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<http://retained-images.my-expressions.com>

Getting Started in Photoblogging No Cost/Low Cost No Tech/Low Tech Options

Questions

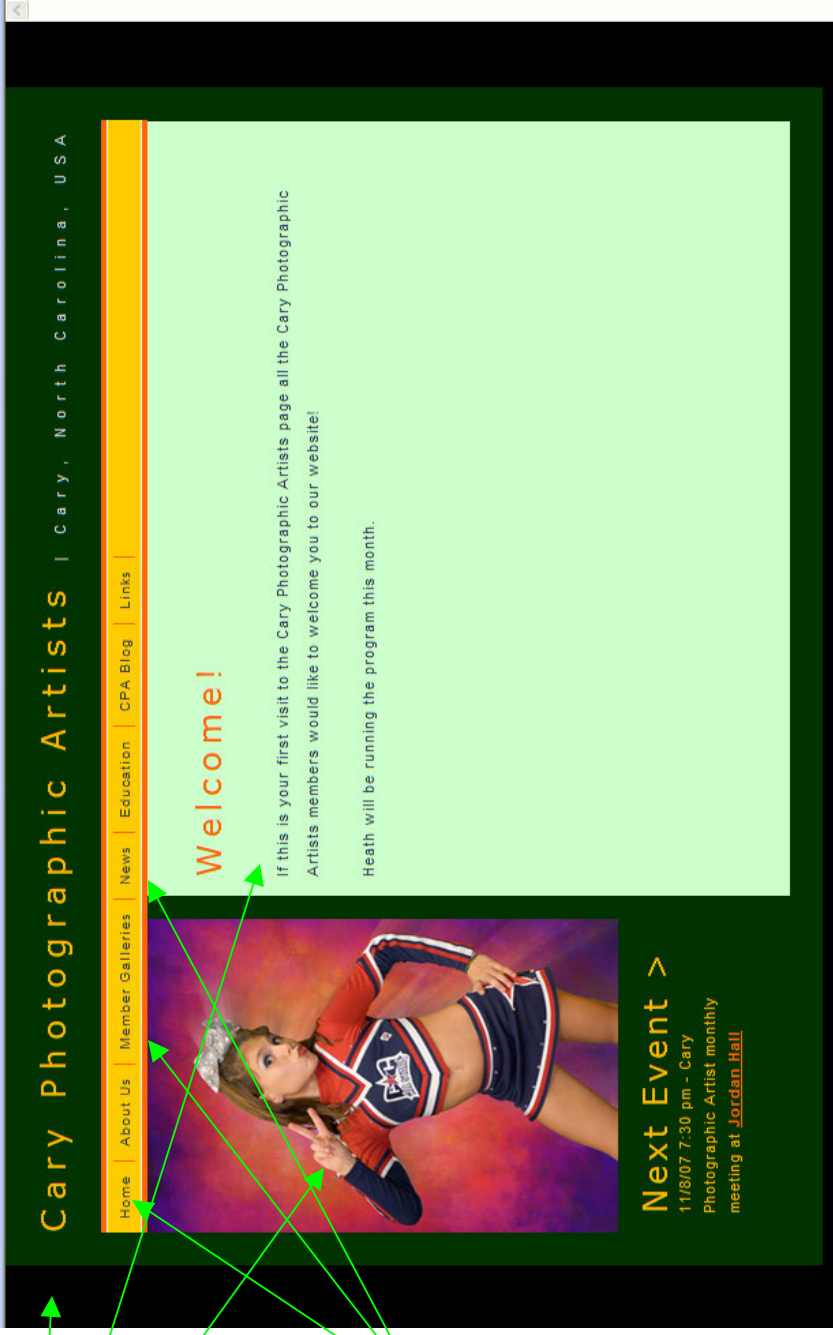
- What is a photo blog?
 - A blog (a portmanteau of web log) is a website where entries are written in chronological order and commonly displayed in reverse chronological order.*
 - A photoblog is a form of photo sharing and publishing in the format of a blog, but differentiated by the predominant use of and focus on photographs rather than text.*
- What does that mean?
 - A web site, but specialized

