process.

So why does this photo management system work better than any other plan?

- It works with any kind of content, including physical photos, digital photos, and home movies
- Works with any kind of computer, including Mac and Windows
- Works with any kind of phone, including Android and iPhone
- Based on technology standards for file formats and search that have been trusted for decades
- It works with professional cameras and smart phones
- Doesn't lock you in to only one cloud, app, or service
- Instead, it delivers permanent, safe results, for now and future generations

This is the 5-step workflow we use with every client at Chaos to Memories to organize millions of photos every year. If you're ready to learn a reliable, professional workflow, then I hope you'll join us!