

### Goals

- Discuss Adobe Photography subscription options
- Distinguish between Lightroom and Lightroom Classic
- Provide overview of Adobe Creative Cloud ecosystem
- Present examples of using the tools together



Adobe Creative Cloud Photography Plans

### Adobe Creative Cloud Photography Plans



# Photography plan (20GB)

Edit and transform your photos with Lightroom and Photoshop.
(Starter storage included.)

US\$9.99/mo



### Photography plan (1TB)

Edit and transform your photos with Lightroom and Photoshop.

US\$19.99/mo



### Lightroom plan (1TB)

Powerful photo editing, anywhere you are.

US\$9.99/mo

	Lightroom (1 TB)  Powerful photo editing, anywhere you are.  US\$9.99/mo  You won't be charged until after your 7-day trial ends.  Free trial	Photography plan (20GB) Make amazing photos from anywhere, and truly transform them with Photoshop (starter storage included).  U\$\$9.99/mo You won't be charged until after your 7-day trial ends.  Free trial	Photography plan (1TB) Make amazing photos from anywhere, and truly transform them with Photoshop.  US\$19.99/mo You won't be charged until after your 7-day trial ends.  Free trial
Adobe Photoshop Lightroom Edit, organize, store, and share your full- resolution photos anywhere.	•	•	•
Lightroom Classic The desktop-focused app for editing and organizing your photos.		•	•
Adobe Photoshop on desktop The imaging app with advanced editing and compositing features for transforming your photos.		•	•
Photoshop on iPad Edit, composite, and create beautiful images, graphics and art on your iPad.		•	•
Adobe Portfolio to build your own website.	•	•	
Cloud photo storage 20GB: Approx. 4,000 JPEGS 1TB: Approx. 20,000 raw DSLR Images or 200,000 JPEGS	1ТВ	20GB	1ТВ

	Lightroom (1 TB)  Powerful photo editing, anywhere you are.  US\$9.99/mo  You won't be charged until after your 7-day trial ends.  Free trial	Photography plan (20GB) Make amazing photos from anywhere, and truly transform them with Photoshop (starter storage included).  U\$\$9.99/mo You won't be charged until after your 7-day trial ends.  Free trial	Photography plan (1TB) Make amazing photos from anywhere, and truly transform them with Photoshop.  US\$19.99/mo You won't be charged until after your 7-day trial ends.  Free trial
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Adobe Portfolio to build your own website.	•		•
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Adobe Photoshop on desktop The imaging app with advanced editing and compositing features for transforming your photos.		•	•
Photoshop on iPad Edit, composite, and create beautiful images, graphics and art on your iPad.		•	•
Adobe Portfolio to build your own website.		•	
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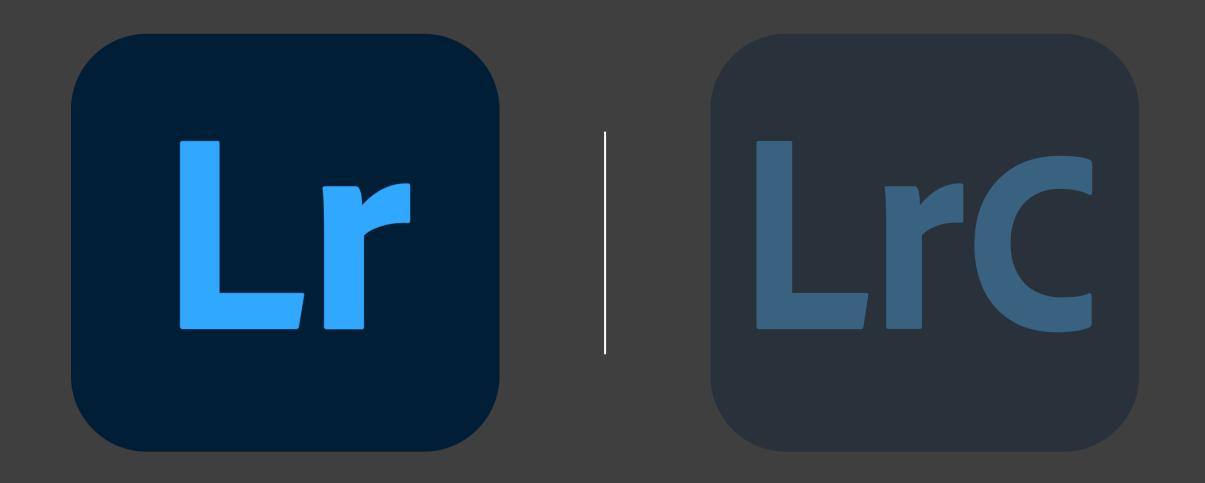


Lightroom and Lightroom Classic

### Timeline



- 2007 first release of Adobe Lightroom
- 2015 last perpetual license version of Lightroom released
- 2017 first subscription version(s) of Lightroom released
  - a new cloud-based version (Lightroom CC)
  - the original "desktop-first" program (renamed Lightroom Classic CC)
- 2019 Lightroom CC renamed Lightroom; Lightroom Classic CC rebranded as Lightroom Classic
- 2021 latest versions of Lightroom and Lightroom Classic released



Lightroom and Lightroom Classic

# Adobe Lightroom (formerly Lightroom CC)

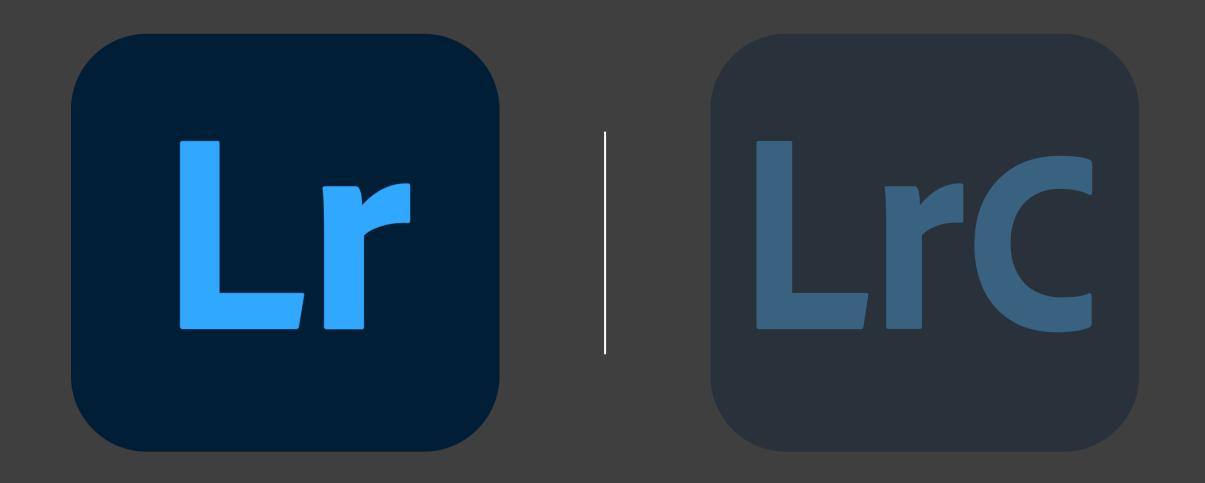


- Cloud-based photo service that works across web, desktop, and mobile
- Provides tools to
  - Create
  - Edit
  - Organize
  - Store
  - Share your photos across any device
- Available platforms include Windows, MacOS, iPadOS, iOS, Android, Chrome OS, tvOS, web

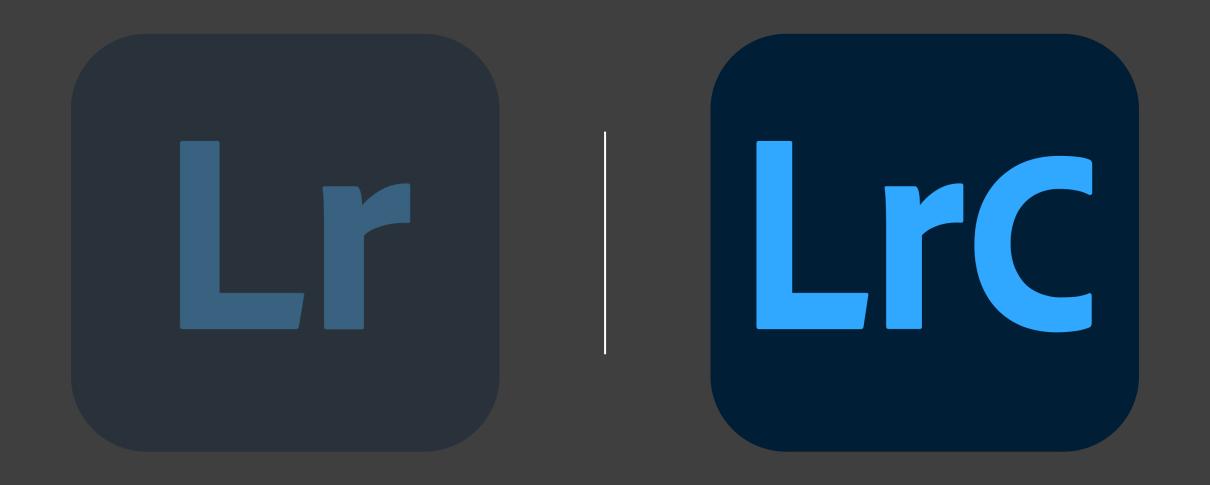
# Target Audience for Lightroom



- Consumer photographers who
  - shoot on their cell phone
  - don't have heavy metadata or storage needs
  - don't (generally) make prints
  - don't need tethering or other pro-level features



Lightroom and Lightroom Classic



Lightroom and Lightroom Classic

# Adobe Lightroom Classic (formerly Adobe Lightroom)



- Desktop-focused digital photography product
- Optimized for desktop-focused workflows, including
  - local storage of your photos in files and folders on your computer
- Available for both Windows and MacOS

# Target Audience for Lightroom Classic



- Serious and professional photographers
- Designed to be heavy on
  - metadata features
  - tethering in the studio
  - advanced printing and similar functionality
- Has lots of features big and small that Lightroom doesn't have and may never have

# High-Level Comparison

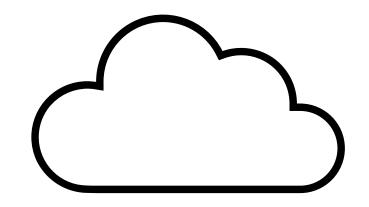
	LrC	Lr
	Lightroom Classic	Lightroom
Where you prefer to do your digital photography work	Desktop only	Desktop, mobile, and web
Location of originals	Local hard drive	Cloud
File backup	Not included	Automatic
Ease of use	Most comprehensive	Intuitive, streamlined
Organization and photo search	Manual keywords	Automatic tagging and intelligent search

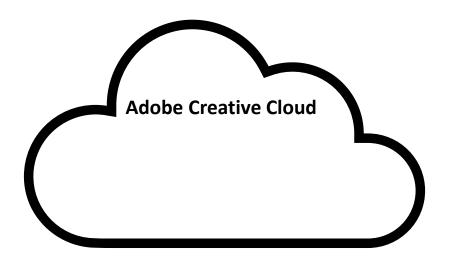
Both products – along with Photoshop – are included as part of the Creative Cloud Photography Plan

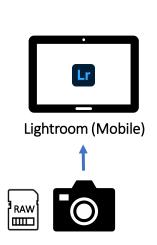
Full feature comparison: <a href="https://helpx.adobe.com/lightroom-classic/kb/lightroom-feature-comparison.html">https://helpx.adobe.com/lightroom-classic/kb/lightroom-feature-comparison.html</a>

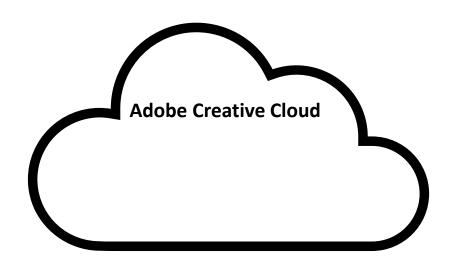
# Full Feature Comparison Document Available

