Protecting your digital Assets

Some guidelines
Qualifications

- IT Entrepreneur of the Year, 2000
- Founded world’s first on-line backup co.
- Founder of only data backup co. to float
- Creator of BT’s PC Backup infrastructure

- Never lost a digital image...
Photography?
Photography?
Digital Assets

- Digital Photographs
  - Are *no* different from any other computer data:
    - Documents
    - Spreadsheets
    - Email messages
  - Just a collection of bits
Digital Assets – the good news

- Digital Files are
  - Flexible
  - Cheap to store
  - Easy to reproduce
  - Simple to edit
  - Readily shared
  - Relatively easy to index/catalogue
Digital Assets – the bad news

- Digital Files are
  - Fragile
  - Even very fragile
  - Easy to lose...

- Voluminous
  - Difficult to find
Digital Assets – Porsche 959
Digital Asset Protection

- Against loss or destruction
- Inability to find

- Based on real-world experience
  - Illustration by example

- The Process is the key
  - Choose your own details...
Data Fragility

- A typical RAW file:
  - 20 Mbytes
    - 20,000,000 bytes
      - 160,000,000 bits
      - Lose or corrupt any single bit...

- Simple JPG
  - Millions of bits
Data Fragility

- The biggest cause of loss:
  - Human error
    - *Digitus Demonstratus* ...
    - Not working on (JPG) copies
    - Losing storage card
    - Not backing up
  - Software Failure (it does happen...)
  - Hardware failure
    - Disk crash
    - Storage card failure
Obsessive is good...

- Why have I never lost an image?
  - No-one can have too many backups!
    - D3: twin CF card slots!
  - I *always* follow my process
    - Establish your own Asset work flow
      - And follow it!
Step One
Step One

- Remove storage card from camera
  - Copy images to HDD
    - Do not use camera-to-PC cable
  - Do NOT delete images from storage card
    - Keep safe until step two completed
      - At least two copies from this point...
Step Two

- Burn DVD
  - Label the DVD and put it somewhere safe
    - NOT next to the PC!
    - Fire safe
    - Outside building

- Now reformat the storage card
  - Do not just delete images

- Step Two(a)
  - Images copied to BU server overnight
Step Three

- Rename images to facilitate searching
  - DSG_127.nef is not helpful...

- Images and folders need structured names
  - Devise one to suit your subject matter(s)
  - Make sure it means something to *you*
Image Naming:

45 GD 030706 018.nef
Image Naming: examples

45 VB ddmmyy nnn.nef - Vintage Buses
45 PL ddmmyy nnn.nef - Police cars
45 HD ddmmyy nnn.nef - Harley Davidsons
45 TK ddmmyy nnn.nef - Tanks
Image Naming: examples

Tday BH ddmmyy nnn.nef – Track Day, Brands
AAA ddmmyy nnn.nef – Annabel and Allegra
AAA Xmas 07 nnn.nef – Annabel and Allegra
Camp4 0208 nnn.nef – Porsche Camp4
Image Naming: Namewiz
Image Naming: Namewiz
Folder Structure

Create Categories and/or Collections:

\porsche\trackdays\2008\silverstone
\porsche\trackdays\2008\donnington

Or

\porsche\trackdays\silverstone\2007
\porsche\trackdays\silverstone\2008
Folder Structure

- Create a hierarchy to suit your work:

G:\docs
G:\web
G:\pix
  G:\pix\aaa
  G:\pix\golf
  G:\pix\holidays
  G:\pix\porsche
  G:\pix\still life
  G:\pix\working
Folder Structure

- Create a hierarchy to suit your work:

G:\pix\porsche\n  G:\pix\porsche\national events\n  G:\pix\porsche\PCGB events\n  G:\pix\porsche\replicas\n  G:\pix\porsche\trackdays\n    G:\pix\porsche\trackdays\silverstone\n      G:\pix\porsche\trackdays\silverstone\2008\n        G:\pix\porsche\trackdays\silverstone\2008\1206\n    G:\pix\porsche\trackdays\thru xtton\n      G:\pix\porsche\trackdays\thru xtton\2007\n  ...

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Thus far:

- Images are backed up
- Images are renamed
  - Protected against loss or damage
  - But can we find them?
    - Need more than exposure info recorded by camera
    - Need more than info now embedded in name/folder
Finding an image
Finding an image

- Filename tells me where and when
  - But not always *what*...

- For this example:
  - Carrera GT, speed yellow, coupe, off-side, Festival

- Other Porsche keywords:
  - 911, Boxster, 356, cabriolet, targa, whaletail, track, GT, RS, turbo, tiptronic, off-road, rally, martini, concours, (colour), (year),...
Finding an image - keywords

- Filename is not the place...
  - Festival_06_carrera_gt_yellow_coupe_etc.nef
    - Filenames become overlong
    - Can you remember every keyword at start?
    - Frequent renaming is bad practice

- Searching in filenames is position sensitive:
  - *carrera*yellow*.nef ✓
  - *yellow*carrera*.nef ✗
Finding an image – tagging

- Digital images contain IPTC metadata
  - Camera provides:
    - Exposure, exp compensation, lens, date/time, flash, GPS co-ords, focal length, camera model and more
  - Names/Folders provide:
    - Where and when
  - Photographer provides (tags/keywords):
    - Content and context, subject matter etc
    - Embedded into picture file
Finding an image – tagging

![Image Data](data:image/png;base64,iVBORw0KGgoAAAANSUhEUgAAABQAAABCAQMAAABrA024AAAABGdBTUEAALGPC/xhBQAAAAFzS0dX39UAAAAARGHBOkW1RScAAAA4ElEQVQI12AS4wFwWEBgAAAABJRU5ErkJggg==)
Finding an image – tagging

- Adobe Bridge (with Photoshop)
- CaptureNX
- Kalimages (free)
- iTag (free)
- PhotoInfo (free)
  - Part of Microsoft Pro Photo Tools
    - Shows RAW thumbs in Explorer
Finding an image – tagging

964vGT3 040306 002.nef
Finding an image

- Three levels:
  - Folder (eg Porsche\TrackDay\Brands)
  - File (eg: Tday BH 020308 100.nef)
  - Tags (eg: brands, 911, GT3RS, black, lhd, westbrook, paddock,
“White, 997, camp4”
Summary

- COPY to PC
- BURN to DVD
- REFORMAT storage card
- RENAME images/folder
- TAG images
Tags can be revealing...
Interested in Porsche?

- [http://www.porschefile.co.uk](http://www.porschefile.co.uk)
  - Every resource for and supplier to Porsche enthusiasts
- [http://www.porscheclubuk.com](http://www.porscheclubuk.com)
  - Every road-going Porsche car in detail
- [http://www.porschearchive.com](http://www.porschearchive.com)
  - The on-line community for all Porsche fans
- [www.purelyporsche.com](http://www.purelyporsche.com)
  - Everything you need to know about Porsche cars