Let's look at the club's website home page

Name of the page

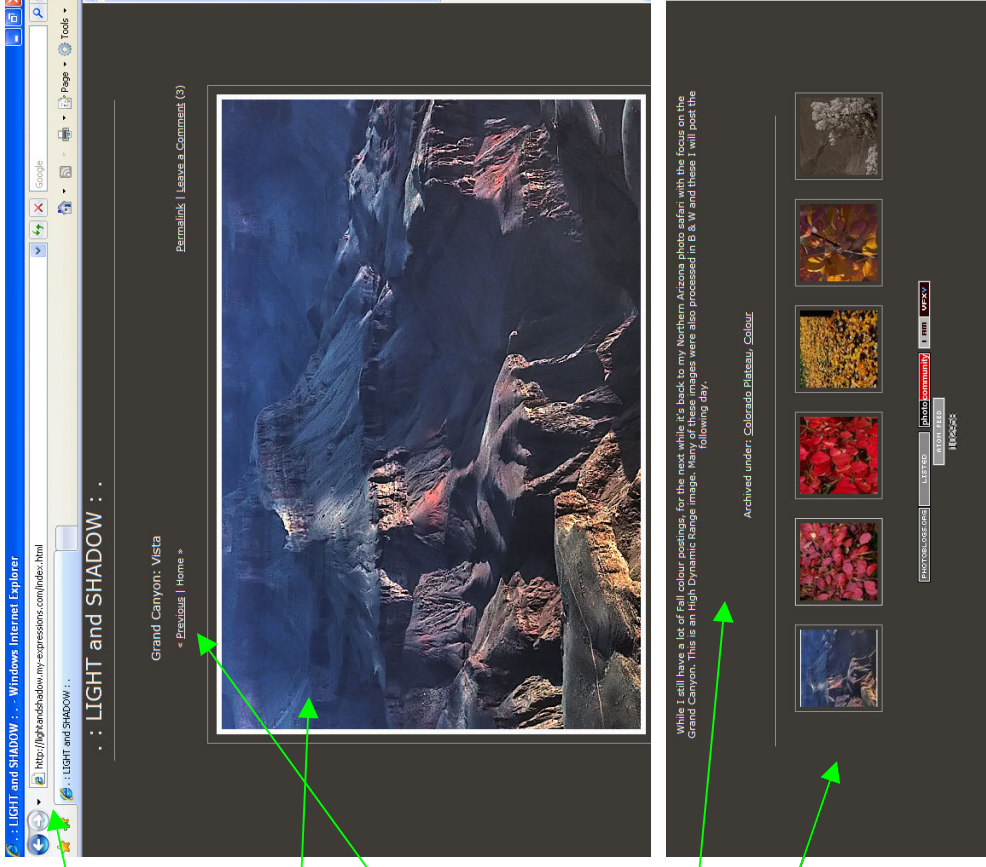


Content



Navigation tabs

Let's look at a photoblog's home page

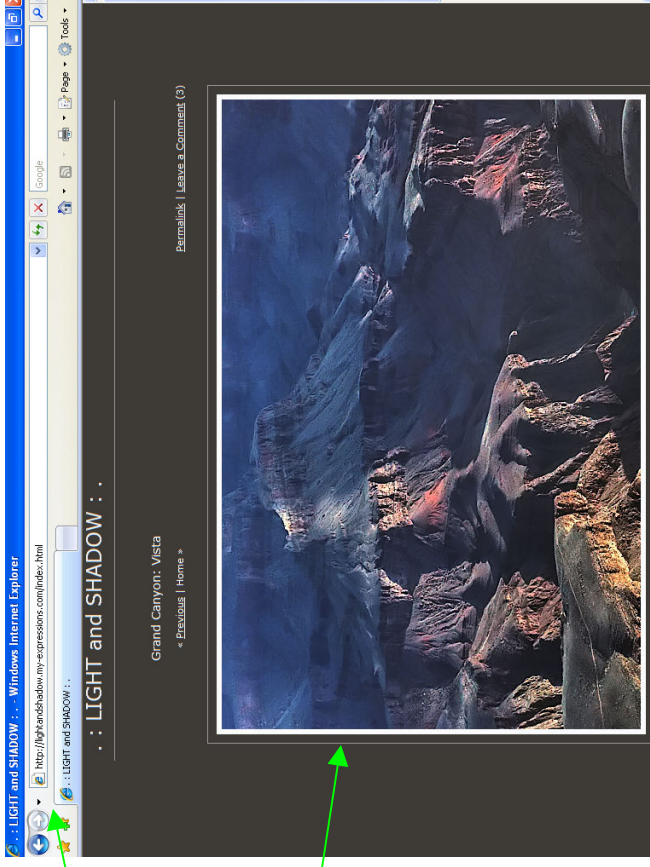


“Anchor” of the page

Content

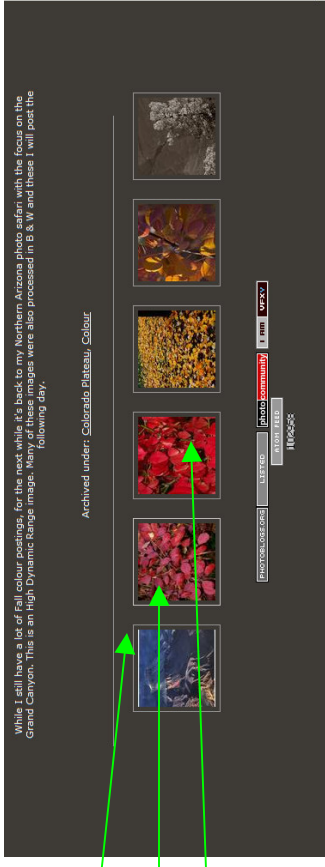
Navigation aids

A photoblog is a “push down list”



“Anchor” of the page

Current home page



Yesterday's home page

Day before's home page

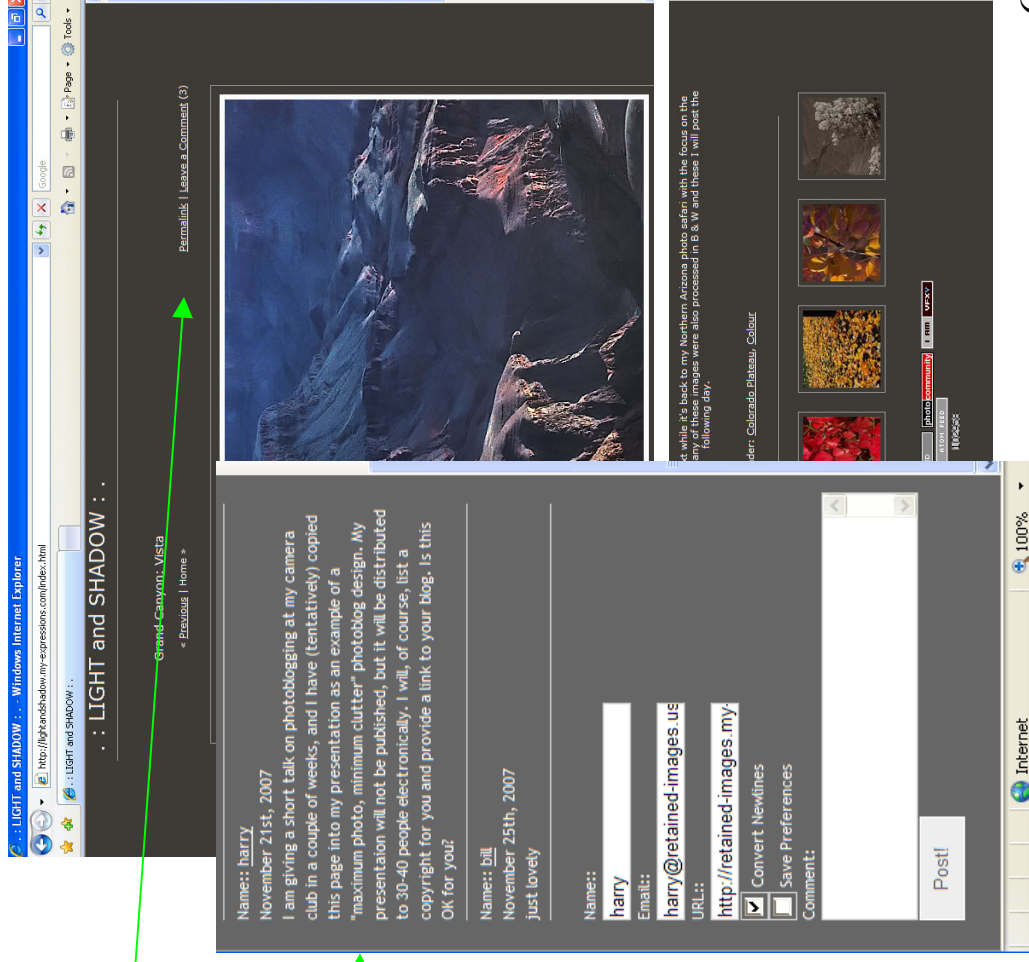
And before...