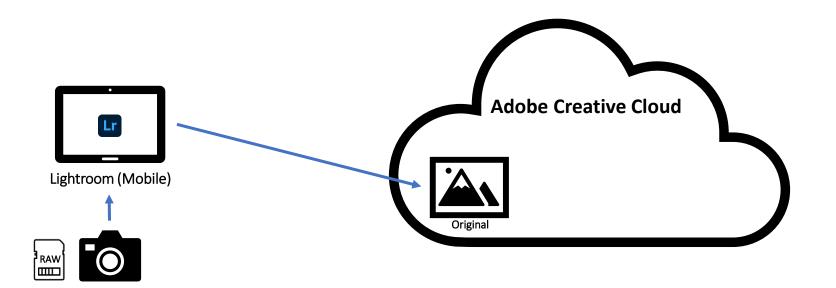






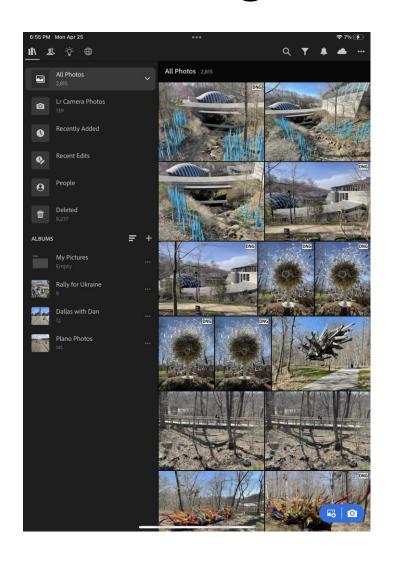


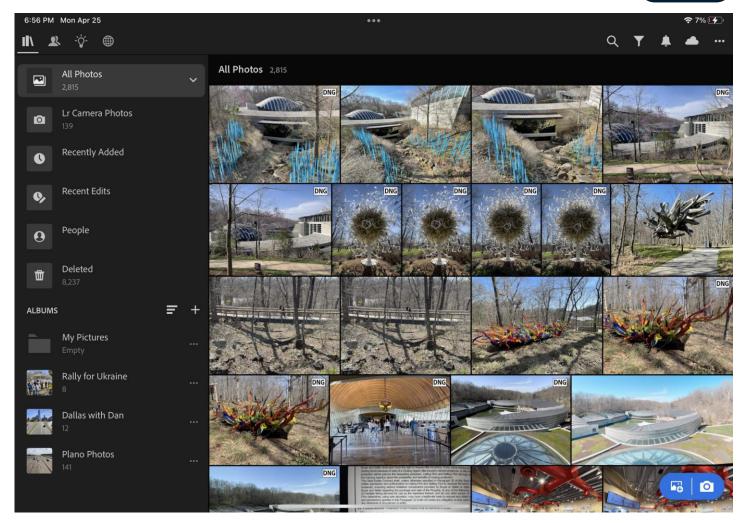


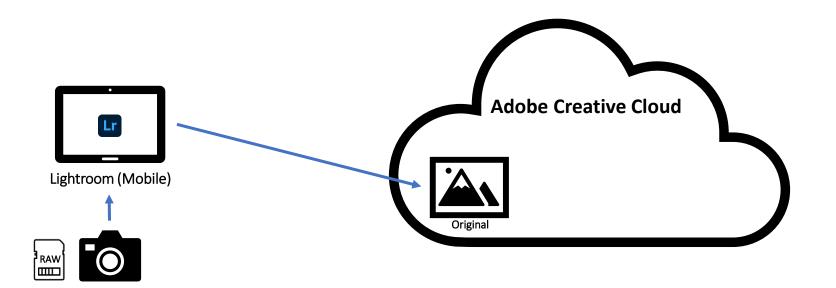


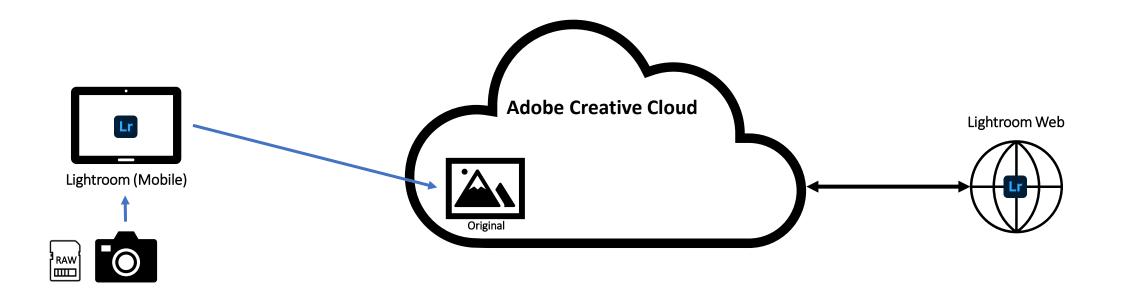
# Adobe Lightroom (iPad) Interface





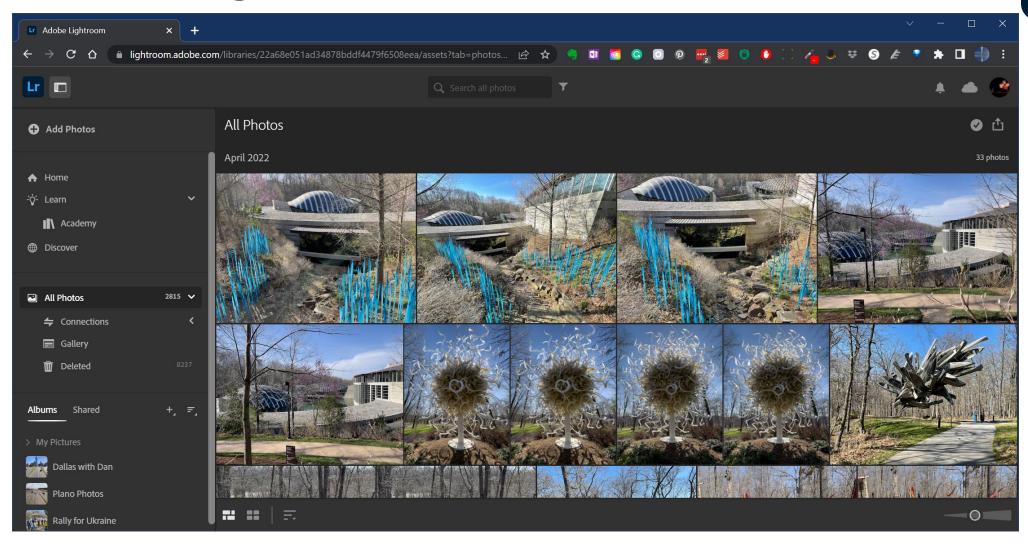


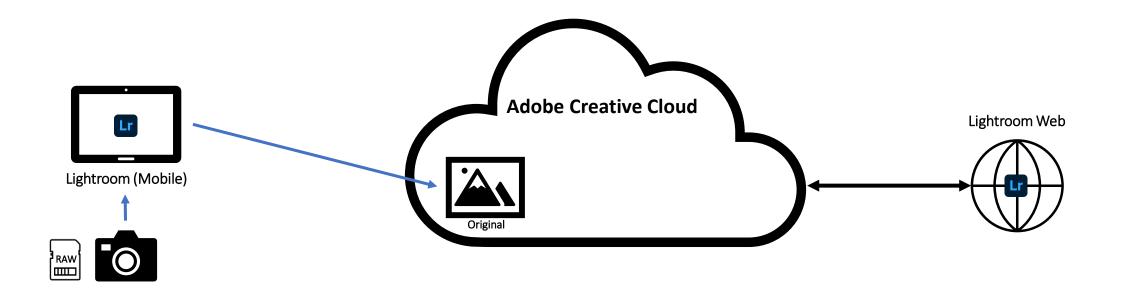


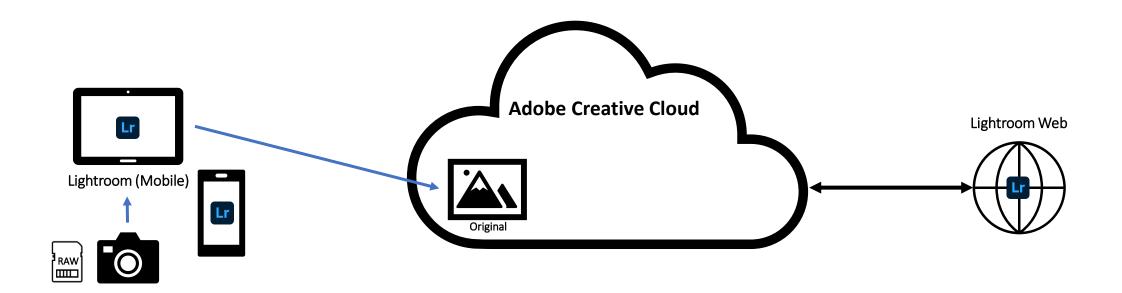


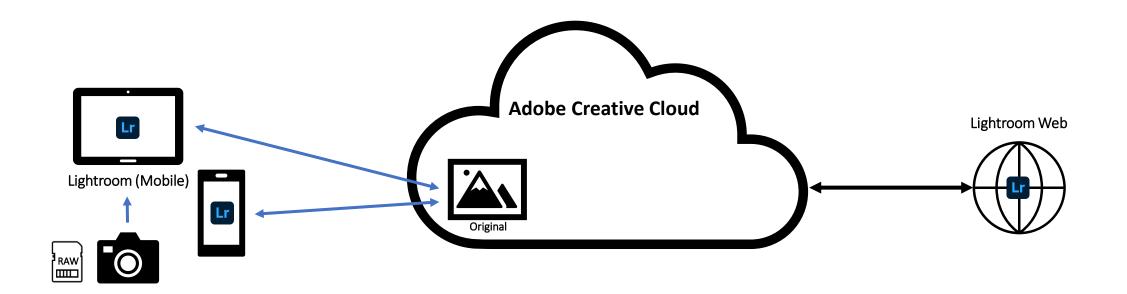
# Adobe Lightroom (Web) Interface





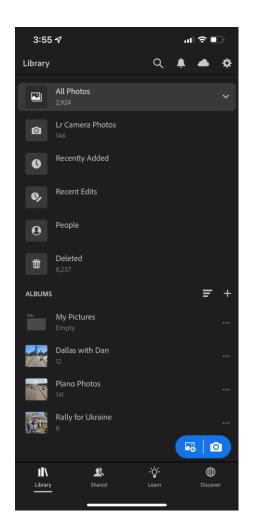




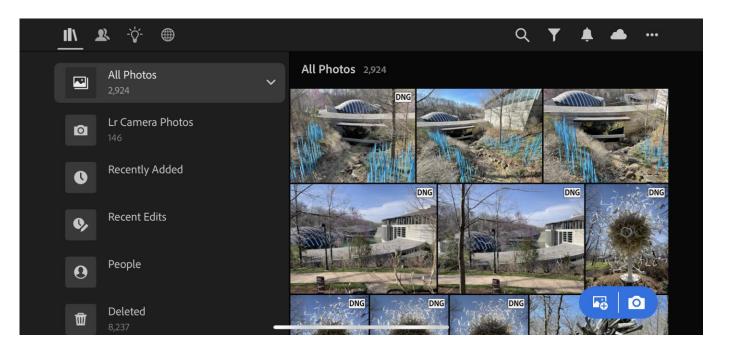


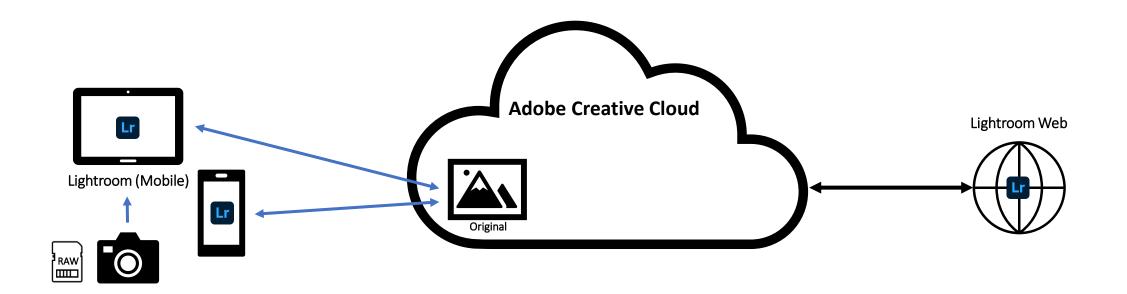
# Adobe Lightroom (iPhone) Interface

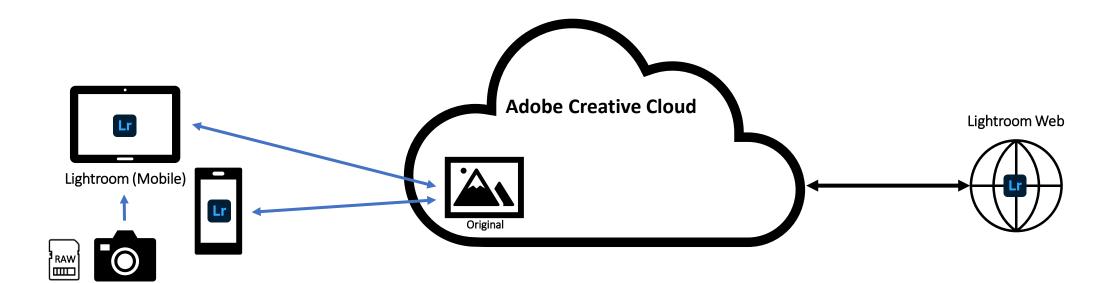


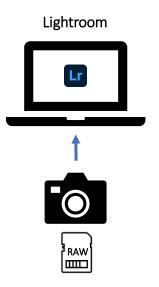


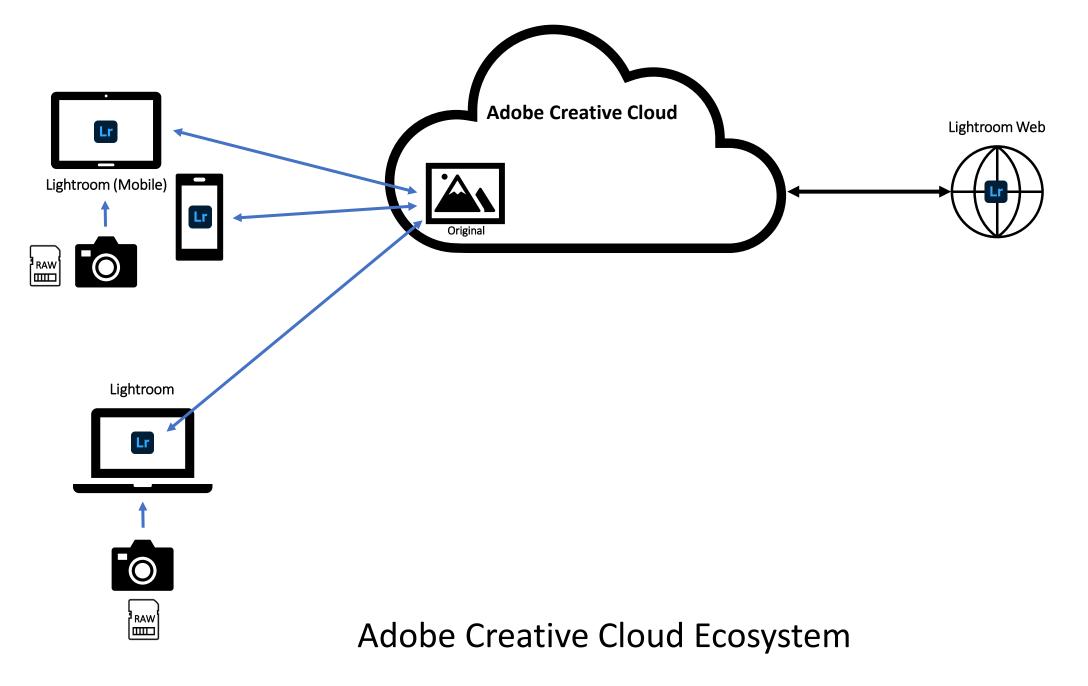






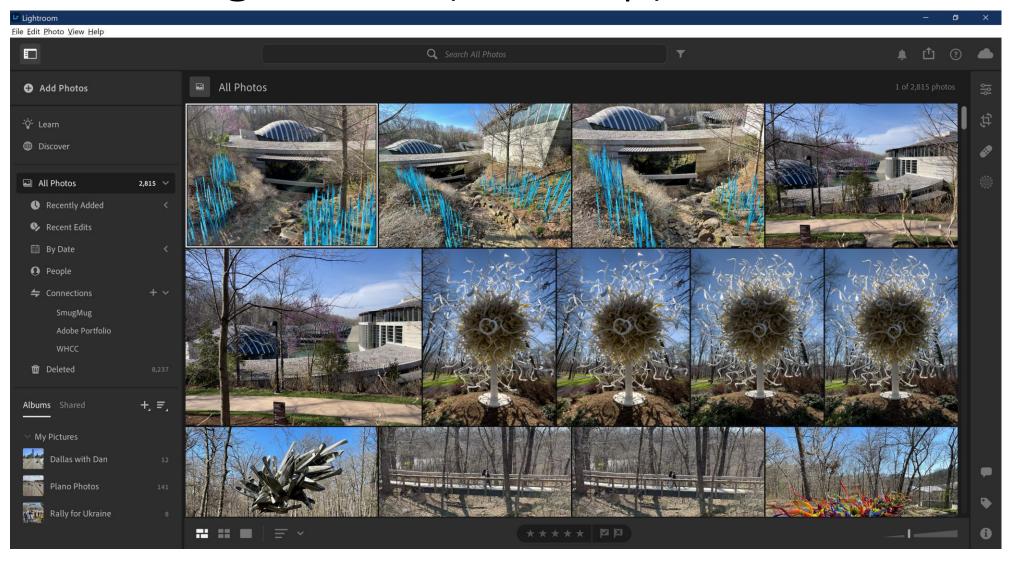


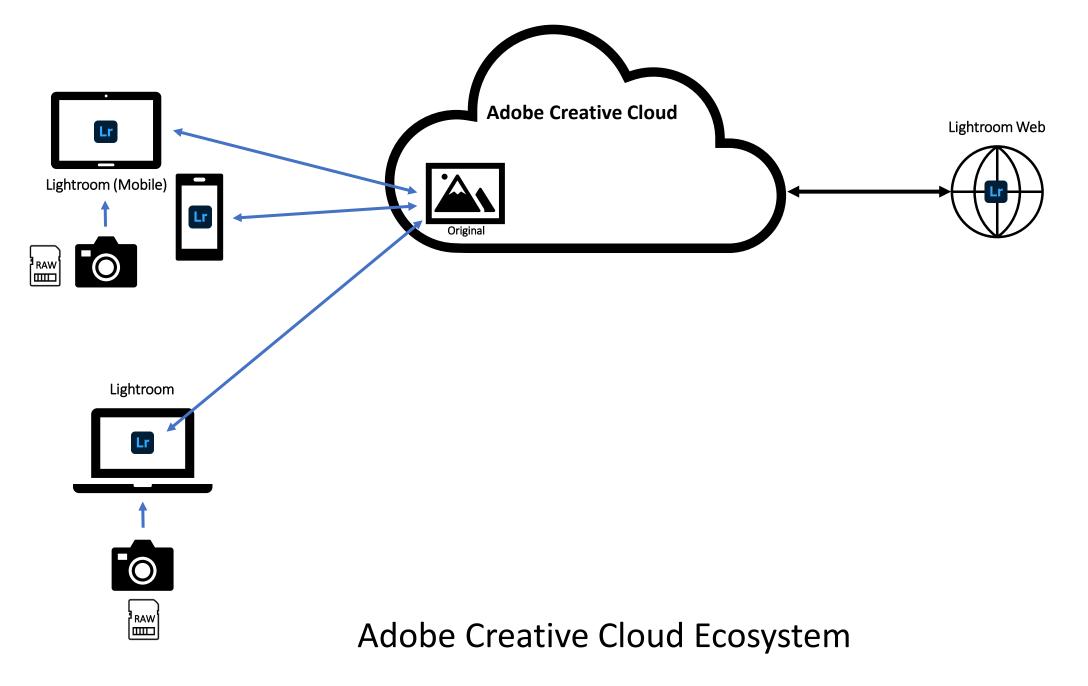


