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**41**

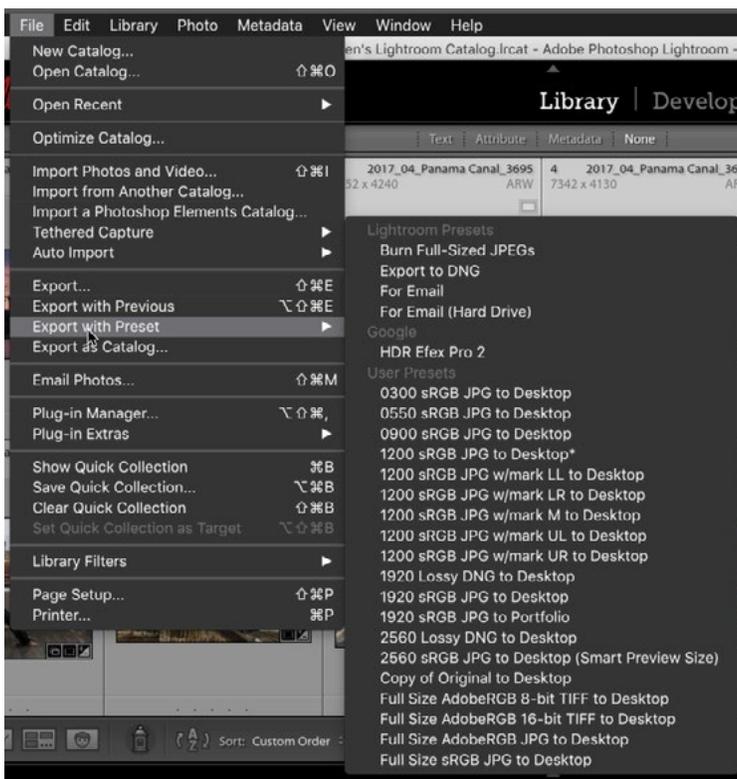
Lightroom Export Presets

# Lightroom Export Presets

I have recently updated the way I work with Lightroom export presets and I would like to cover that method, as well as some additional tips and tricks, in this lesson.

After you're done making adjustments to an image in Lightroom, you will have to export the photo in a format that can be shared with others. Export Presets make it very easy to export images with settings that have already been specified. You would simply select the image (or images), go to the File menu and choose Export with Preset. A menu will pop out, listing all of your export presets, with Lightroom's default presets at the top and all of the user-created presets below.

If you don't already have export presets set up, you can create them within the Export dialog, which can be accessed by selecting an image (or images), going to the File menu and choosing Export. To start, you would specify what settings you want to use within the main, tabbed area of the dialog. Then, you would click the little plus button (+) in the bottom left corner to turn those settings into a preset. All of the presets you have created will be listed on the left side of the dialog.



**The Export Preset menu is organized with default Lightroom presets on top and the user presets on the bottom, listed alphabetically.**

When you choose the “Export with Preset” option from the File menu, the default presets will be on the top. The presets you created will be on the bottom and they will be listed alphabetically. Because of that, I have put a lot of thought into the way I name my presets. I start my preset name with how many pixels wide the exported image will be. Because they're sorted alphabetically, I add a zero to the beginning if the width is less than four digits long. That means that the name of a preset that will export a 300px-wide image will start with 0300. This will ensure that it appears above the 4-digit-wide presets in the list.

Note that I do all of my printing from Lightroom's Print Module, so most of my export presets are created for on-screen use. If you send your images away to be printed, you may also have some presets that are named with inch dimensions (as well as pixel dimensions).

After the width in pixels, I add the color space to the file name. sRGB files are the only ones that are screen-ready (Internet, email, etc.), so I like this information to be included in the preset name. Then, I list the file format that will be used. Most of my presets export images in the JPEG file format because I find it to be the most versatile. Lastly, I include the destination, or where the image will be exported to on my hard drive. Most of the time, I export to my desktop so that I can access them easily in order to email them, put them on a stick drive, etc.

One of my export preset names has an asterisk at the end, which indicates that it is my default preset for uploading to most social media sites. Another preset name ends with the text "(Smart Preview Size)" and there is a good reason for this. If you have an image that has a Smart Preview, you can still adjust and export it while the drive containing the file is not attached to your computer. However, you will only be able to export the image to the Smart Preview size, which maxes out at 2,560 pixels wide. I like to have this size as an obvious preset in the list so I know that I can export the image at that size or at any of the smaller dimension presets above it in the preset list.