A photo blog is like a book laying open at the last page...

Photoblogs have “built-in” commenting

“Comment” button

Brings up comment dialog



Comments are normally emailed to the blogger who can respond in line or via email

What about sharing sites?

- SmugMug / Snapfish / EasyShare, etc
- You put up “albums”
- You invite people
- Not easy to find without an invitation
- Usually oriented toward family/friends sharing and ordering prints

What's a Blog good for?

- Strengths
 - Current photo always “on top”
 - Easy to show newest work
 - Easy to find buddy’s newest work
 - Easy to comment
- Not so good for selling
- Not good for group communications

So how do you get started?

Google “free photo blog”

Host	Cost	Online Since	Platform Type	Upload, Storage, Bandwidth Limits	RSS/Atom Feed for Blog	Allows Comments	Type of Comment Spam Filter	RSS/Atom Feed for Comments	Multilingual
Flickr	Free, or \$24.95 USD (pro account)	February 2004	Photo Sharing	20MB/month upload, or 2GB/month with pro account	Yes	Yes	Registration required to comment.	Yes	No
Blogger	Free	August 1999	Blogging	300 MB image storage	Yes	Yes	???	???	English, French, Italian, Dutch, Spanish, Portuguese, Chinese, Japanese, Korean
Expressions	\$3.00/month or \$29.95/year USD	July 2003	Photoblogging	100MB/month (with an option to upgrade) and unlimited bandwidth	Yes	Yes	Optional comment approval, basic spam prevention filters	No	English, French, Spanish, German

15 sites listed - 12 have at least 1 free option

Blogging / Photoblogging / photo sharing

Different customization options

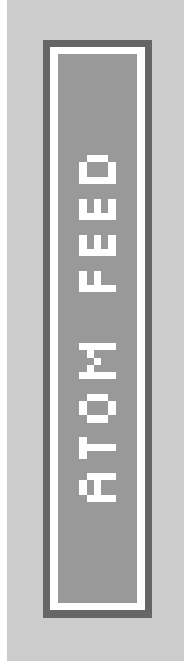
Ads / no ads

Different storage / bandwidth limitations

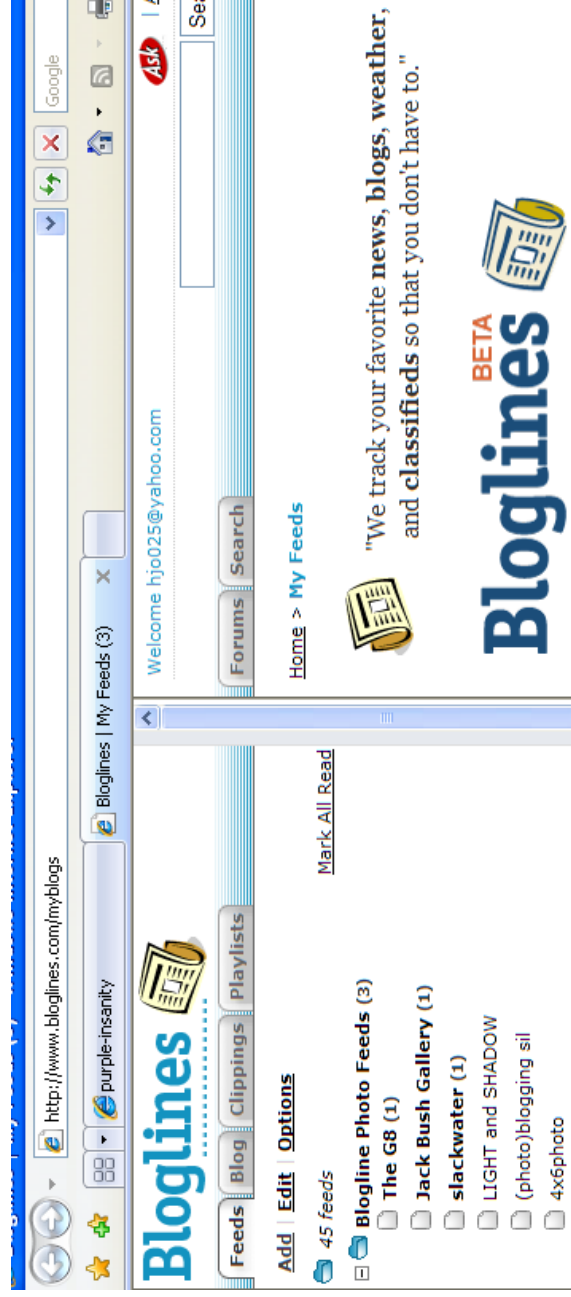
Another 15-20 listed but not characterized

http://wiki.photoblogs.org/wiki/Photoblog_Host_Comparison_Chart

If you find a blog you like, look for:



This lets you get automatic updates when the owner posts
(And if you start a blog, make sure you atom feed)
Several Atom Feed readers exist, I use:



So how should you pick a blog site to host your photos?

Esthetics

Features

Cost

...