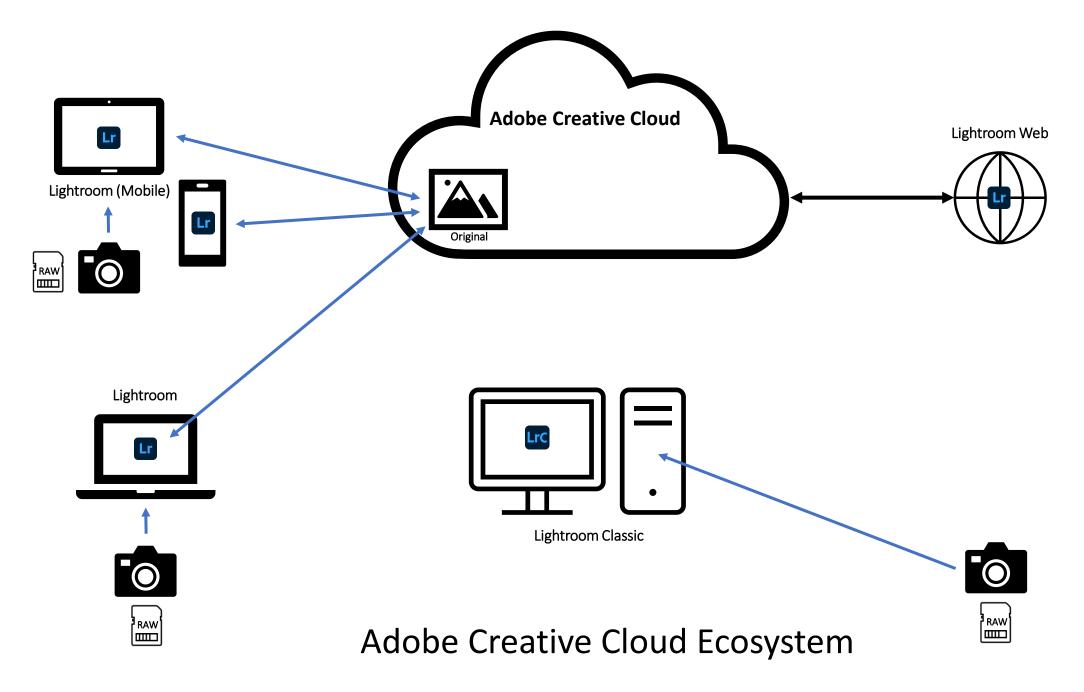


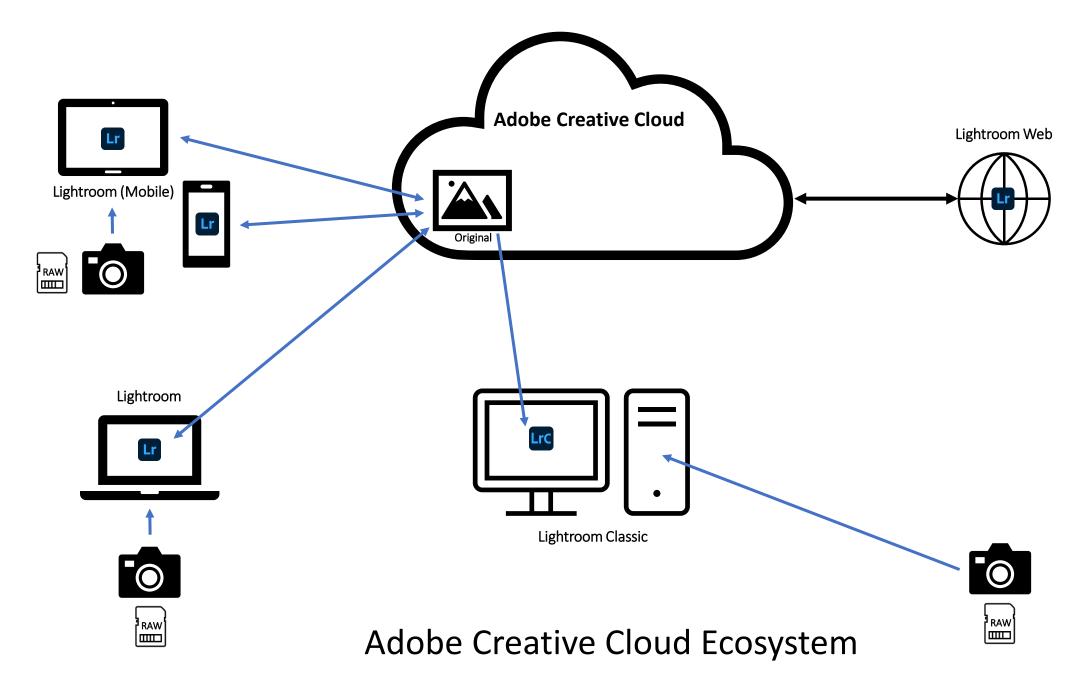
# Adobe Lightroom (Desktop) Interface





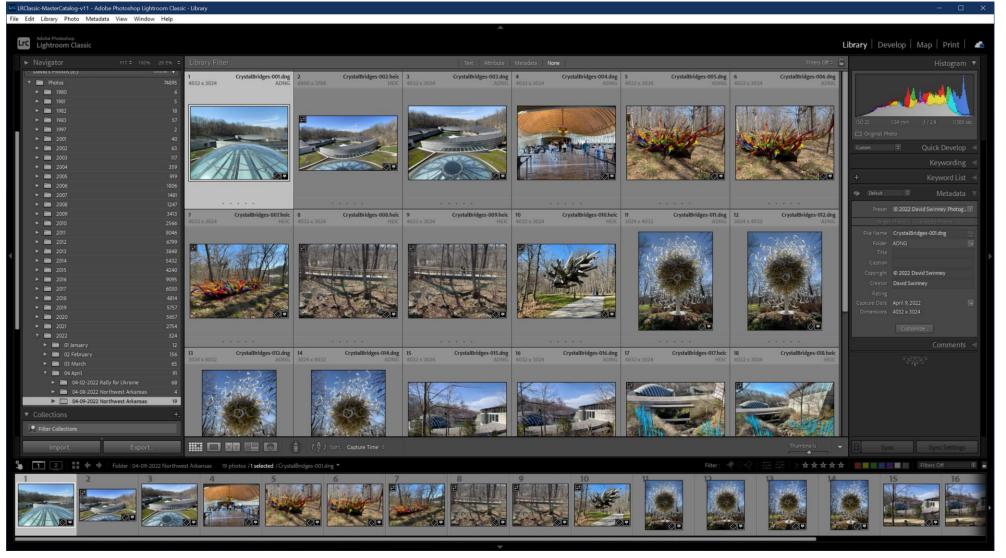


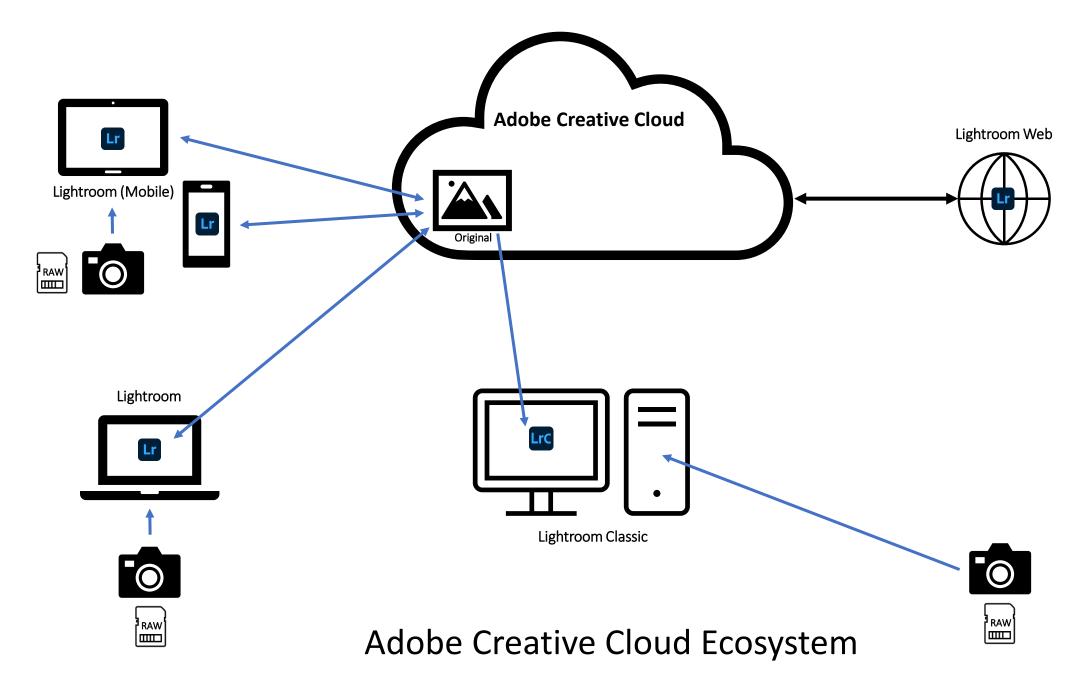


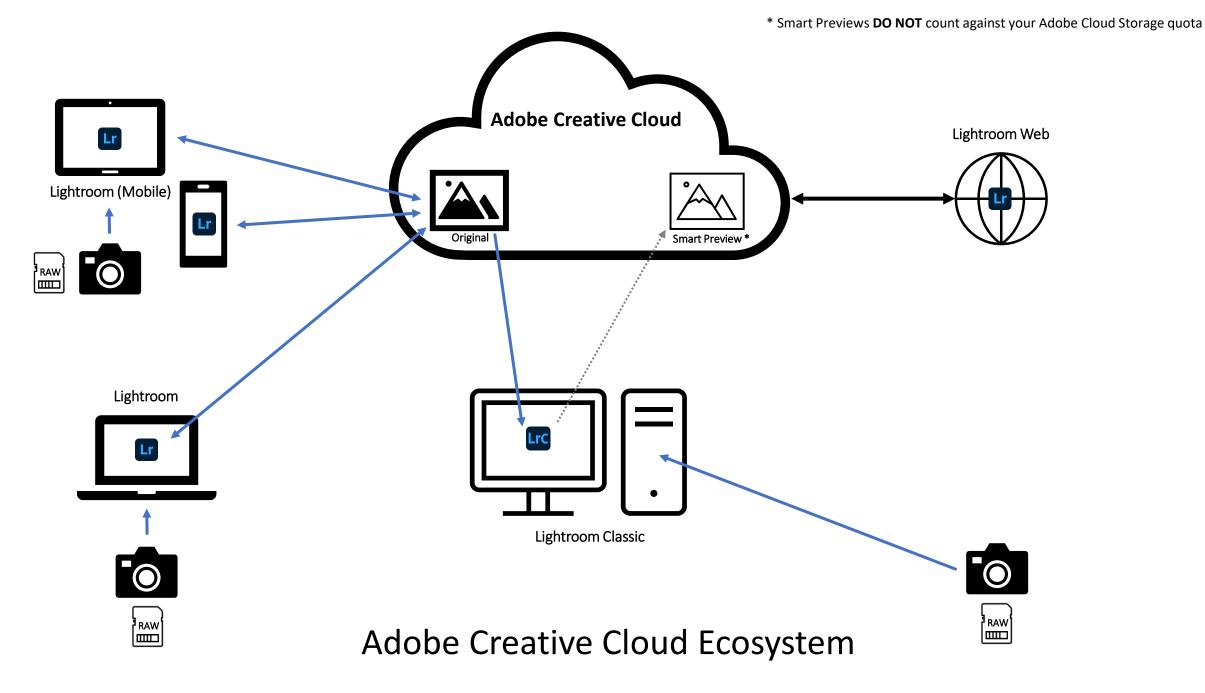


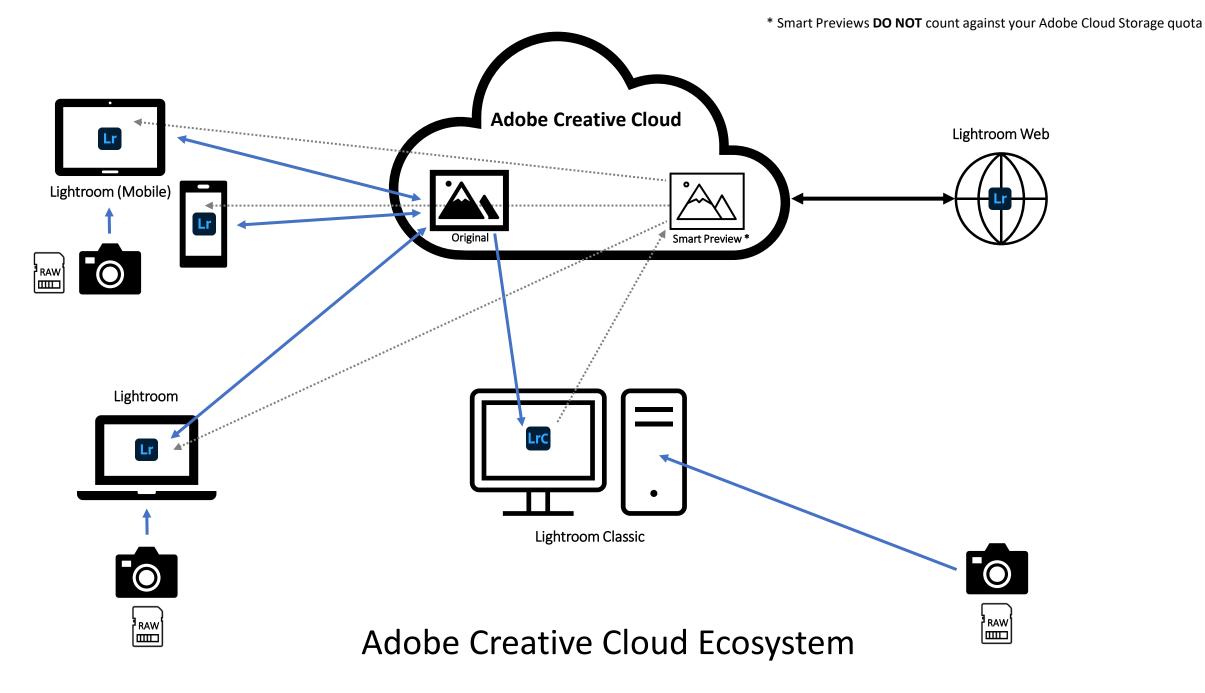
# Adobe Lightroom Classic Interface

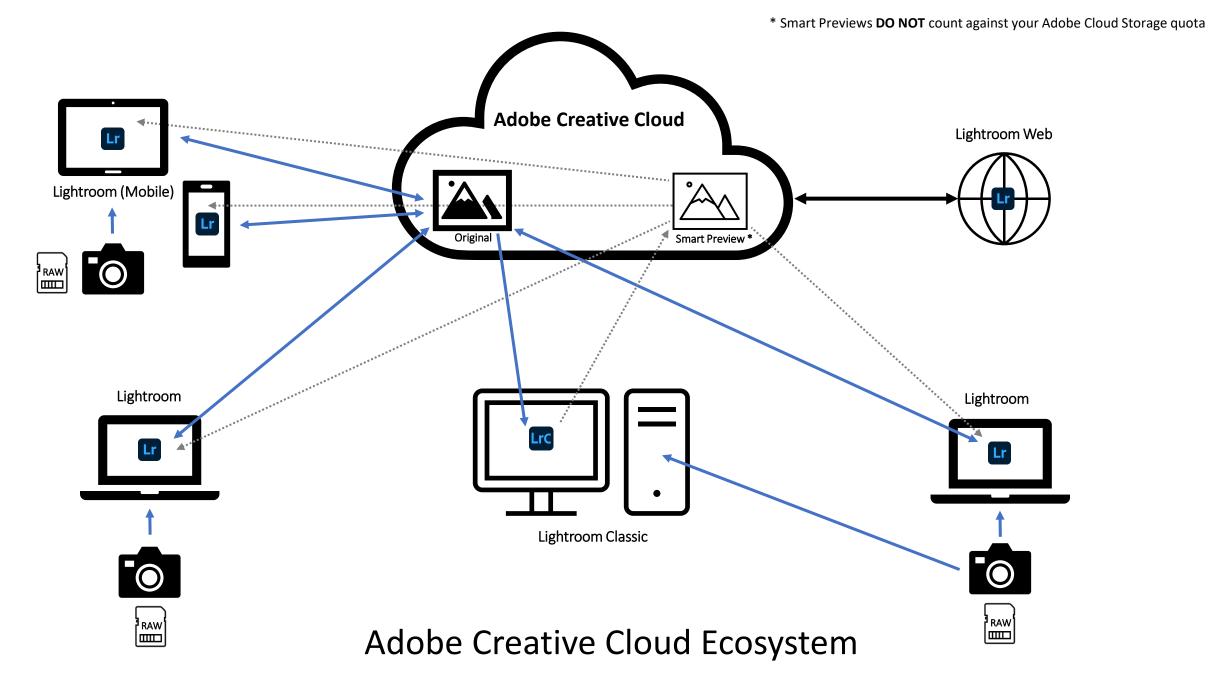










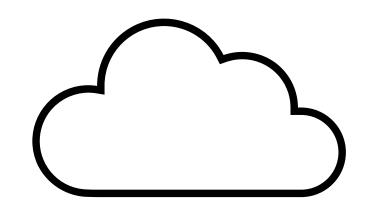


## Key Takeaways - Lightroom

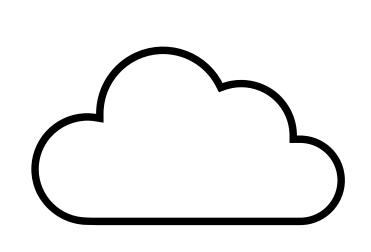
- Full resolution copies of photos loaded into Lightroom are automatically synced to
  - Creative Cloud
  - All connected devices (when Lightroom is opened)
- Number is constrained by which Photography Plan option you have selected
- Only one copy counts against your cloud storage limit
- Changes made to photos on any connected device are synced everywhere