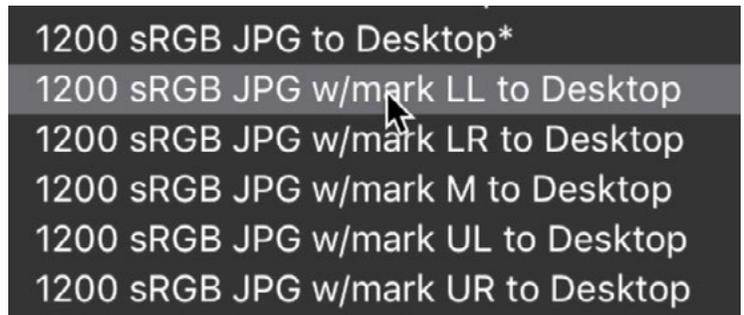


**Some of my export preset names have special indicators at the end. An asterisk refers to my default preset for social media. The Smart Preview size lets me know which presets I can use when working with Smart Previews (when my image drive is not connected).**

At the bottom of my preset list, I have some options for exporting full-size images. Most of these utilize the Adobe RGB color space because it includes more colors and allows those colors to appear more vivid for printing purposes. I also include a preset here for exporting the original file, which includes the original file size and the original file format.

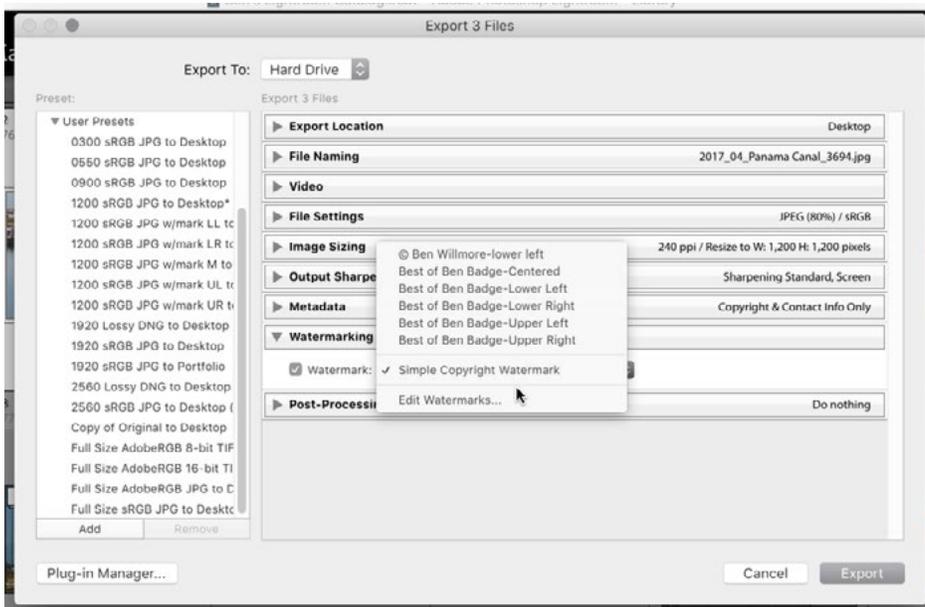
One of the presets I include is called “2560 Lossy DNG to Desktop.” A DNG is Adobe’s version of a raw file and if you use the Lossy option, it will allow you to scale down your picture. This allows you to send a raw file that isn’t the full-size version from your camera (which can be pretty huge, depending on the camera).

When exporting my images for use on the Internet, I sometimes like to include a watermark. I have a few different export presets that utilize my watermark, and the preset name will include the location of the watermark on the picture. (LL indicates lower left, UR indicates upper right, etc.) All of these presets appear beneath my default preset for social media because they utilize the same pixel dimensions.



**If an export preset includes a watermark, I include the watermark location in the preset name.**

To incorporate a watermark into an export preset, expand the Watermarking panel within the Export dialog and turn on the Watermark checkbox. This will give you access to a dropdown menu that includes any watermarks you have already created. If you’d like to create a new one, choose Edit Watermarks from this list.