All FLICKR pages look like this

FLICKR doesn't have named blogs

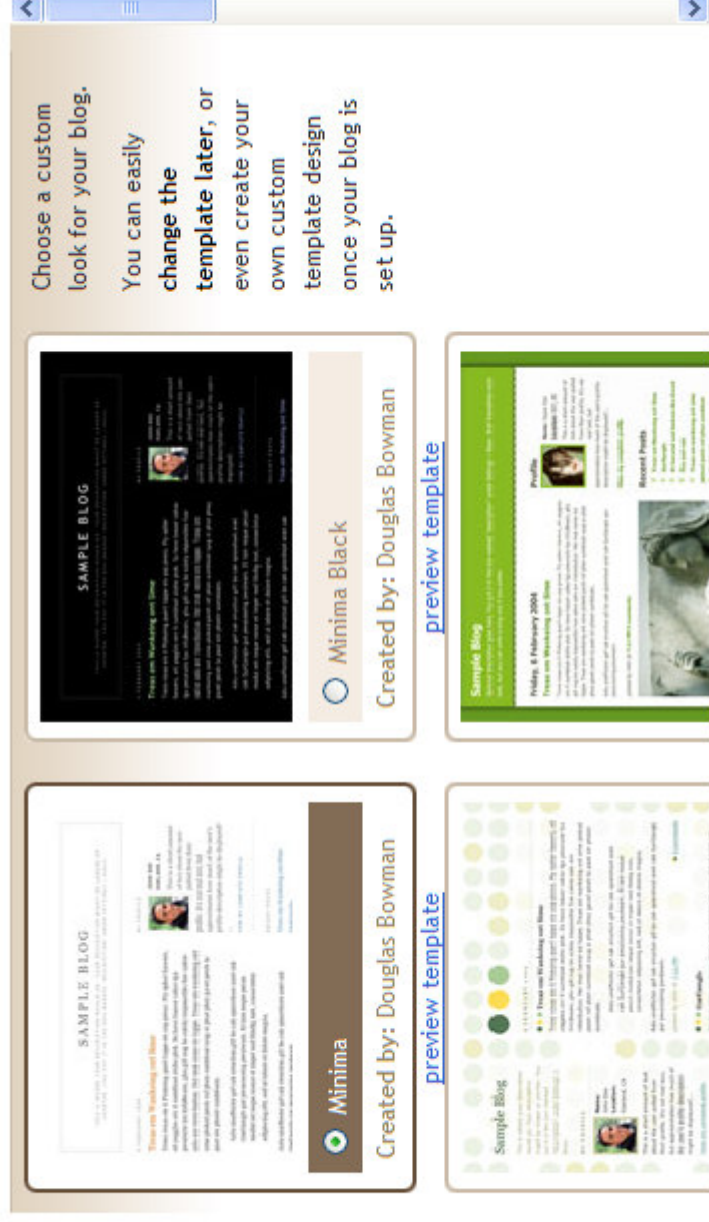
The screenshot shows a Flickr page for a photo of a hockey game. At the top, the Flickr logo is visible with the tagline "LOVES YOU". Navigation links include "Home", "The Tour", "Sign Up", "Explore", "Sign In", and "Help". A search bar contains the text "Search everyone's photos". The main content area features a large photo of a hockey player in a red jersey with "ELLSWORTH 21" on the back, positioned in front of a goal. The player is wearing a red helmet and is looking towards the goal. The goal is white with a black net. In the background, a "CHEVY.COM" sign is visible. Below the photo, the text reads: "From the Raleigh Adult Hockey Leatherheads vs. Blue liners 'Battle of the Badges' fundraiser at the RBC Center in Raleigh, NC." To the right of the photo, there is a "Comments" section with a comment from "rbyers_nc pro" that says "Man - that's great shot -". Below the photo, there is a "Big Save" badge and a "Miracle Man's photostream" section. The photostream shows a smaller photo of a person's face and a link to "655 photos". Below the photostream, there is a section titled "This photo also belongs to:" with a list of tags: "Raleigh (Pool)", "Raleigh Meetups (Pool)", "Raleigh Social Group (Pool)", and "Raleigh Events Group (Pool)". At the bottom, there is a "Tags" section with a list of tags: "Miracle Man", "Nikon", "D200", "Leatherheads vs Blue liners", "Hockey", "Fundraiser", "Battle of the Badges", and "RBC Center".

Yahoo
email
account
required

Blogger.com

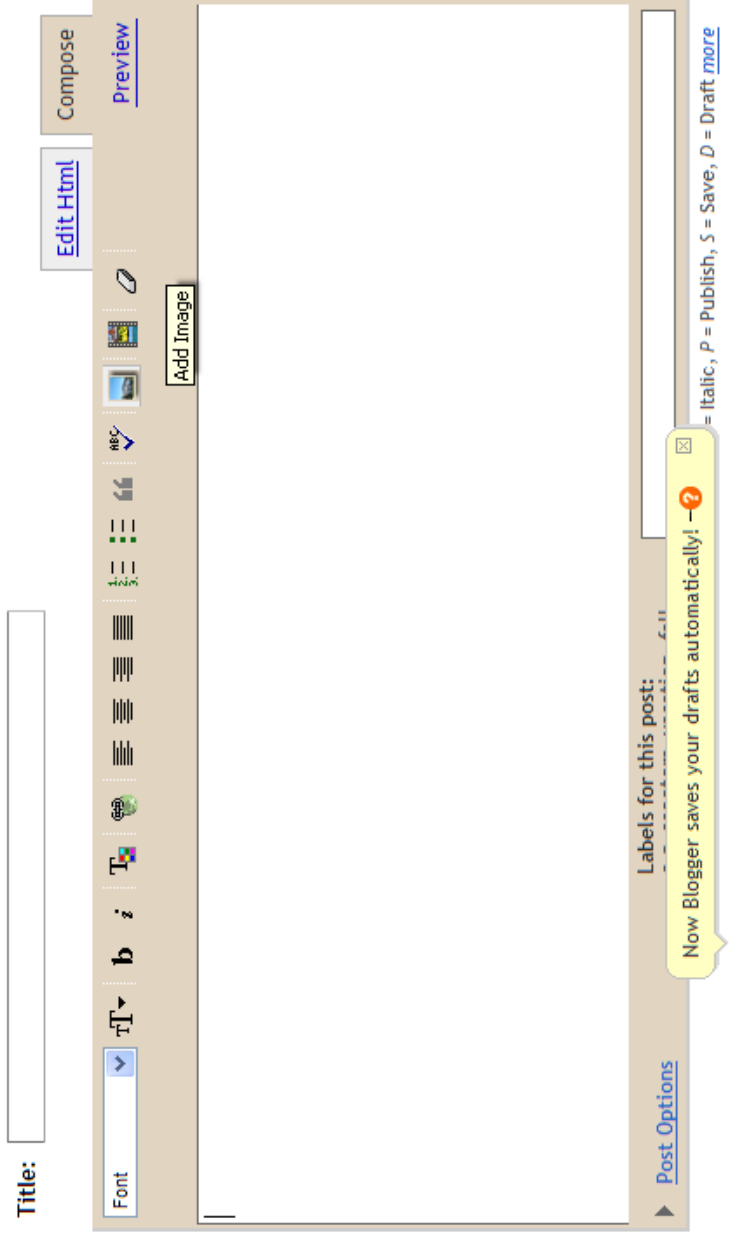
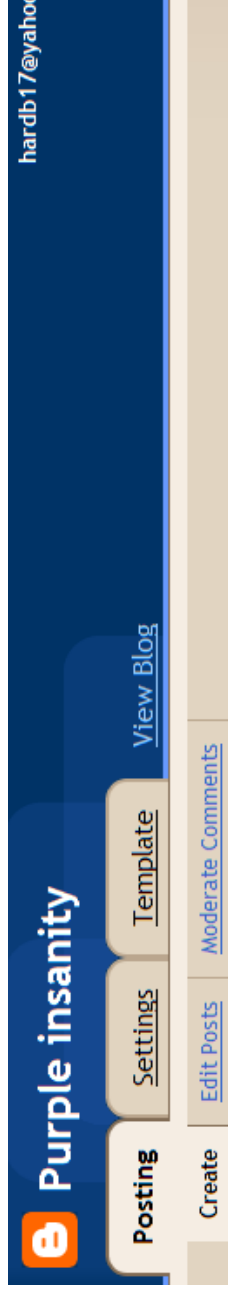
1. Is to name your blog and enter your information