# Key Takeaways – Lightroom Classic

- Only Smart Previews of photos in Lightroom Classic are (optionally) synced to
  - Creative Cloud
  - All connected devices
- Number is constrained by which Photography Plan option you have selected
- Smart Previews are small, so they don't impact the storage space limitations as much
- Changes made to photos/Smart Previews on any connected device are synced everywhere



Lightroom and Lightroom Classic Use Cases



# Use Case 1 Lightroom to Lightroom Classic

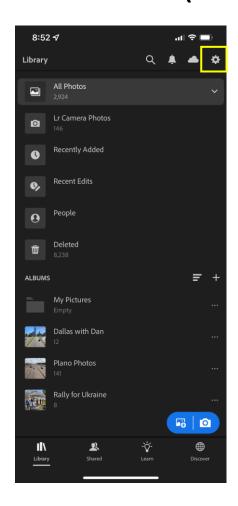
# Lightroom to Lightroom Classic

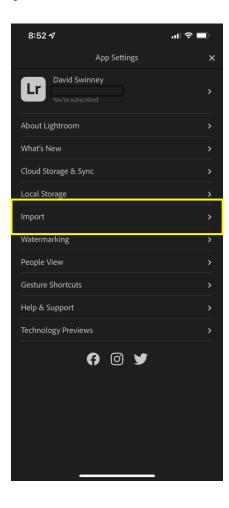
- Adobe Creative Cloud is primary photo repository
- Most photos are taken with cell phone
- Usually don't need advanced editing features of Lightroom Classic
- Want copy of photos on local hard drive just in case there is a need for Lightroom Classic functionality (e.g., local printing)

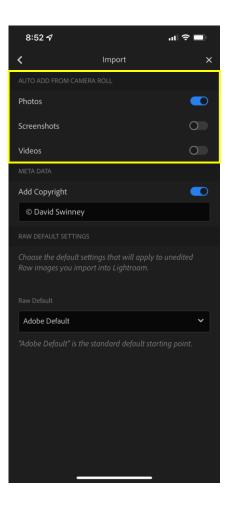
### Steps

- Take photo(s) using cell phone camera
- Photo(s) are automatically copied to Adobe Creative Cloud via Lightroom
- Create album in Lightroom containing photo(s)
- Switch to Lightroom Classic to process those photos
- Show that the changes propagate back to Lightroom

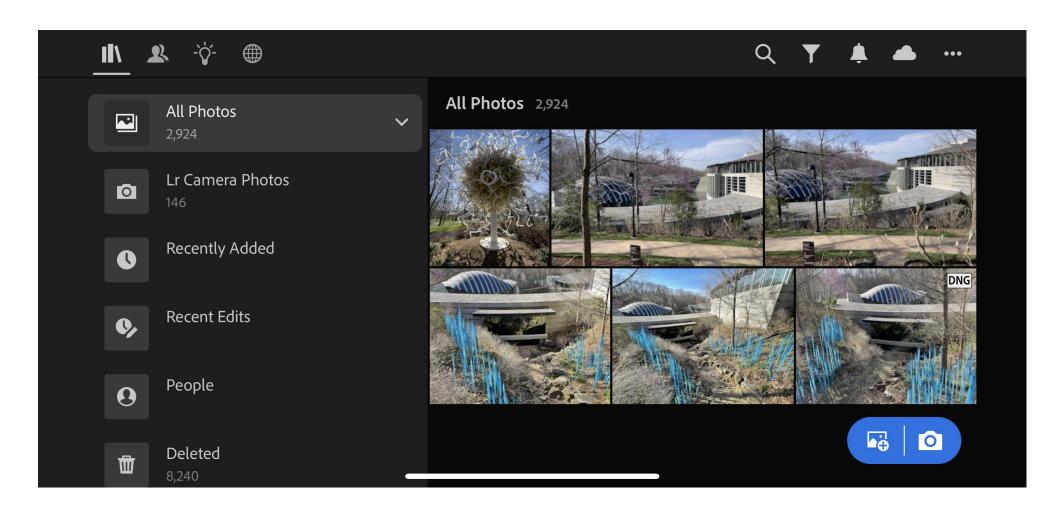
# Enable Automatic Sync with Camera Roll in Lightroom (iPhone)







# Lightroom (iPhone)

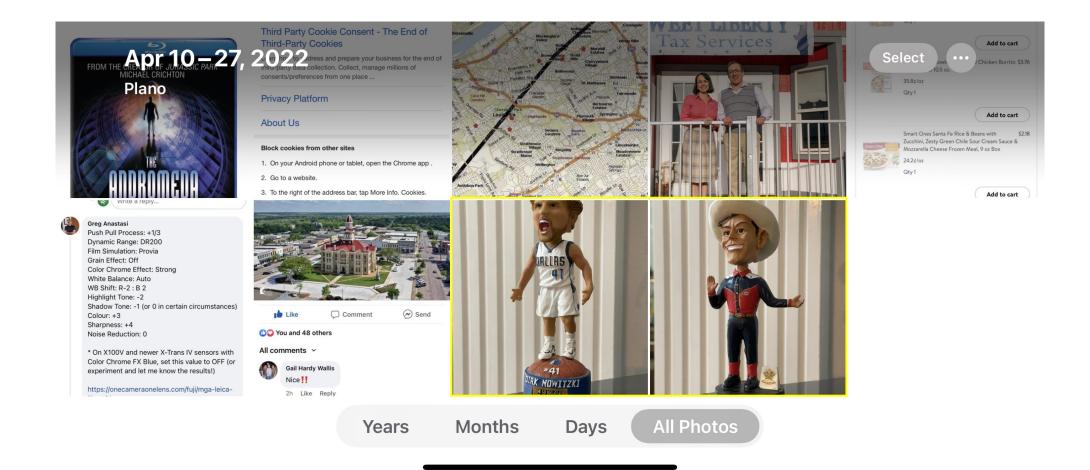


#### New Photos Taken with iPhone

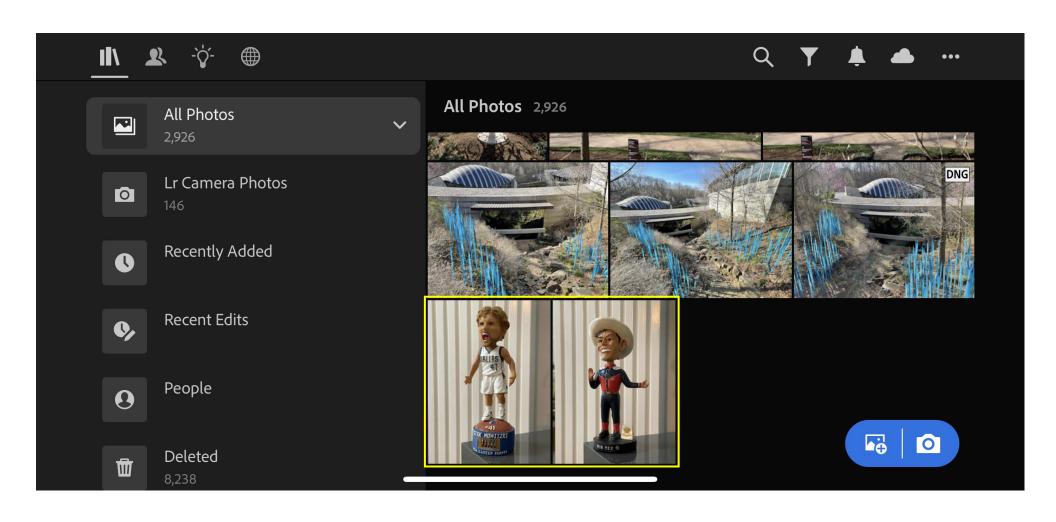




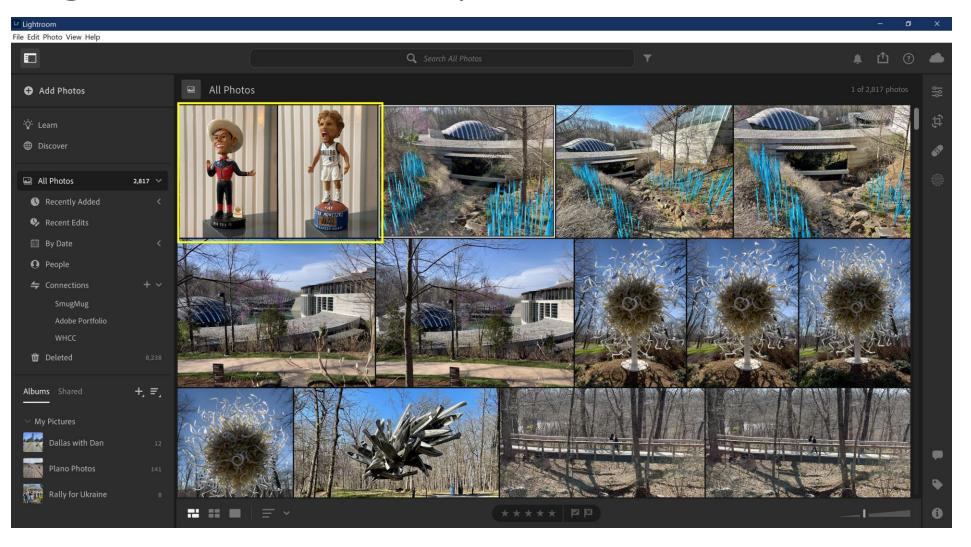
#### iPhone Camera Roll Contents



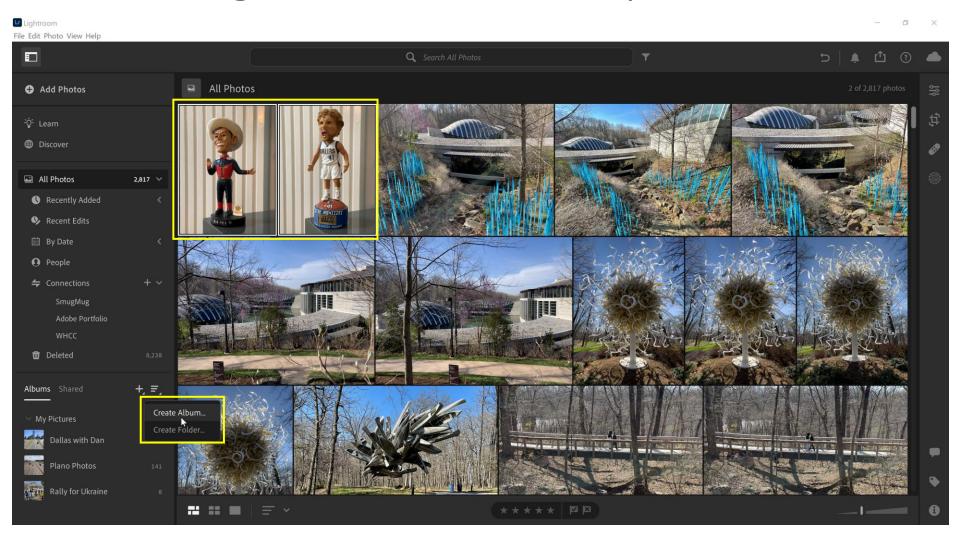
# Lightroom (iPhone) After Camera Roll Sync



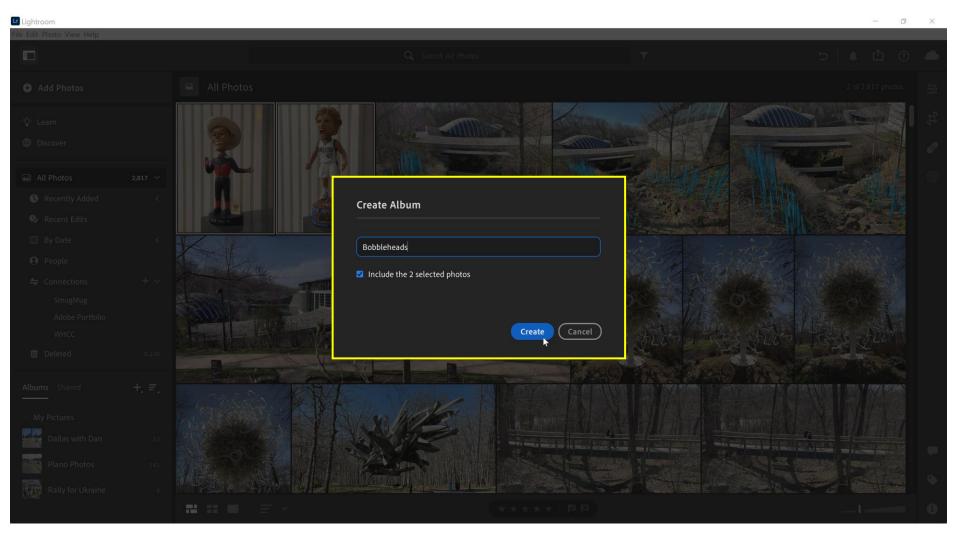
# Lightroom (Desktop) After Creative Cloud Sync



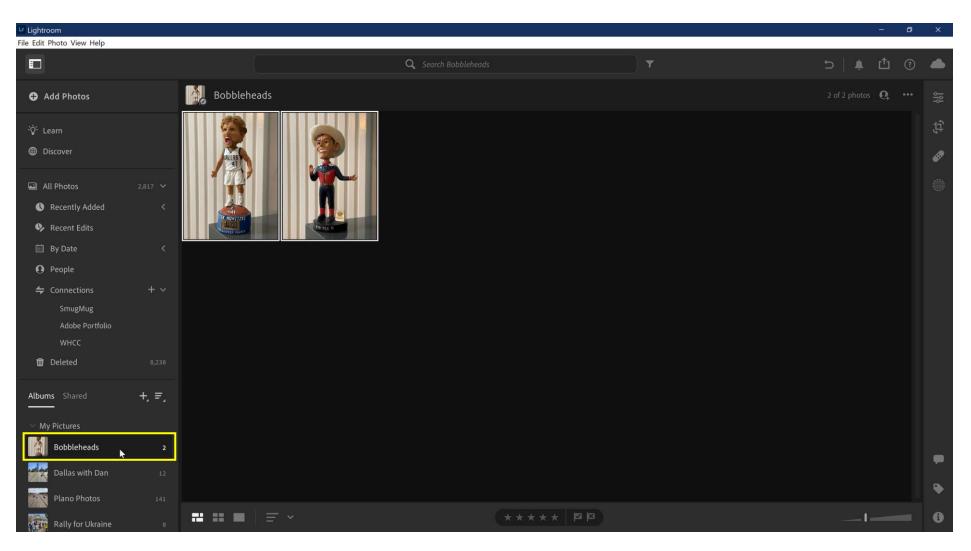
# Create Lightroom (Desktop) Album for Photo(s)



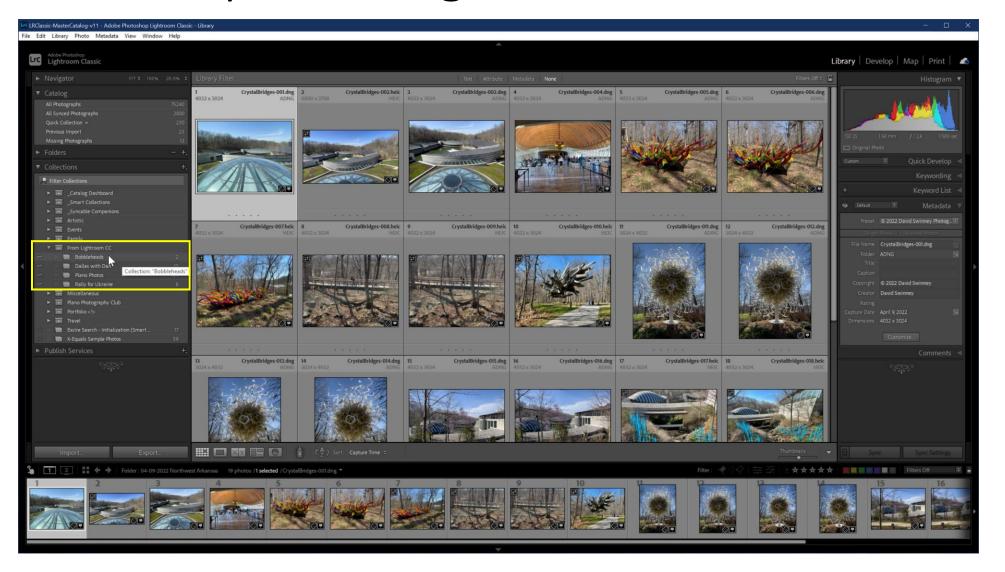
# Create Lightroom (Desktop) Album for Photo(s)