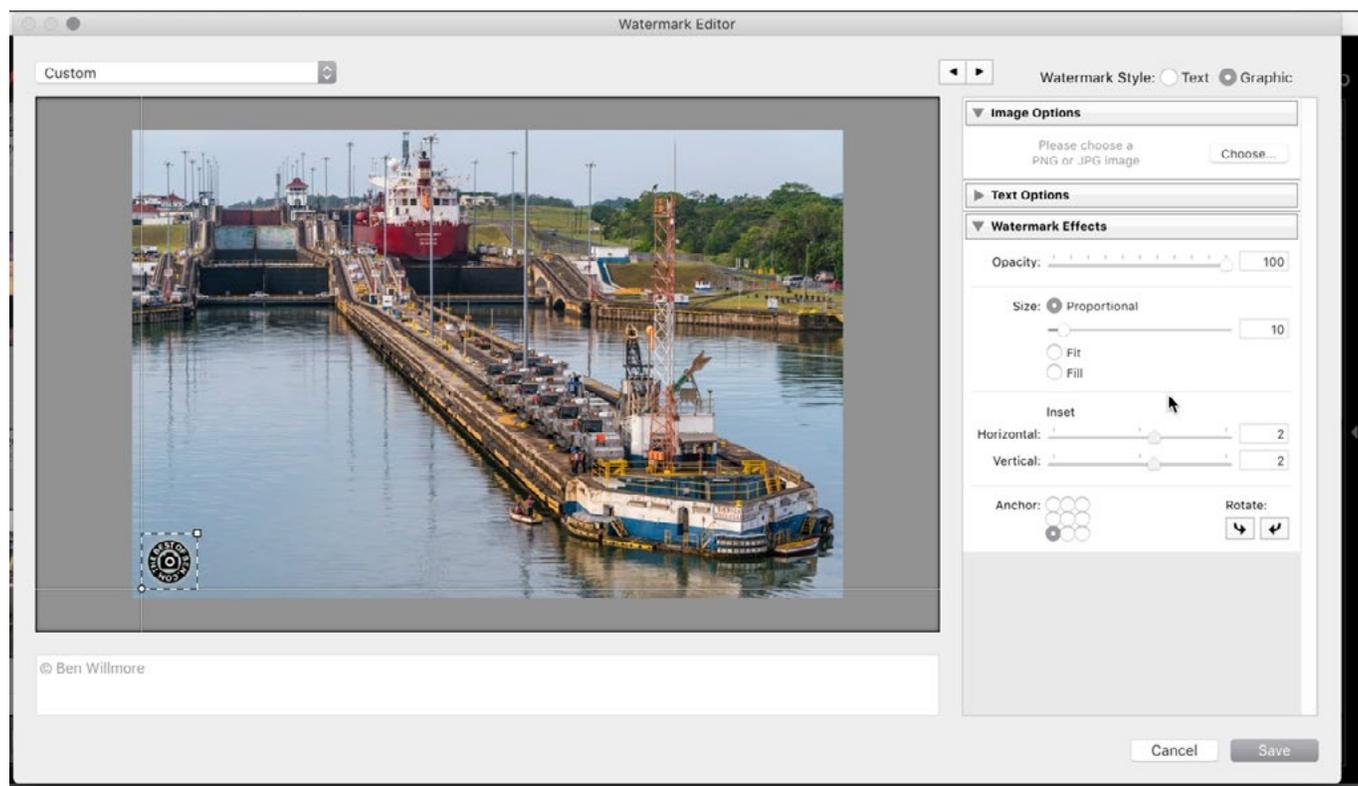


**To include a watermark in an export preset, turn on the Watermark checkbox within the Export dialog and either choose an existing watermark from the dropdown menu or choose the Edit Watermarks option to create a new one.**

At the top of the Watermark Editor dialog, you can choose between a Text Watermark or a Graphic watermark. If you choose the Graphic option, you will have to navigate your hard drive to the location of the graphic file you'd like to use. You can then use the settings to adjust the size, opacity and location on the image.

After working with the watermark settings, you can save them as a new preset by clicking the dropdown menu in the upper left corner and choosing "Save Current Settings as New Preset." You'll be prompted to give the new watermark a name and then click Create.

When saving an export preset that contains a watermark, remember to include a reference to the type and/or location of the watermark within the export preset name so that you can identify it within the Export Preset list under the File menu.



**A Graphic watermark is being created within the Watermark Editor.**