2 Choose a template



Twelve template choices

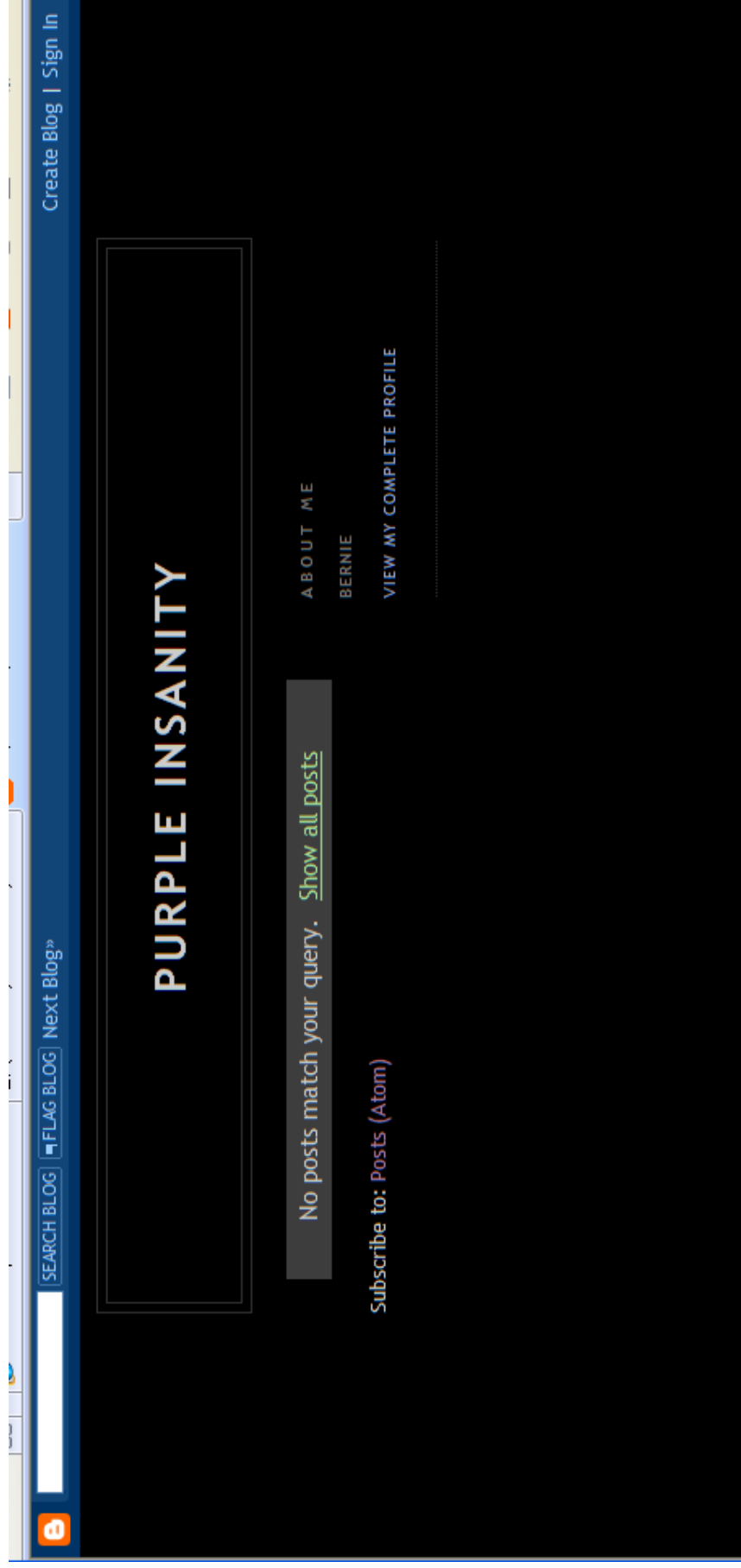
Immediately able to add an image



Life is so much simpler if you obey their
rules



Found my blog but not my post



Someone else's Blogger blog

SEARCH BLOG | FLAG BLOG | Next Blog®

WILEY WILLOWS PRIVATE DRIVE

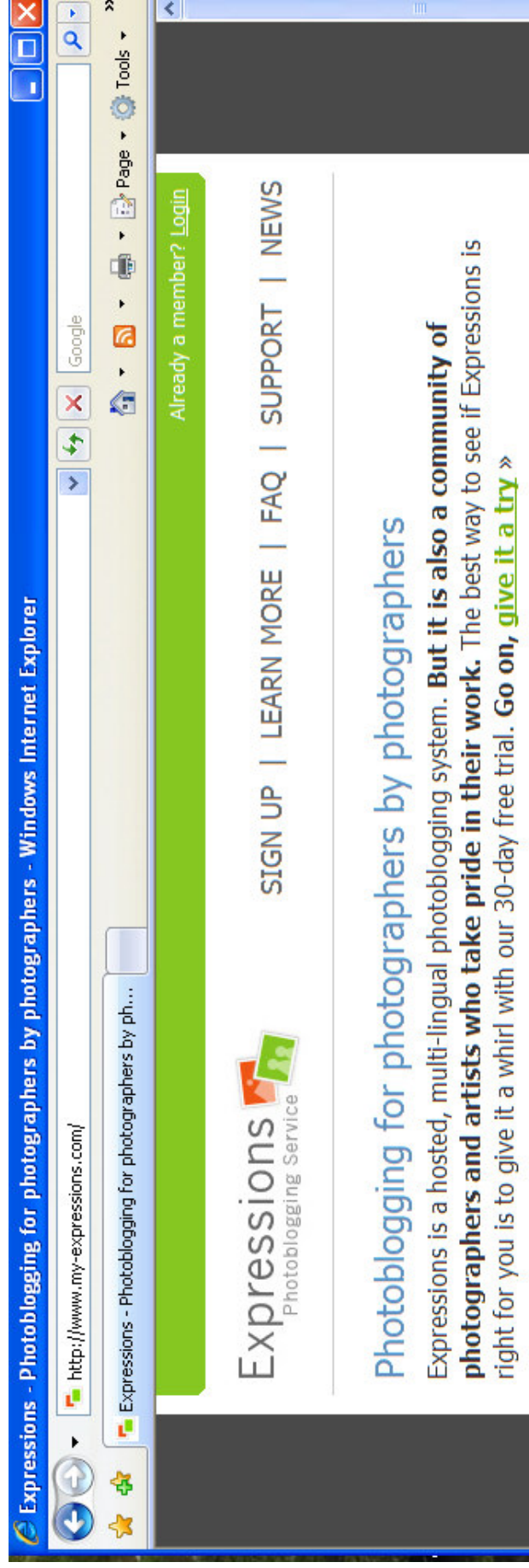
As for me and my blog we will serve the LORD!

November 28, 2007
bald eagle

This bald eagle is hovering over the same island as the seals from earlier this week. The island is actually a wildlife refuge, and is located near Port Townsend, Washington(state).

<http://wileywillows.blogspot.com/2007/11/bald-eagle.html>

My-expressions



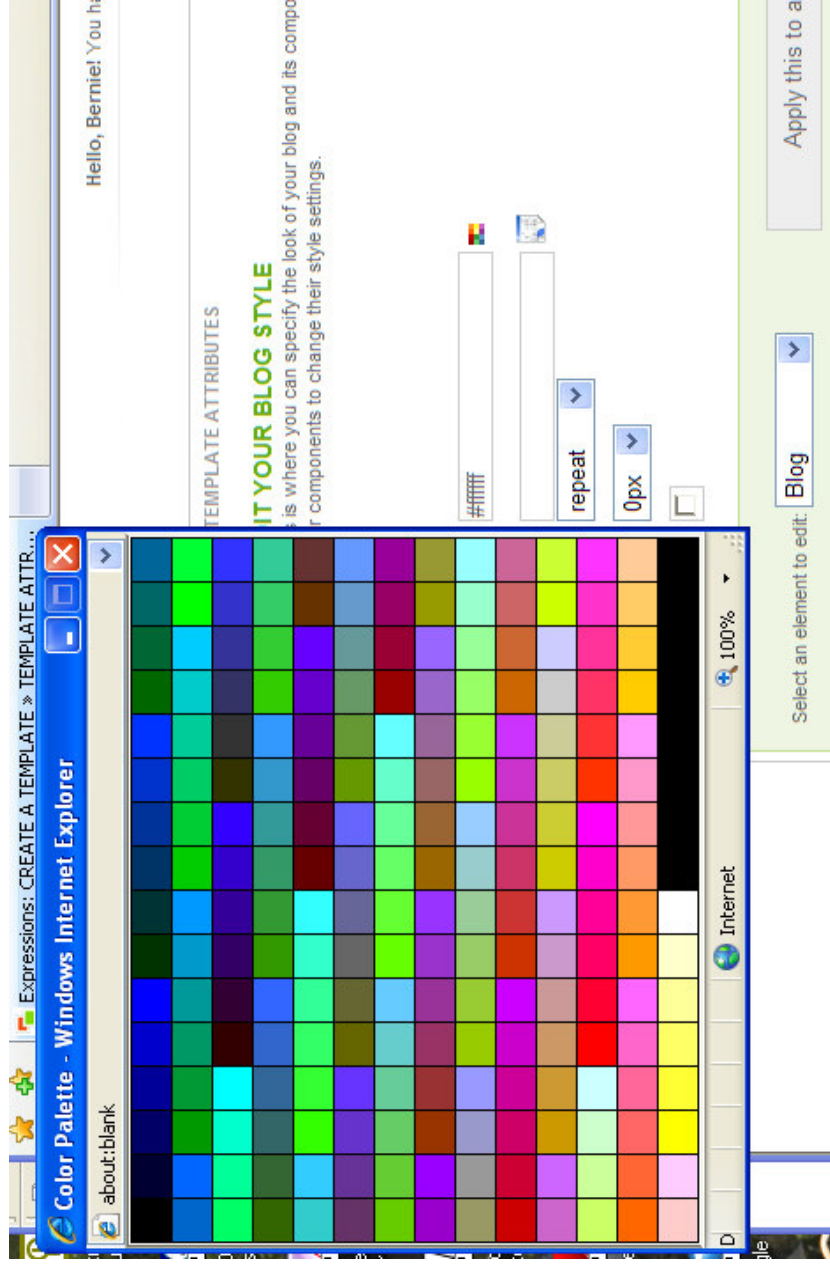
The screenshot shows a Windows Internet Explorer browser window displaying the Expressions website. The browser's address bar shows the URL <http://www.my-expressions.com/>. The page title is "Expressions - Photoblogging for photographers by photographers". The website features a green navigation bar with the text "Already a member? [Login](#)". Below this, the Expressions logo is displayed, consisting of the word "Expressions" in a large font and "Photoblogging Service" in a smaller font below it. To the right of the logo are navigation links: "SIGN UP | LEARN MORE | FAQ | SUPPORT | NEWS". The main content area has a heading "Photoblogging for photographers by photographers" followed by a paragraph: "Expressions is a hosted, multi-lingual photoblogging system. **But it is also a community of photographers and artists who take pride in their work.** The best way to see if Expressions is right for you is to give it a whirl with our 30-day free trial. **Go on, [give it a try](#)** »".