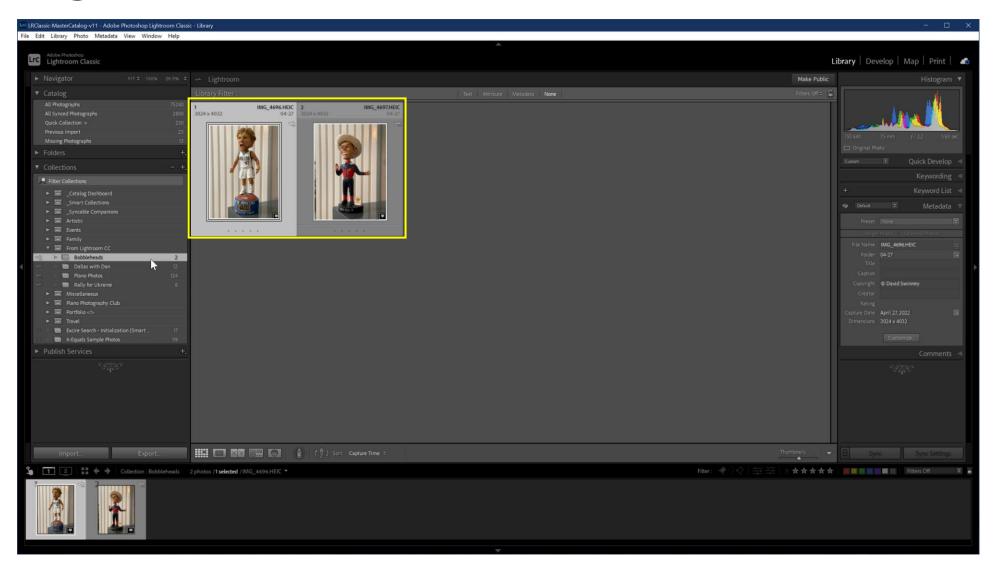
# Create Lightroom (Desktop) Album for Photo(s)



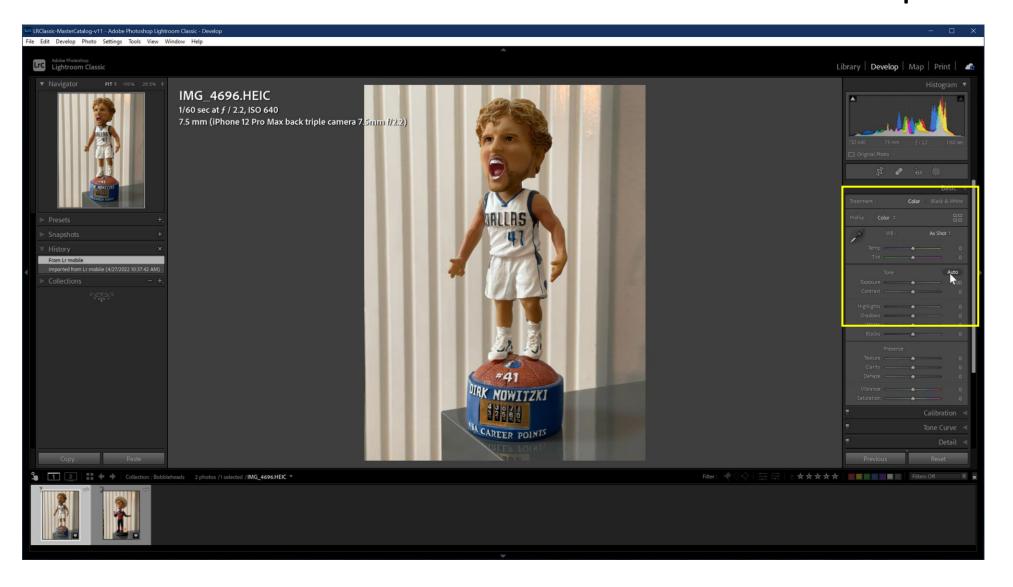
# Album Syncs to Lightroom Classic as Collection



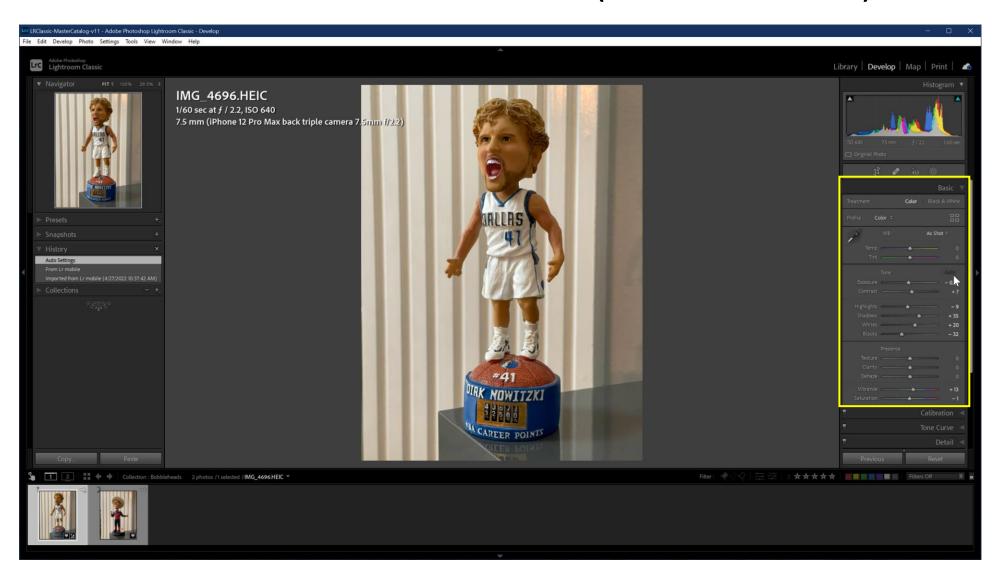
# Lightroom Classic Collection Contains Photo(s)



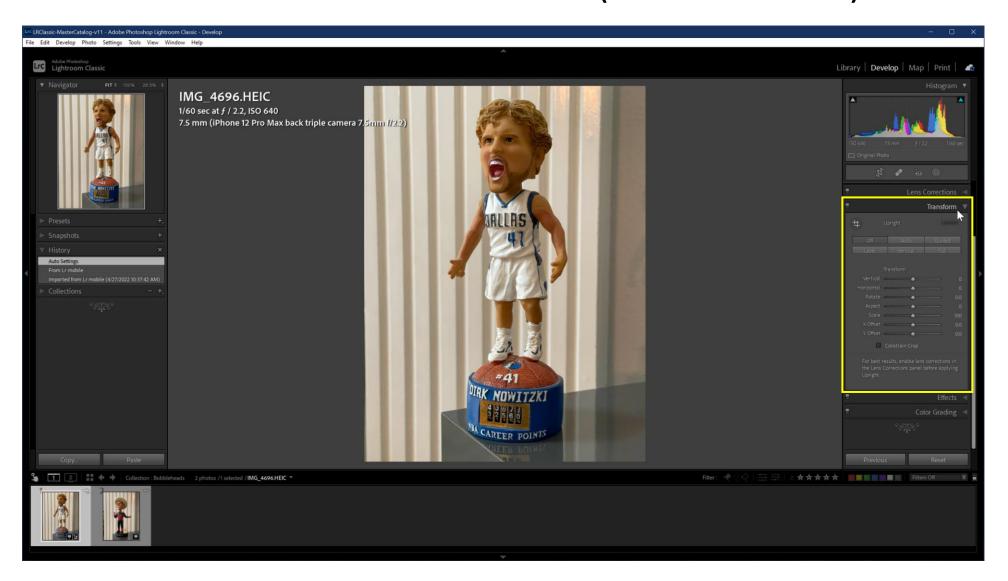
# Select First Photo & Switch to Develop Module



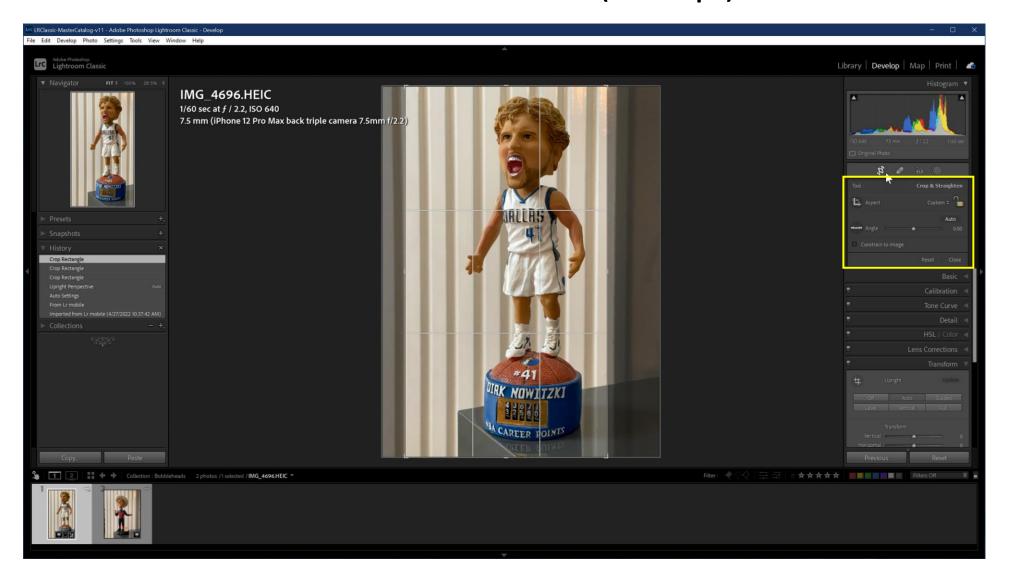
# Edit Photo From Album (Basic/Auto)



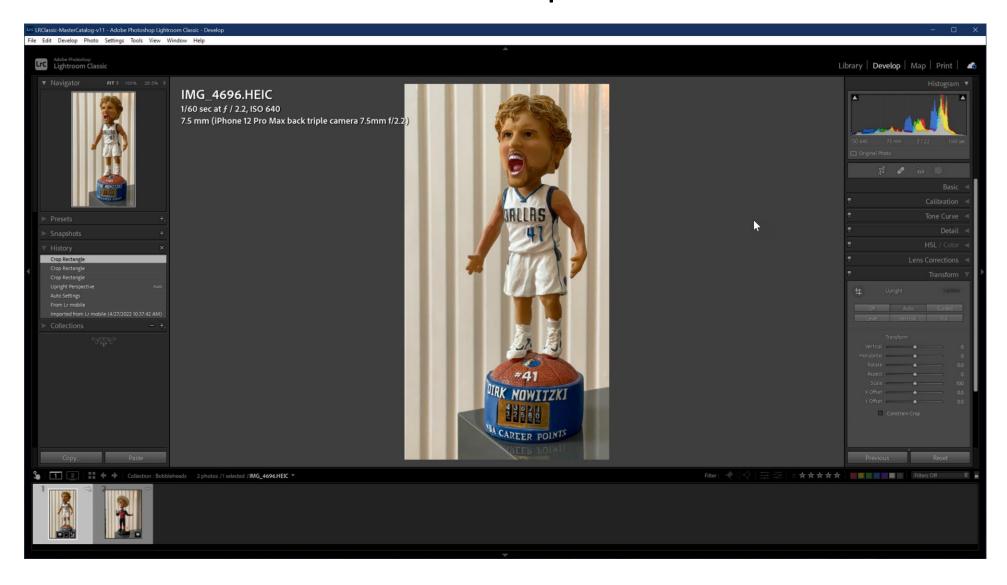
# Edit Photo From Album (Transform)



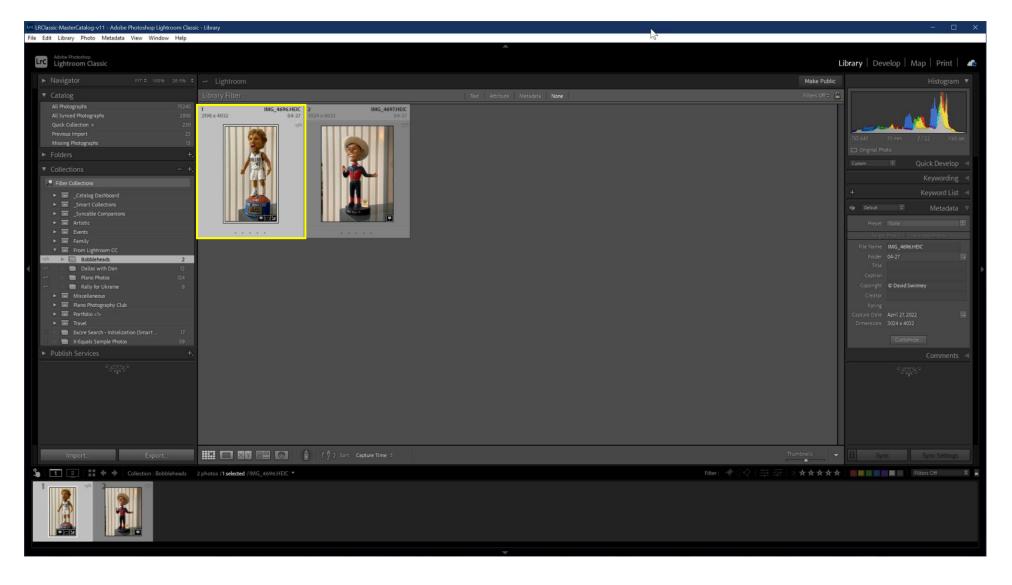
# Edit Photo From Album (Crop)



