



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



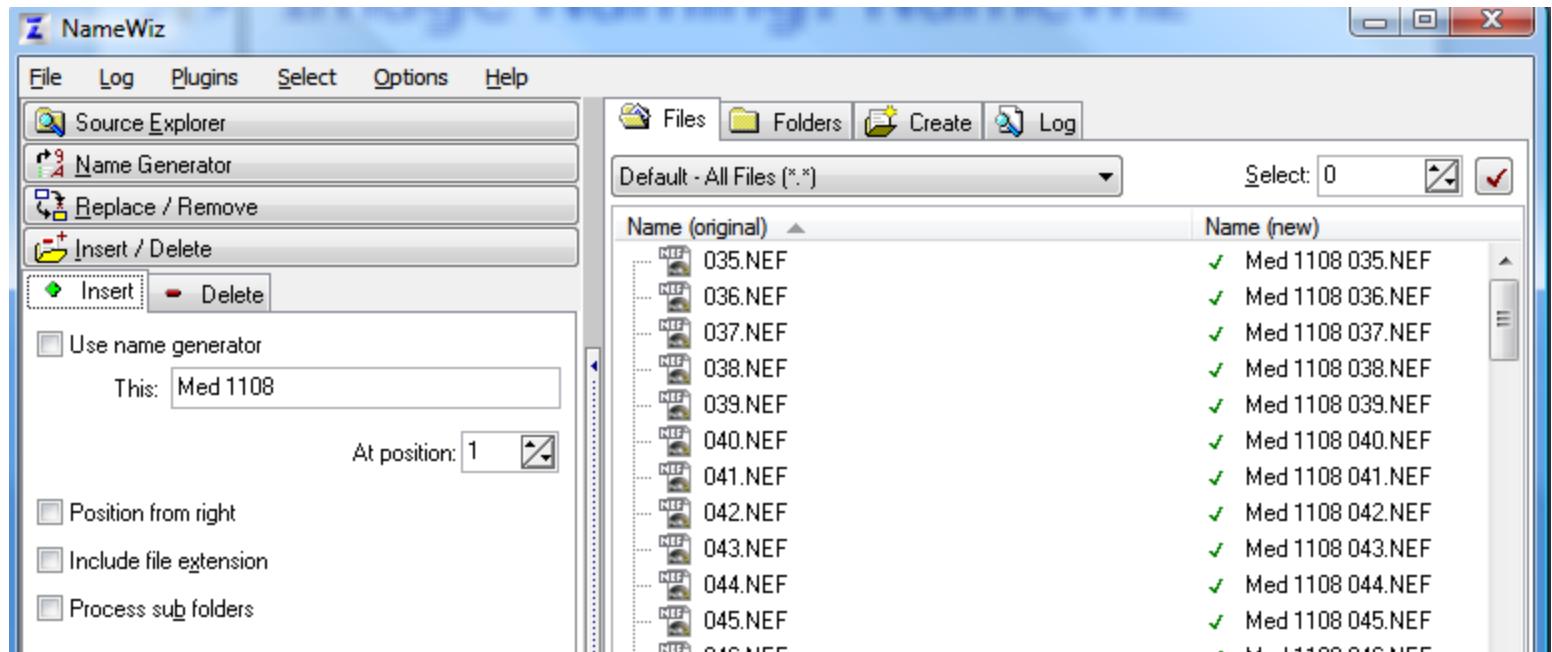
Image Naming: Namewiz

The screenshot shows the NameWiz application window. The menu bar includes File, Log, Plugins, Select, Options, and Help. The left sidebar contains buttons for Source Explorer, Name Generator, Replace / Remove, and Insert / Delete. Below these are 'Insert' and 'Delete' buttons, and a section for 'From position: 1' and 'Character count: 5'. There are also four checkboxes: 'Position from right', 'Delete backwards', 'Include file extension', and 'Process sub folders'. The main area shows a file list with columns 'Name (original)' and 'Name (new)'. The file list is filtered to 'Default - All Files (*.*)' and shows 11 files. The 'Name (new)' column shows the result of applying the naming rule, with a green checkmark indicating success for each file.