Add a basic template*

The screenshot shows the Expressions Photoblogging Service interface. At the top left is the logo "Expressions Photoblogging Service". Below it is a navigation menu with items: "Main Menu", "Account Prefs", "My Prefs", "Users", "Templates", "Pages", and "Files". The "Templates" item is highlighted. The main content area is titled "CREATE A TEMPLATE » TEMPLATE ATTRIBUTES". It features a "Name:" label followed by a text input field containing "MyTemp". Below this is a "Layout Type:" label followed by four thumbnail previews of different template layouts, each with a small "C" icon in the bottom right corner. At the bottom right of the main content area are two buttons: a red "Cancel" button and a green "Next >>" button. At the top of the page, there is a message: "Hello, Bernie! You have 30 days left of your free trial. [Sign Up?](#)" and navigation links: "Help | Logout | View Site".

* This is also after entering email info and naming the blog

Customization is simple



Simple page with a few clicks

purple-insanity

December 02, 2007
Sunset



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Main
Posted by: [BernieHardy](#) | [permalink](#)
[Comment](#)
Gallery: [Nature](#)
Tags: [sunset](#)

Naming your blog

- The name you use to create is permanent
 - Some go eponymous
 - Jack Bush Gallery
 - donnamhughes
 - howard rodkin photography
 - Wiley Willows (Photo blog)
 - Some go with art or photo themes
 - . : LIGHT and SHADOW : .
 - EXPRESSIVE EXPOSURES
 - retained-images
 - 4x6photo
 - Sensitive Light
 - Some go quirky
 - Ash Clippings
 - Birdwalking
 - roadtonowhere
 - forgingahead&trade
 - slackwater
 - APPARENTLYNOTHING
 - DETRIUS
 - MegaPickles

How to get your blog known

- Comment on others
 - They usually check you out
- Join on-line contests
 - Photo Friday
 - Tuesday Challenge
 - Thursday Challenge
 - ... more

Sizing your photo

- Your camera's JPG is probably 3 to 5 MB
 - 6 megapixel image is about 3000 x 2000 pixels*
 - 10 megapixel image is about 3900 x 2600 pixels*
- That is more pixels than will fit on a screen
 - Most PC's are 1024 x 768
 - MACs are somewhat bigger (maybe 1600 x 1200)
 - Older PCs are 800 x 600
 - Starting to see some PC's at 1400 x 900
- Your template has borders
- Many viewers will not view full screen

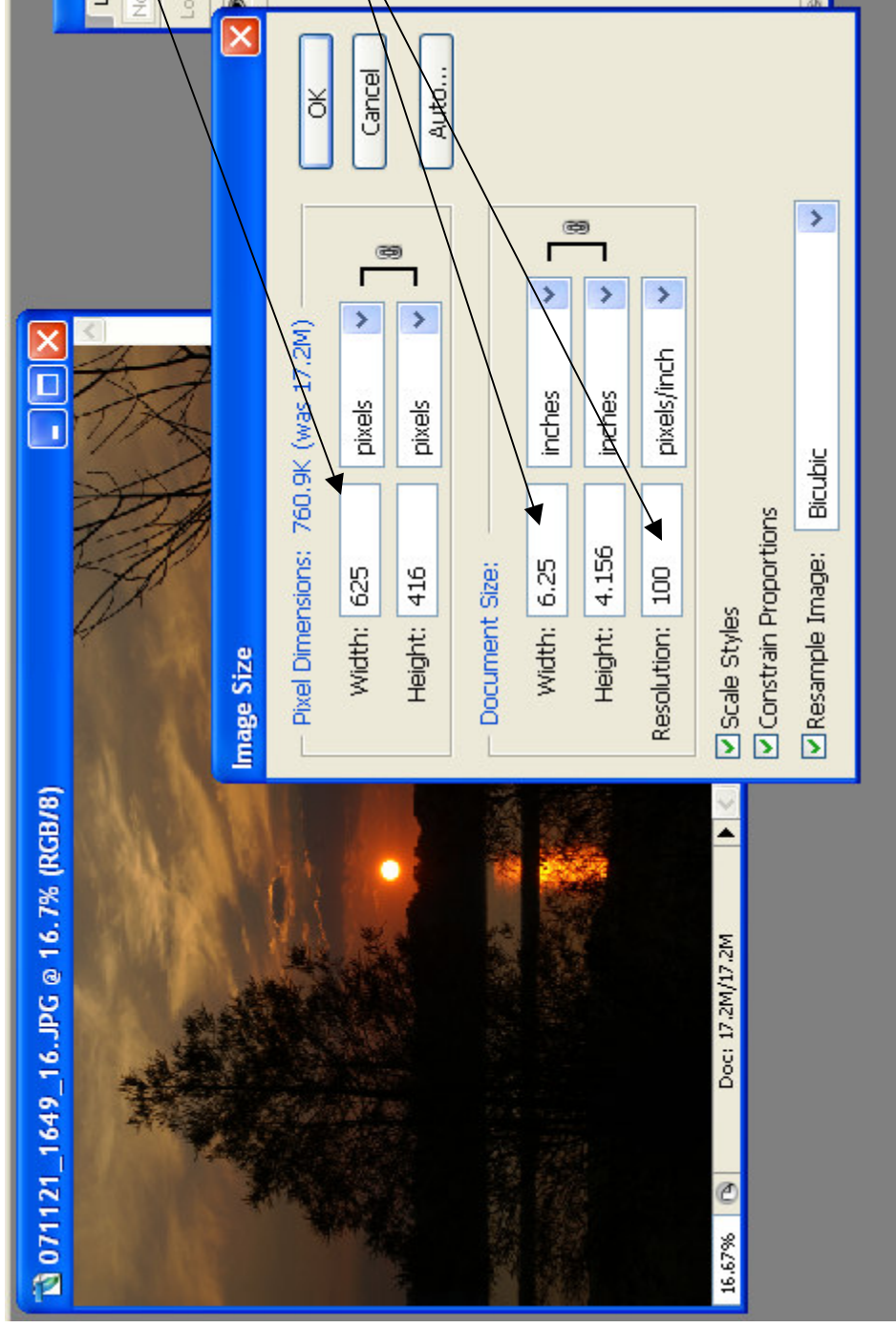
* Assumes 35mm SLR proportion of 3x2; most P&S are four-thirds