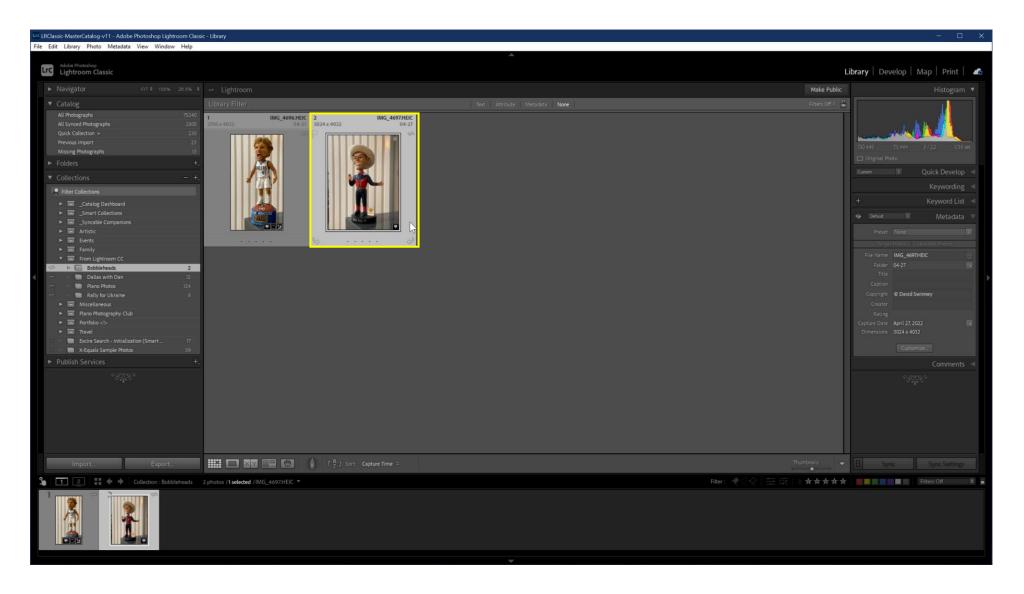
# Photo Edits Now Complete



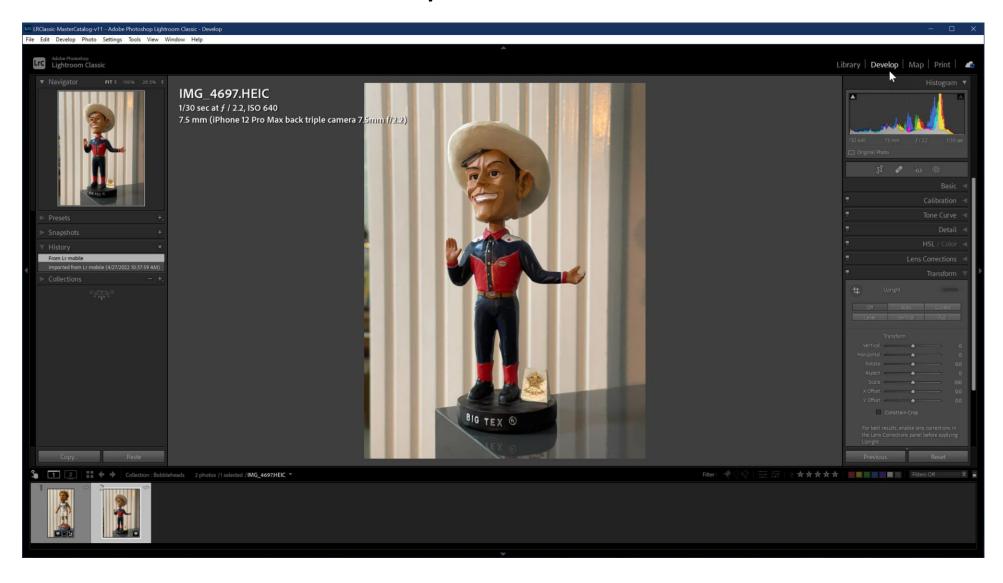
# Return to Library Module



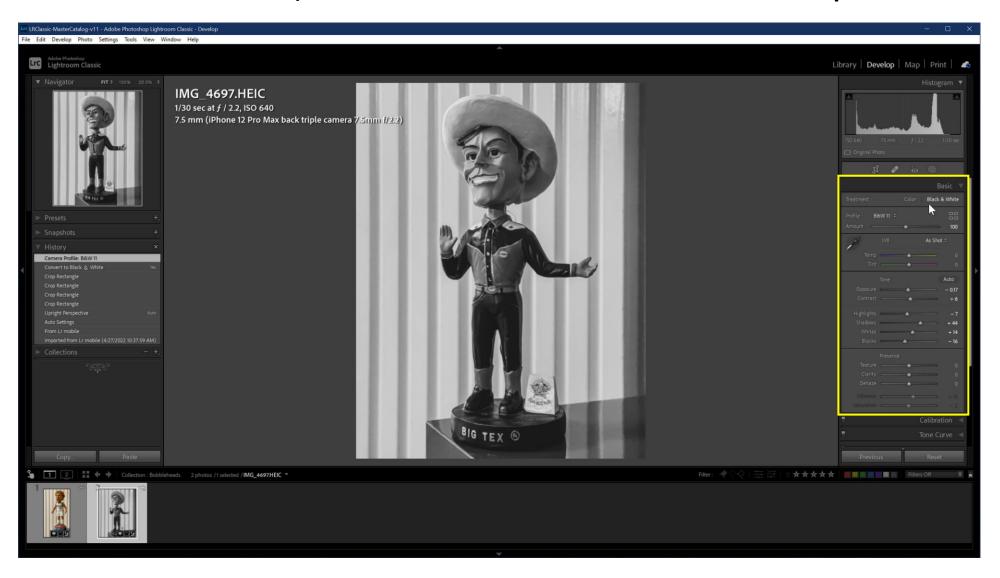
#### Select Second Photo



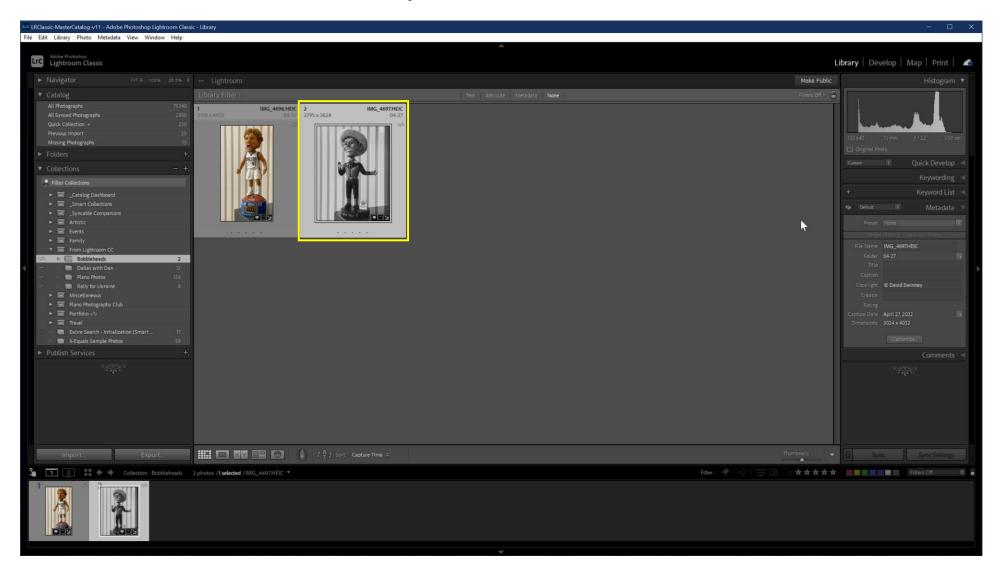
# Switch to Develop Module



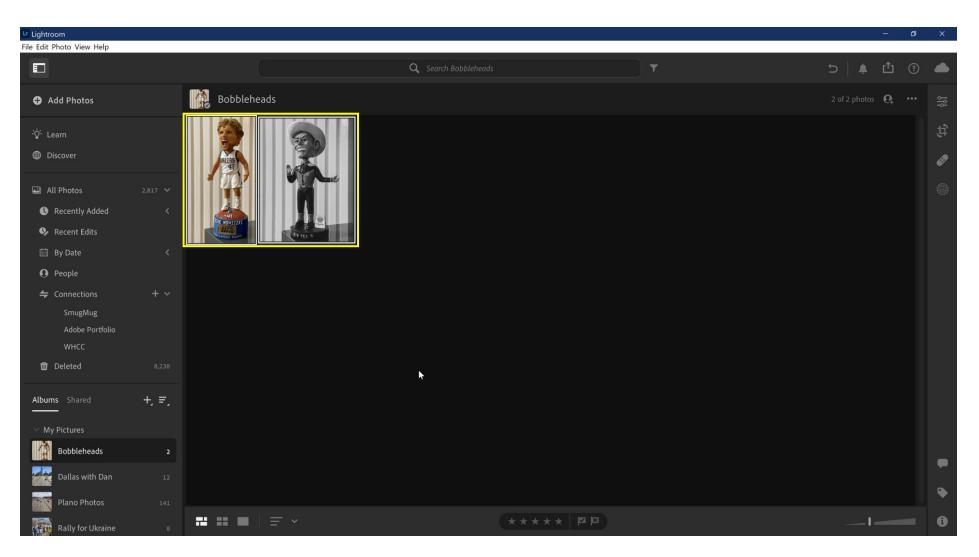
# Edit Photo (Auto / Transform / Crop / B & W)



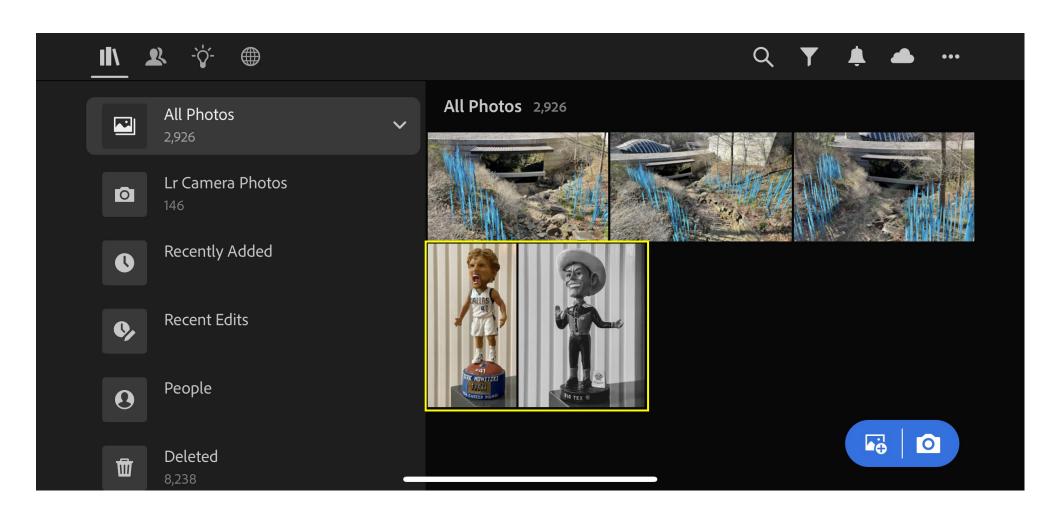
# Return to Library Module



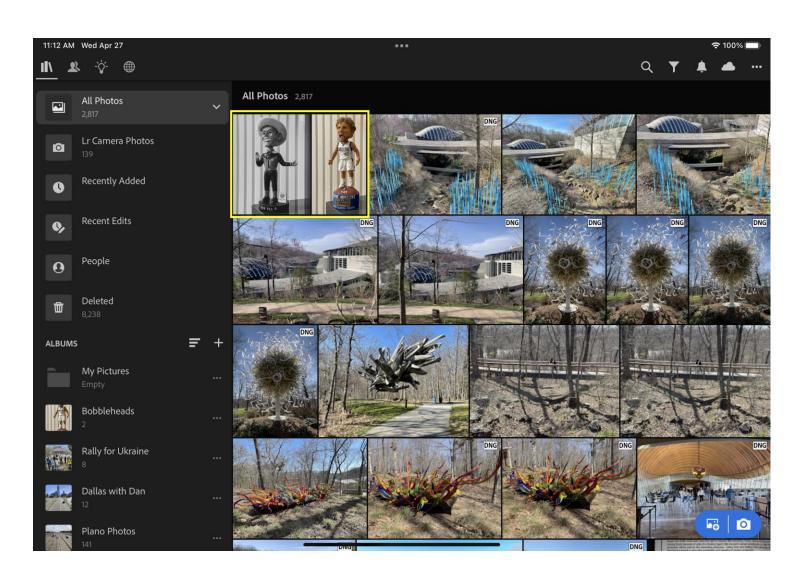
# Photo Changes Synced to Lightroom (Desktop)



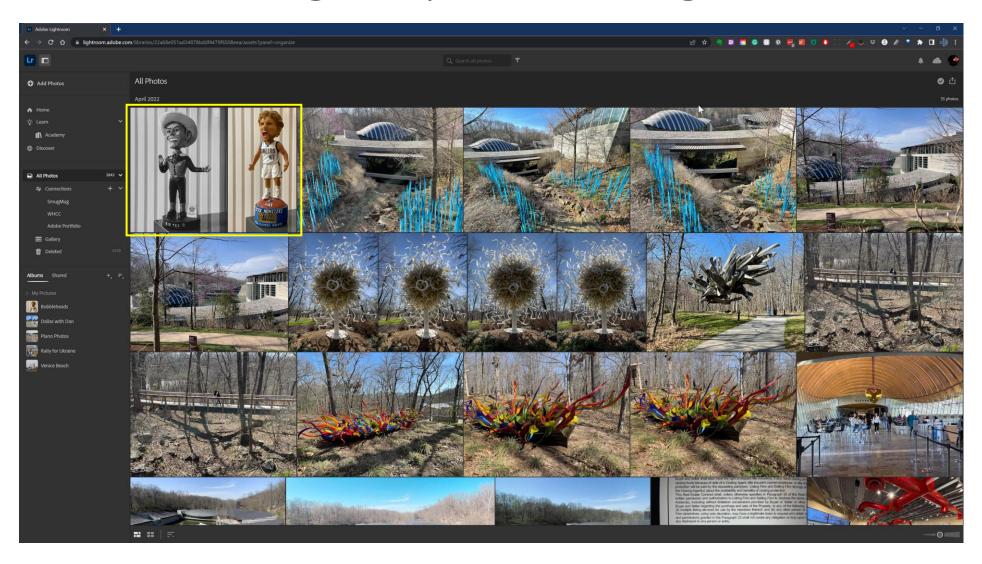
# Photo Changes Synced to Lightroom (iPhone)

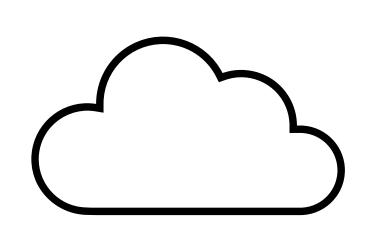


### Photo Changes Synced to Lightroom (iPad)



## Photo Changes Synced to Lightroom (Web)





# Use Case 2

Lightroom Classic to Lightroom

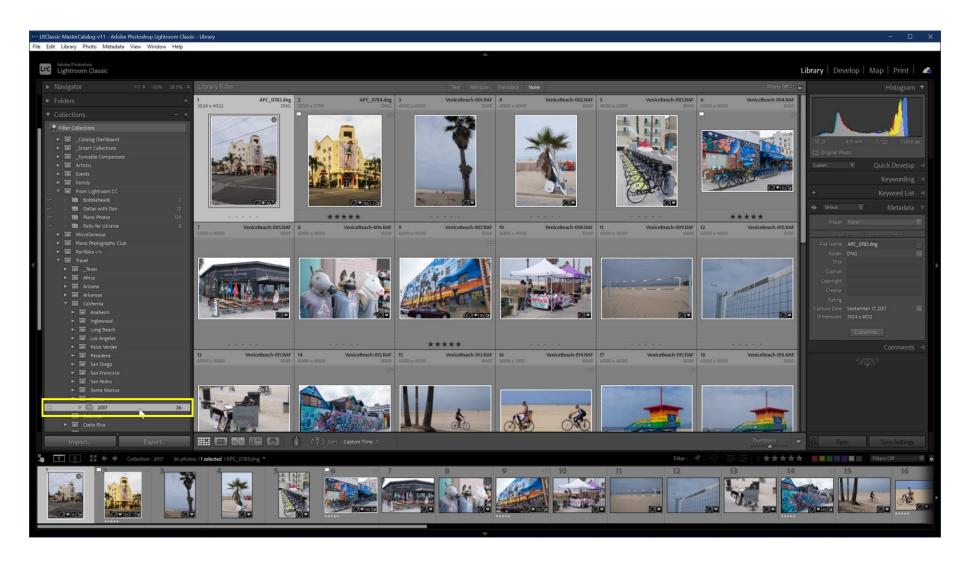
#### Lightroom Classic to Lightroom

- Lightroom Classic is primary (perhaps the exclusive) photo repository
- Most photos are taken with DSLR/Mirrorless camera
- Want
  - ability to edit photos while traveling
  - to create library of photos to easily share on web and to social media

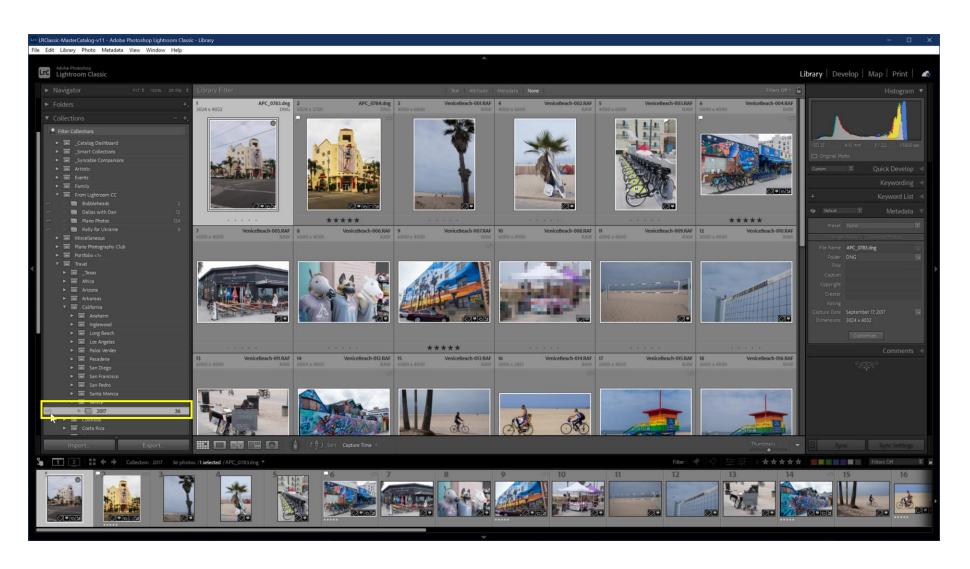
#### Steps

- Select a collection with photos for syncing
- Sync that collection to Creative Cloud
- Access and edit those photos in Lightroom
- Share edited photos to web and social media