Name (original)	Name (new)
JMO_1035.NEF	✓ 035.NEF
JMO_1036.NEF	✓ 036.NEF
JMO_1037.NEF	✓ 037.NEF
JMO_1038.NEF	✓ 038.NEF
JMO_1039.NEF	✓ 039.NEF
JMO_1040.NEF	✓ 040.NEF
JMO_1041.NEF	✓ 041.NEF
JMO_1042.NEF	✓ 042.NEF
JMO_1043.NEF	✓ 043.NEF
JMO_1044.NEF	✓ 044.NEF
JMO_1045.NEF	✓ 045.NEF



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\  
  G: \pix\porsche\national events\  
  G: \pix\porsche\PCGB events\  
  G: \pix\porsche\replicas\  
  G: \pix\porsche\trackdays\  
    G: \pix\porsche\trackdays\silverstone\  
      G: \pix\porsche\trackdays\silverstone\2008\  
        G: \pix\porsche\trackdays\silverstone\2008\1206\  
  G: \pix\porsche\trackdays\thruyton\  
    G: \pix\porsche\trackdays\thruyton\2007\  
  . . .
```



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` ✗

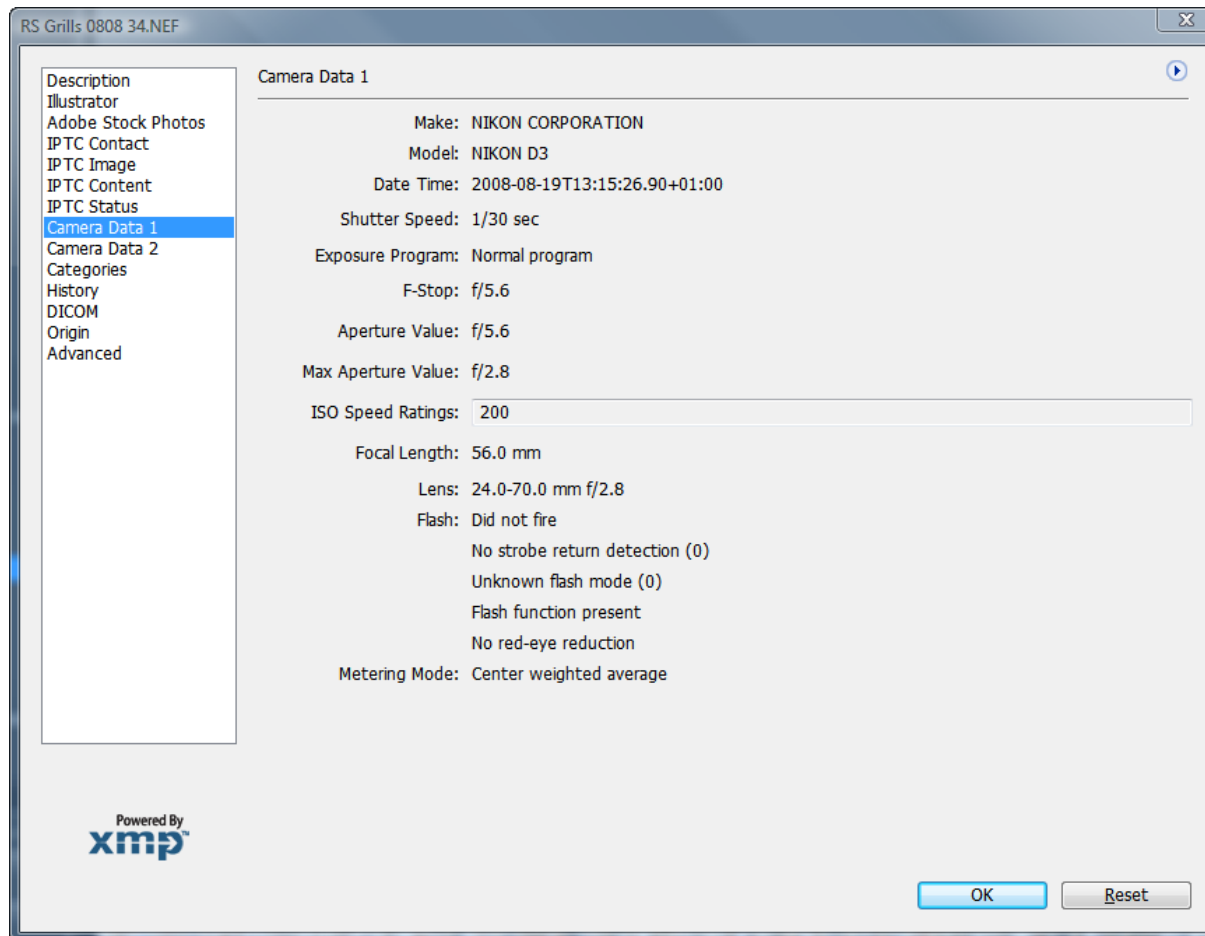


Finding an image – tagging

- 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





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

Keywords: porsche; rsr; gt2; 993; speed yellow; shootout

 Commas can be used to separate keywords

Copyright Status:

Copyright Notice: Copyright © Jeff Maynard 2006



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>
 - Every resource for and supplier to Porsche enthusiasts
- <http://www.porscheclubuk.com>
 - Every road-going Porsche car in detail
- <http://www.porschearchive.com>
 - The on-line community for all Porsche fans
- www.purelyporsche.com
 - Everything you need to know about Porsche cars