If you upload your default JPG

- Slow upload
- Use up storage on your blog
- Slow download
- OR Blog software will decide the sizing/cropping
- Plus, the viewer might have to scroll to see whole image

I am enough of an “artist” and enough of a “control freak” that I want to determine exactly how my image will show.

Sizing your photo for your blog



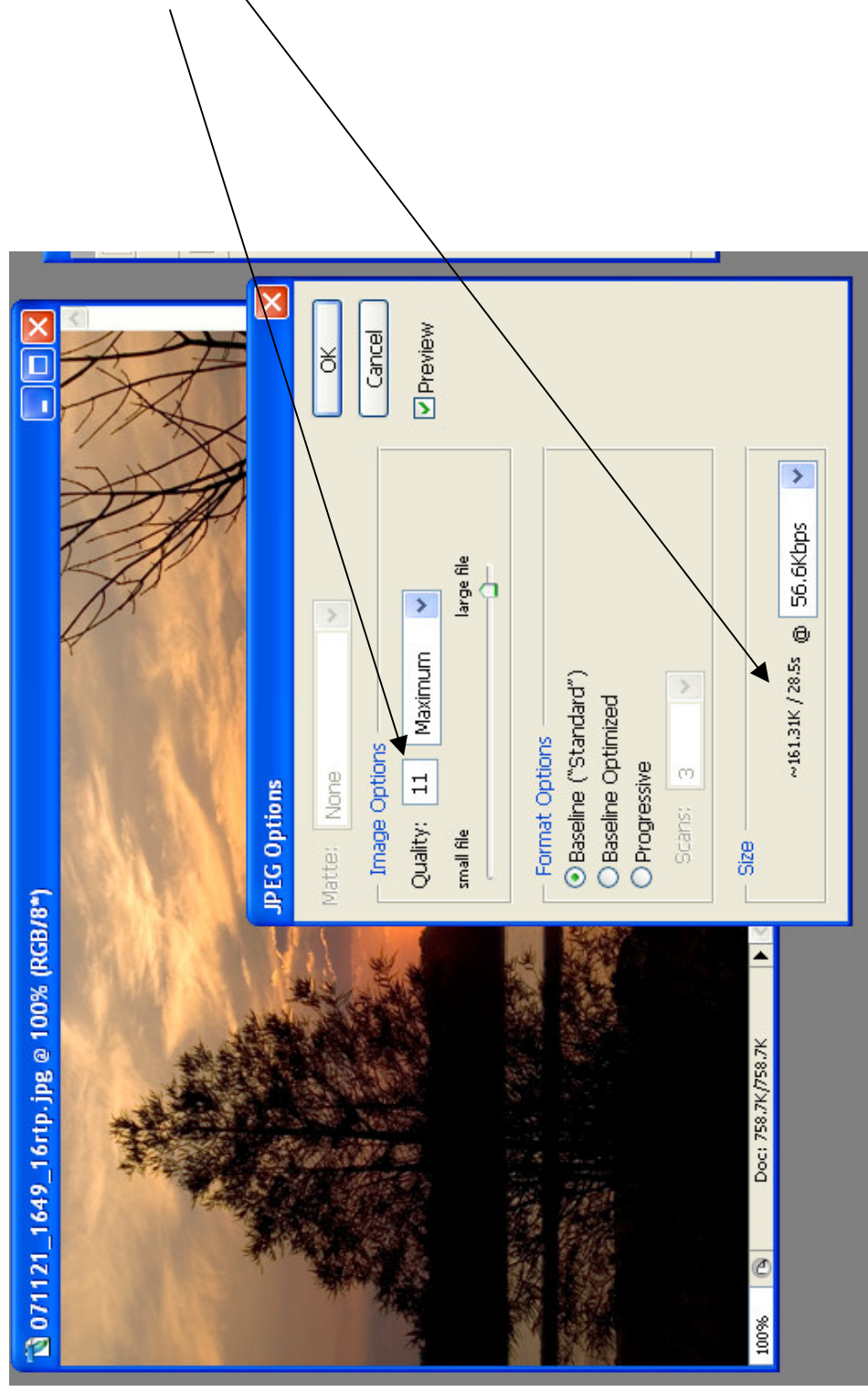
Pick the pixel dimension of the widest side,

or

Pick your width in inches at 100 pixels/inch.

(NOTE: This size works for my template and style - you should determine what works for you).

After you've sized, "save as" and pick a quality that gives 150-250 KB file size



Photoblogging

- Photoblogging is fun
- Share/ comment/ receive comments
- No or low cost
- Don't need to know much about computers
- Dedication required!
 - People expect to hear from you
 - You expect feedback
 - “Great shot” comments get stale fast

My blog:
<http://retained-images.my-expressions.com>

retained-images - Thursday, November 08, 2007
Fall hills



[» Previous](#) [Main](#) [Next »](#)

This photo was taken on Skyline Drive in Shenandoah National Park. I took it on October 18 - as you can see, I am a bit behind in processing my photos!

Credits

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- All images shown as sample blogs belong to the blog owners
- The names referenced on page 23 belong to the respective blog owners
- The images on pages 22, 25, 27, 28 and 30 belong to Harry O'Connor
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