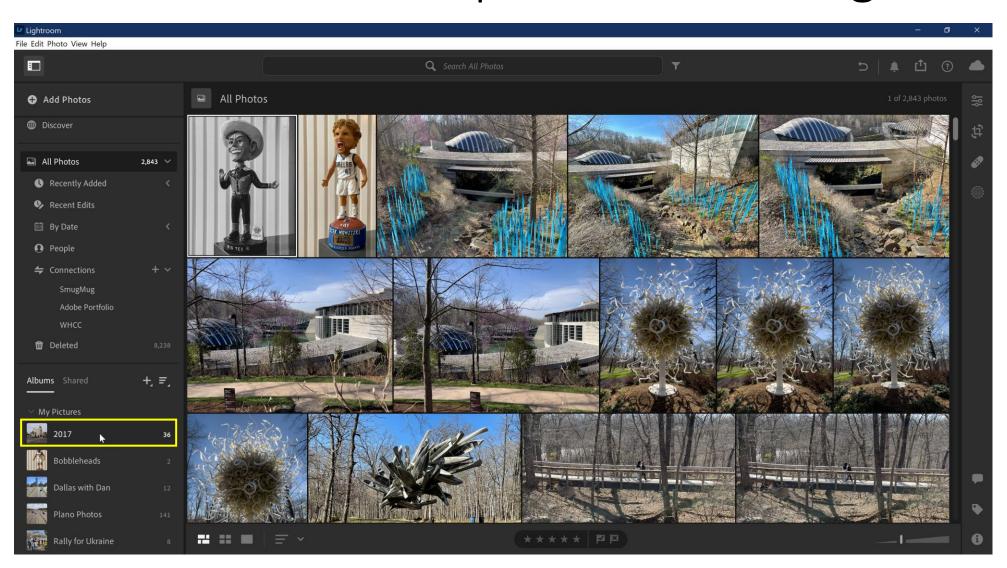
### Select a Collection in Lightroom Classic



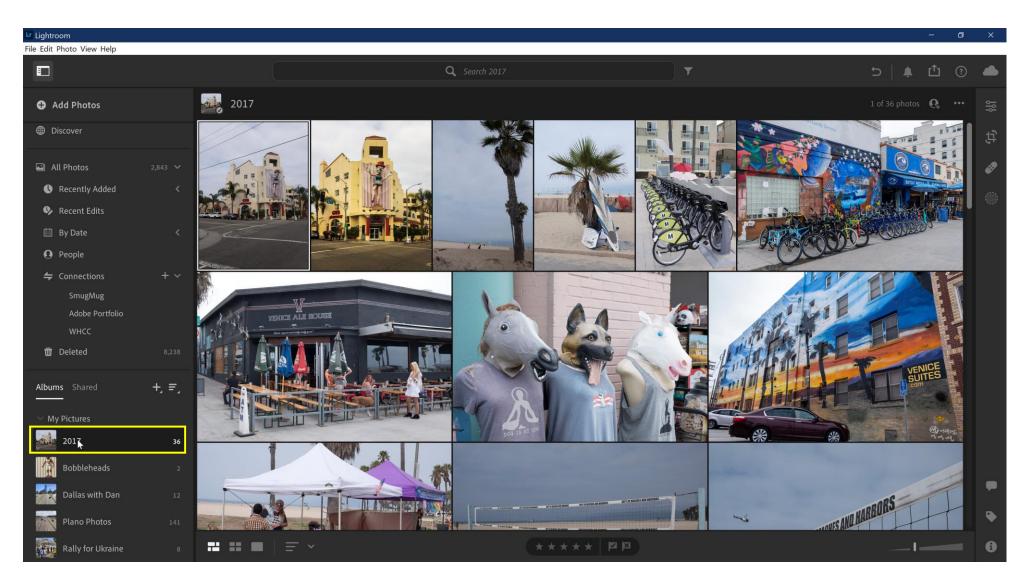
### Designate Collection for Syncing



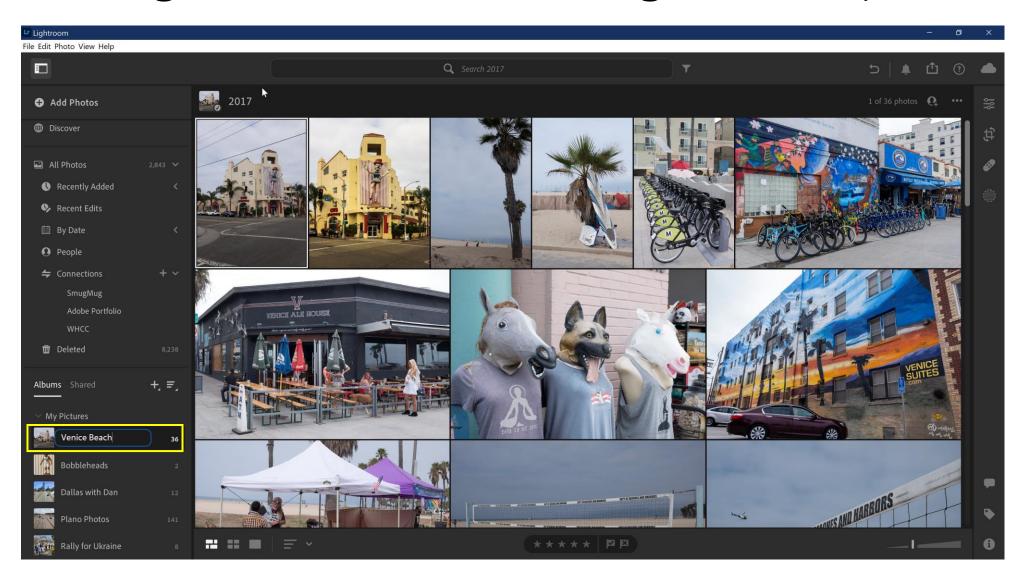
#### Collection Shows Up As Album In Lightroom



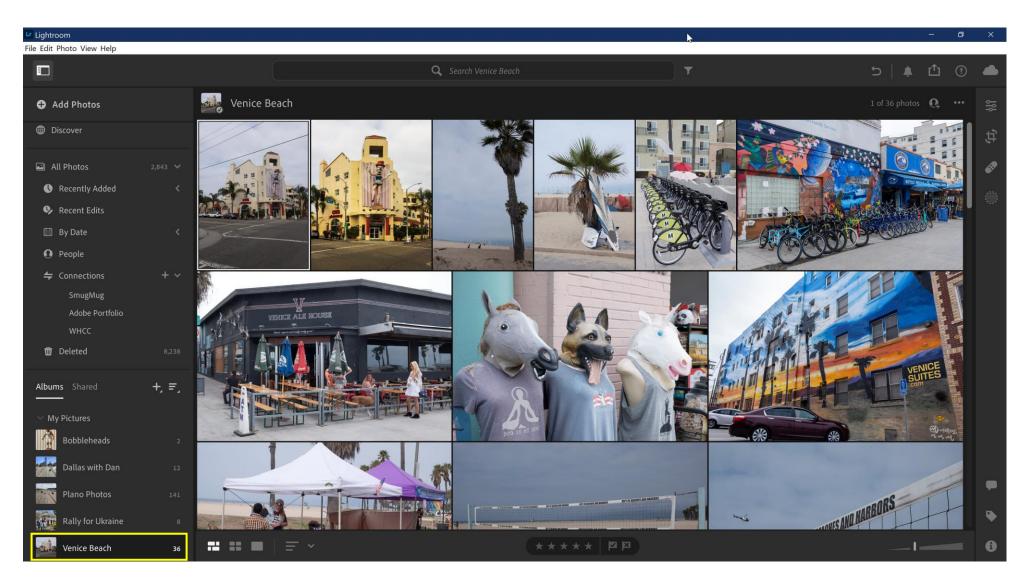
#### Click to Rename the Album



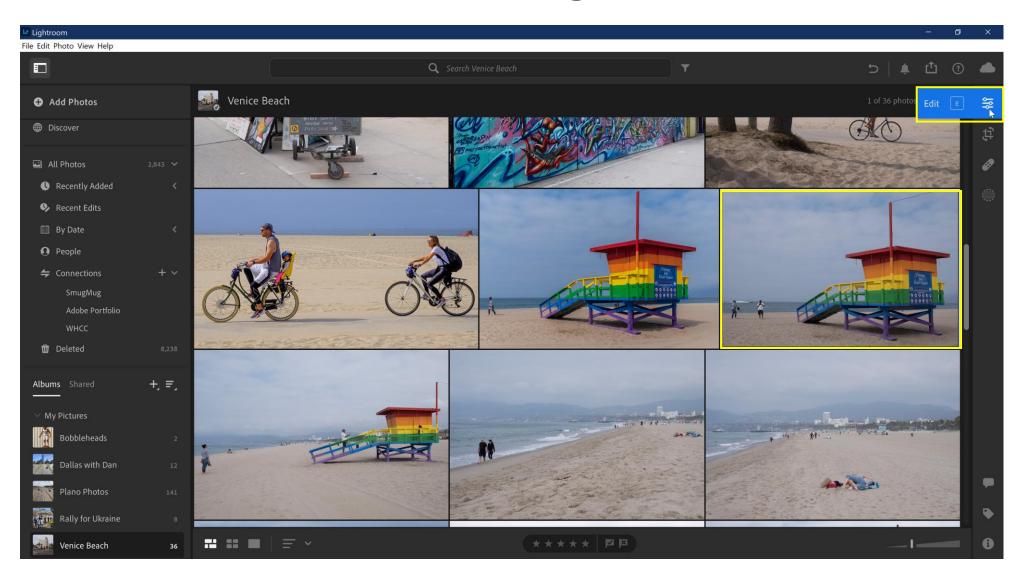
### Change Album Name In Lightroom (not LrC)



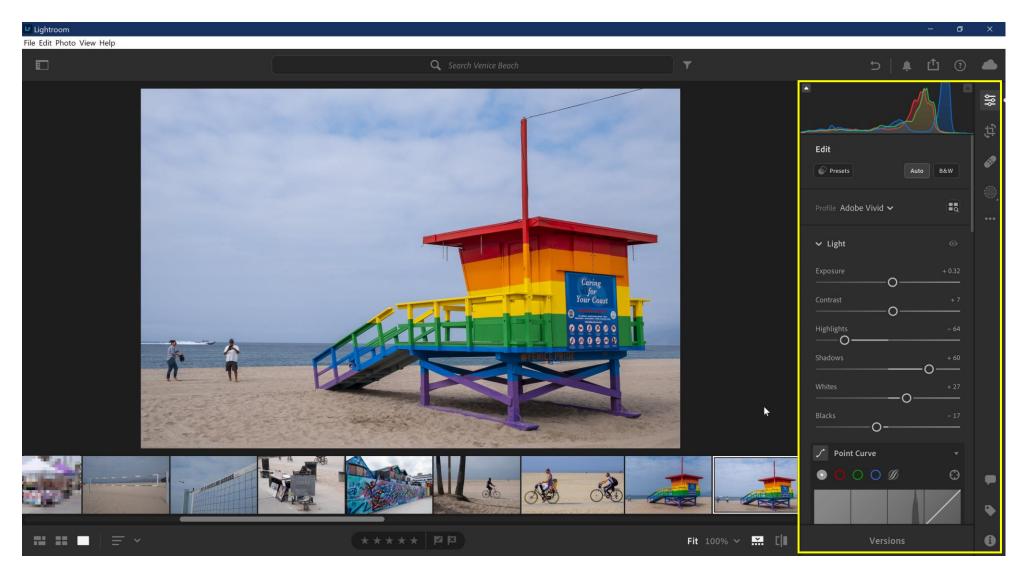
### Album Renaming Completed



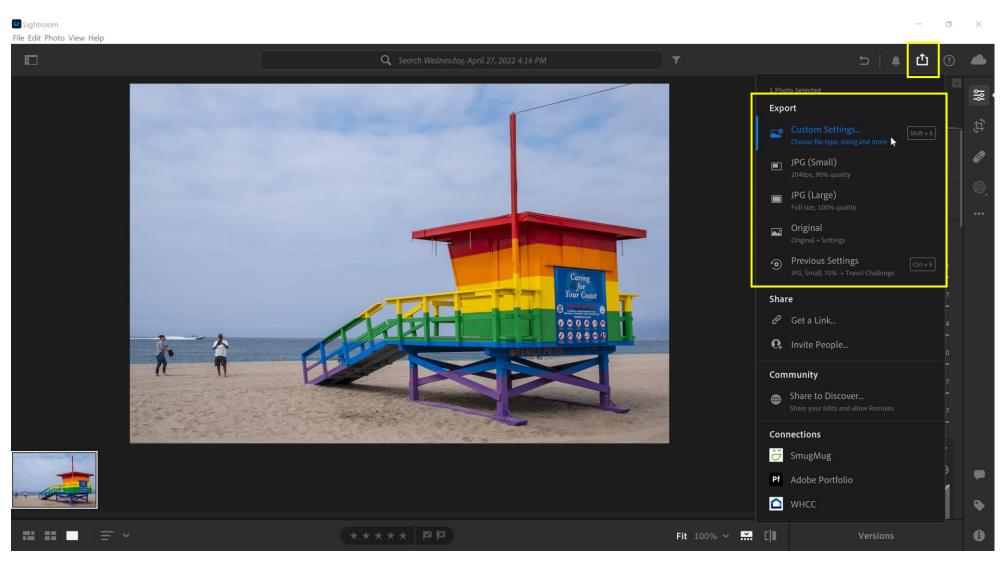
### Select Photo For Editing



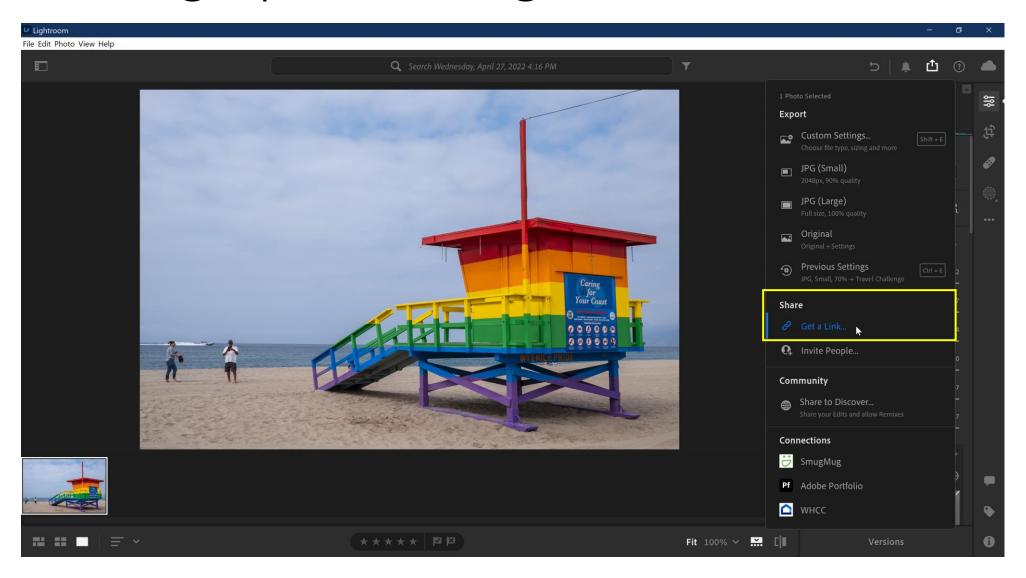
## Open Photo In Editor / Make Changes



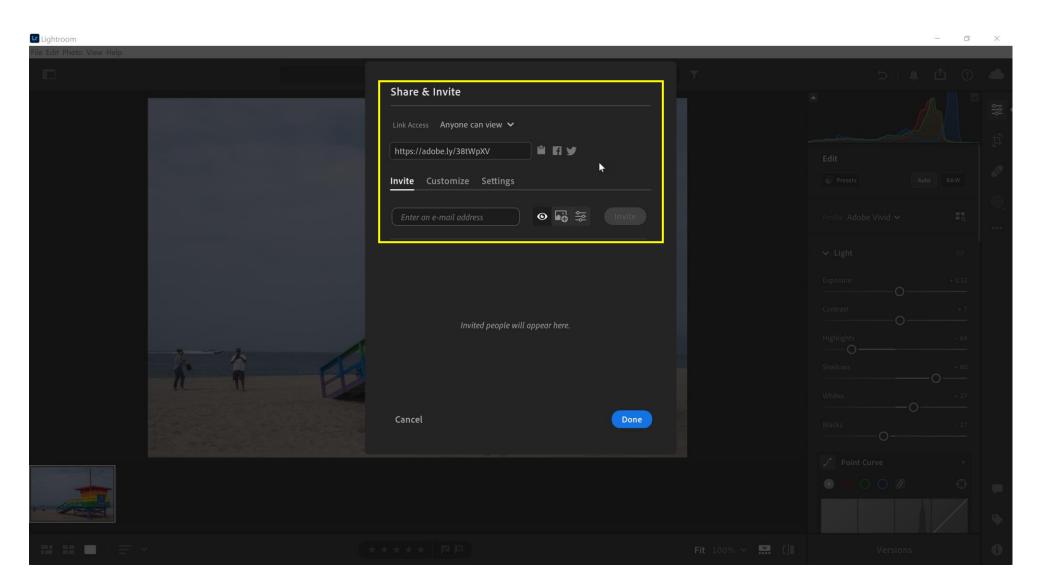
### **Export Options in Lightroom**



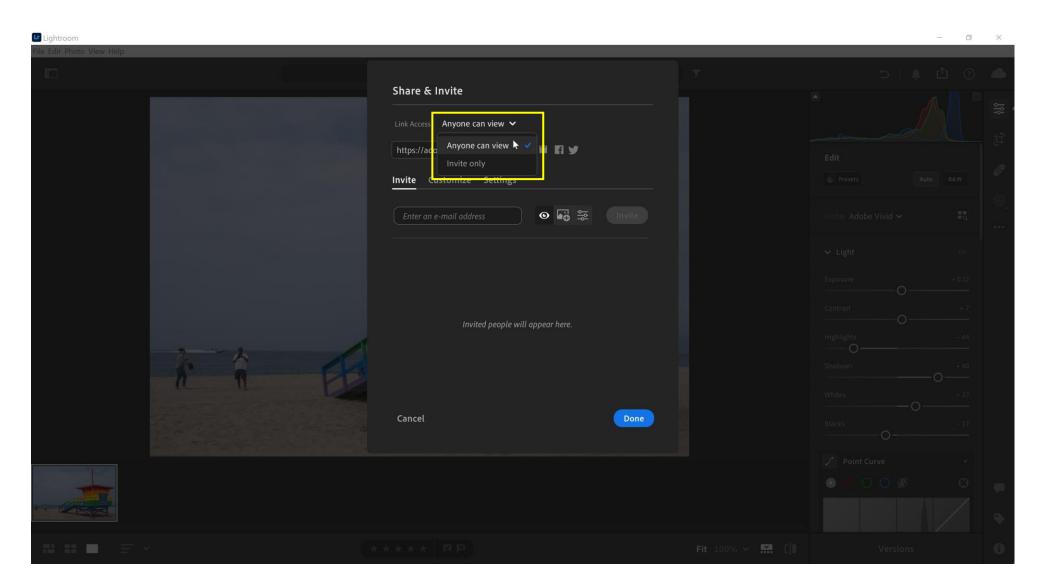
#### Sharing Options in Lightroom



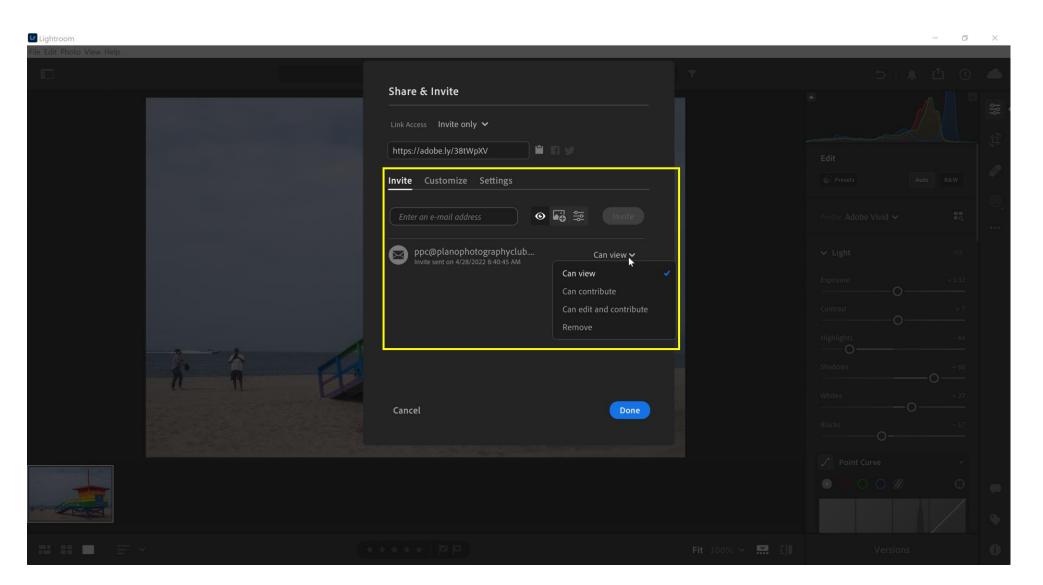
### Sharing Options in Lightroom - Invite



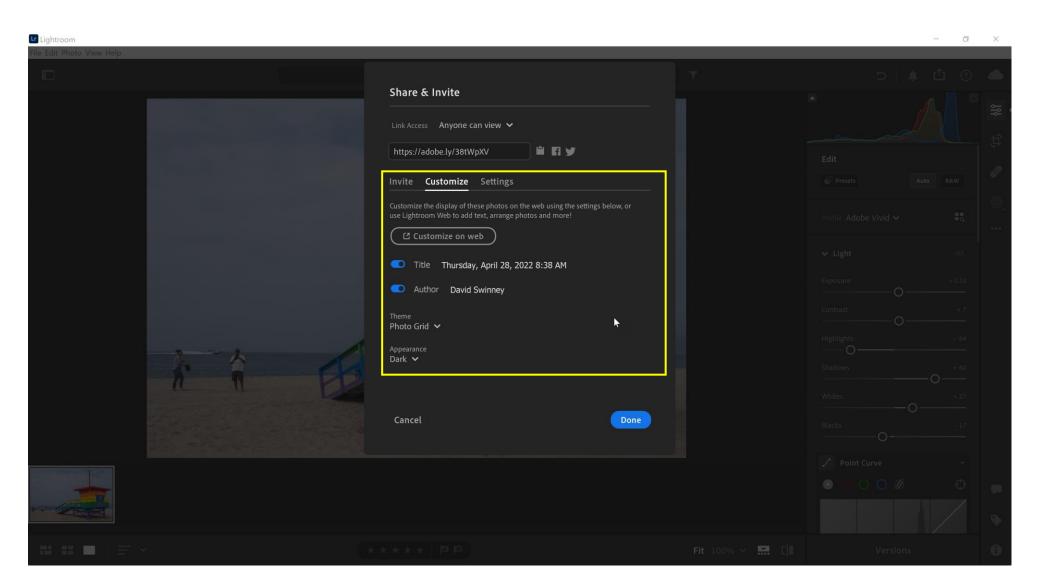
### Sharing Options in Lightroom - Invite



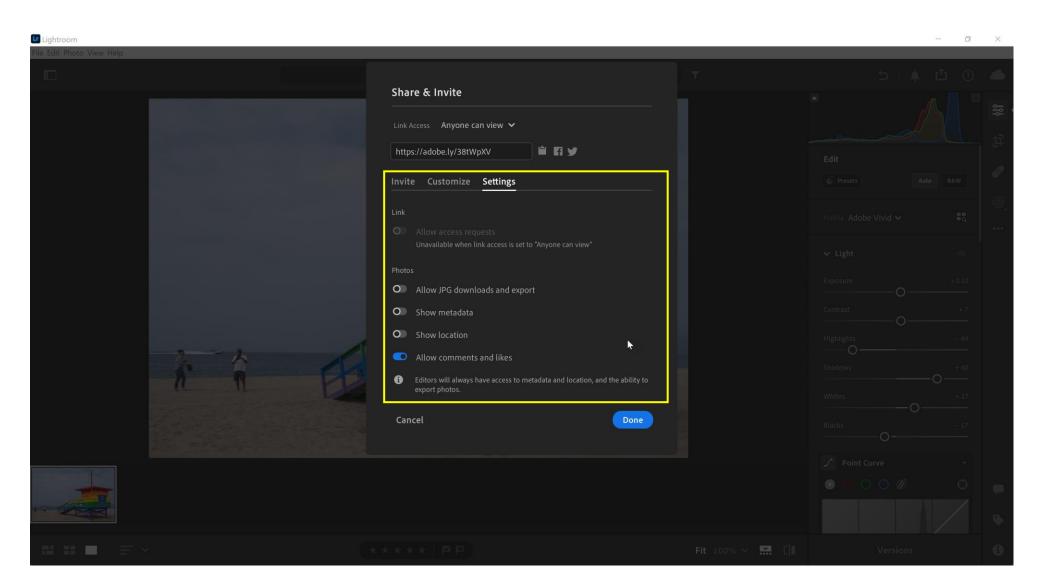
### Sharing Options in Lightroom - Invite



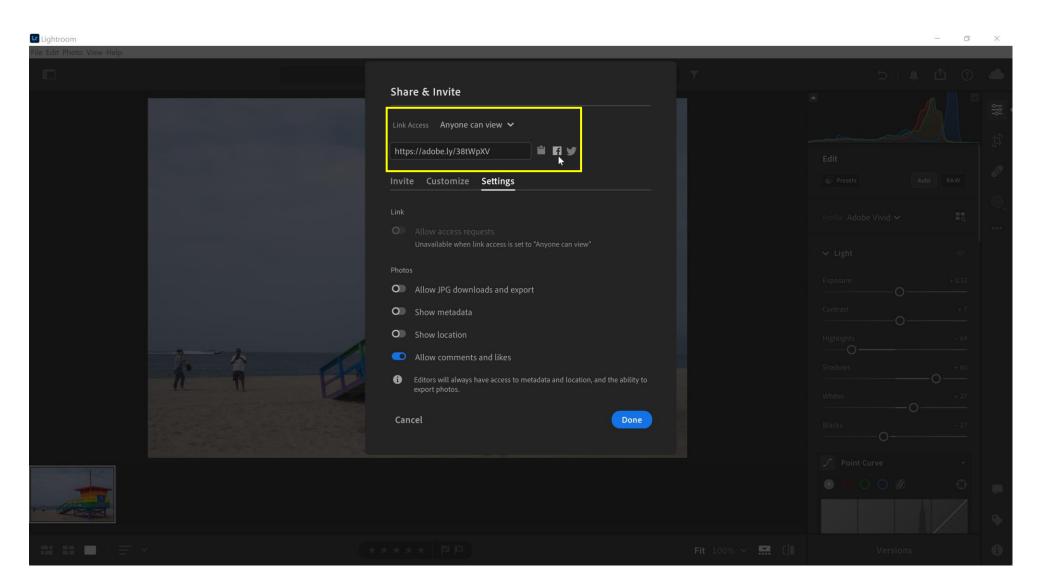
#### Sharing Options in Lightroom - Customize



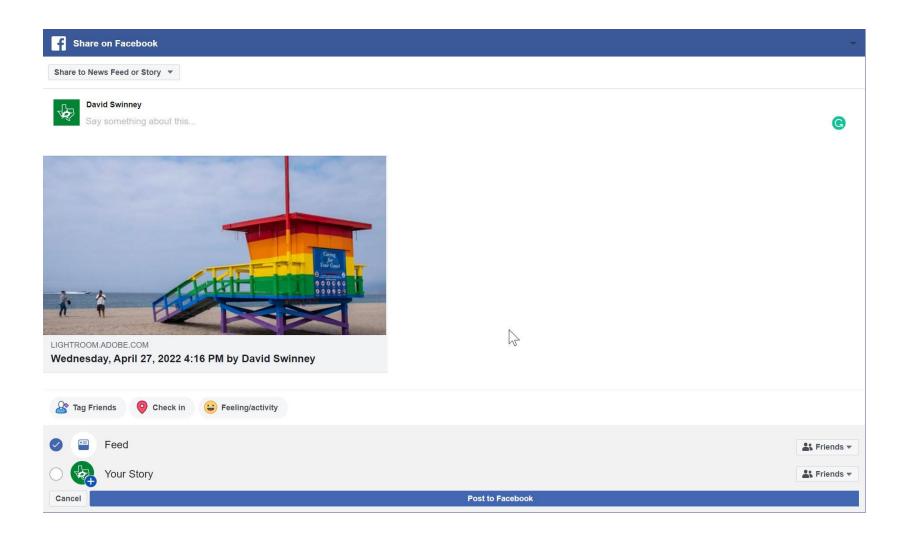
#### Sharing Options in Lightroom - Settings

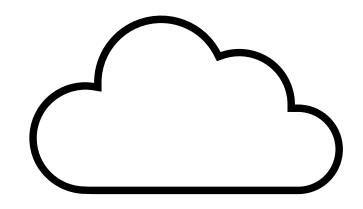


#### Sharing Options in Lightroom – Link Access



#### Sharing Options in Lightroom - Facebook





# Conclusions

#### Lightroom Classic



#### **Pros**

- Original raw files stored on your computer - you're not reliant on the speed of internet connection
- More advanced tools than Lightroom (though Lightroom is closing the gap)
- More options for building slideshows, making prints and web galleries
- More export options, including using custom watermarks

#### Cons

- Lightroom Classic is harder to learn for beginner photographers
- However, if you learn/know Classic, using Lightroom is straightforward and easy

#### Lightroom



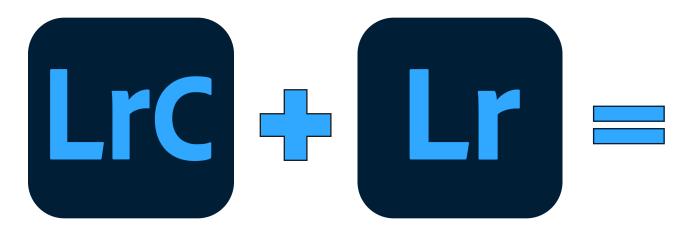
#### **Pros**

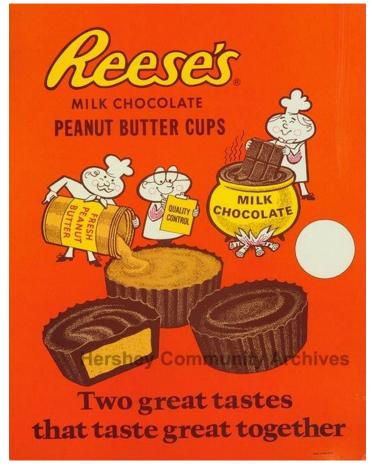
- Easier to learn for beginners, with simpler organization and built-in learning tools
- Automatically saves original files and edits to the Adobe Creative Cloud
- Can use it on the web
- Can use it on multiple mobile devices: phone, tablet, laptops, etc.

#### Cons

- Doesn't have all the features that Lightroom Classic has (but is gaining)
- Fewer export/import options
- Automatically saving to the cloud as your working may slow down your computer
- If you eventually move on to Lightroom Classic, the transition may be more difficult if you start with Lightroom

#### Summary







Additional Resources

#### References

- <a href="https://www.adobe.com/creativecloud/photography/compare-plans.html">https://www.adobe.com/creativecloud/photography/compare-plans.html</a>
- <a href="https://helpx.adobe.com/lightroom-classic/help/lightroom-mobile-desktop-features.html">https://helpx.adobe.com/lightroom-classic/help/lightroom-mobile-desktop-features.html</a>
- <a href="https://photofocus.com/software/adobe/using-lightroom-and-lightroom-classic-together-in-a-workflow-for-professional-photographers/">https://photofocus.com/software/adobe/using-lightroom-and-lightroom-classic-together-in-a-workflow-for-professional-photographers/</a>
- <a href="https://www.makeuseof.com/using-lightroom-classic-creative-cloud-together/">https://www.makeuseof.com/using-lightroom-classic-creative-cloud-together/</a>
- https://www.lightroomqueen.com/lightroom-cc-vs-classic-features/
- https://www.theschoolofphotography.com/tutorials/lightroom-classic-vs-cc
- https://www.seniorcare2share.com/how-to-sync-lightroom-classic-withlightroom-cc/

#### Full Feature Comparison Document

