From the author of the world's top-selling book on Apple iLife

iPhoto '11

The Macintosh iLife Guide to using iPhoto with Mac OS X Lion and iCloud

Jim Heid
with Dennis R. Cohen and Michael E. Cohen

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Printed and bound in the United States of America.

For Toby,

for my mom and

the rest of my family,

and in loving memory

of George Heid, my dad.

He would have loved this stuff.

George Heid (right), recording direct to disc
on a moving train, in the early 1950s.

About the Author

Jim Heid describes himself as a poster child for iLife: he has been taking photos, making movies, and playing music since he was a kid.

He began writing about personal computers in 1980. As Senior Technical Editor of one of the first computer magazines, *Kilobaud Microcomputing,* he began working with Mac prototypes in 1983. He began writing for *Macworld* magazine in 1984 and is now a Senior Contributor. He has also written for *PC World, Internet World,* and *Newsweek* magazines, and he was a technology columnist for the *Los Angeles Times.*

Jim is a popular speaker at user groups, conferences, and other events. He has taught at the Kodak Center for Creative Imaging in Camden, Maine; at the University of Hawaii; and at dozens of technology conferences in between. He's also an obsessed amateur photographer whose photos have been featured in the *San Francisco Chronicle.*

Jim works for lynda.com, an online education site, where he's responsible for developing video training courses that cover photography, Photoshop—and yes, iPhoto.

Acknowledgments

This book wouldn't exist if it weren't for Barbara Assadi and Arne Hurty, and I thank you both. Barbara has expertly edited this book and every one of its previous incarnations, and Arne created a design that has stood the test of time.

David Van Ness crafted the layouts in this book with precision and a fine eye for detail.

My thanks also go to Dennis and Michael Cohen for their editorial assistance, and to Cliff, Myrna, and everyone at Peachpit Press.

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Finally, my love and my thanks to Toby, my partner in crimes of all kinds—including, at long last, life. I love you!

—Jim Heid

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Read Me First

How the Book Works

Do you read computer books from cover to cover? I don't either. I read sections that interest me, and then I use the book as a reference when I'm stuck and need to look something up.

This book is designed to make this "just the facts" style of learning as easy as possible. The entire book is a series of two-page spreads, each a self-contained reference that covers one topic.

Keep it handy as you use iPhoto. When you are stuck—or just have a few free minutes and want to increase your iPhoto mastery—fan the pages, glancing at the tabs on the right-hand page, until you find what you need. Or use the index or the table of contents to look up specific topics.

Whether you read this book from cover to cover or use it as a reference, I hope you find it a useful companion to your iPhoto and photographic endeavors.

Most spreads begin with an introduction that sets the stage with an overview of the topic.

Here's the main course of each spread, where you'll find instructions, background information, and tips.

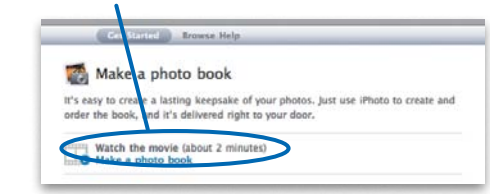
The section and spread names appear on the edges of the pages to allow you to quickly flip to specific topics.

Read the Book, Watch the Movies

You can't beat the printed page for delivering depth and detail, but some people learn best by watching. If you're in this second group, Apple's got you covered.

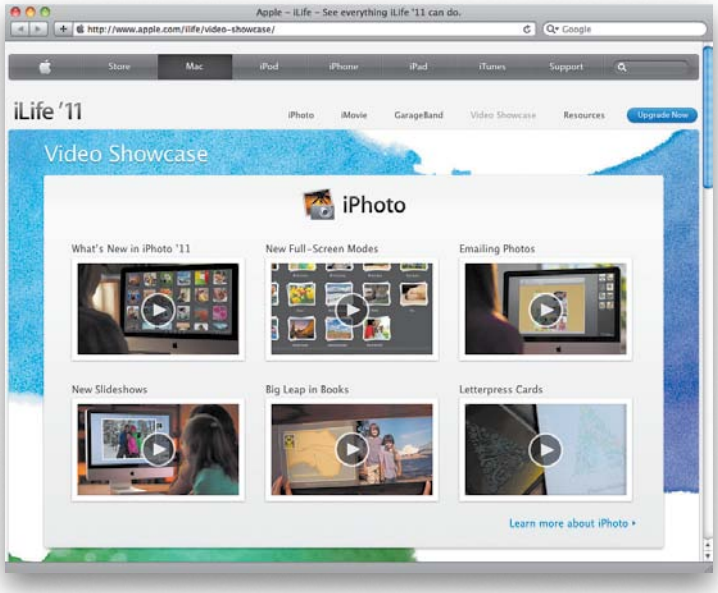
In iPhoto help. When you're working in iPhoto, you can use its built-in help to get instructions. Many help topics have short movies that you can watch to get the big picture of how to accomplish a task.

Click the link…



…and watch the movie.

On Apple's site. Interested in more of an overview of what iPhoto '11 is all about? Head directly to www.apple.com/ilife/video-showcase. There you can watch movies about the key features in iPhoto '11 and the rest of its siblings in the iLife family.



Join Me Online

I share photos that I take as well as tidbits relating to photography and other digital media topics in several online venues.

Flickr. For photo sharing, you'll find me on Flickr at www.flickr.com/jimheid.

Instagram. I also love sharing iPhone photos on Instagram, where you'll find me as @jimheid.

Facebook. Like almost a billion other highly productive individuals, I spend time on Facebook, too. Visit and subscribe to my feed at www.facebook.com/jimheid.

Twitter. Why yes, in fact, I do tweet now and again. Follow me at www.twitter.com/jimheid.

Welcome to iPhoto

Photographs can commemorate, inspire, amuse, persuade, and entertain. They're time machines that recall people and places. They're vehicles that carry messages into the future. They're ingrained in infancy and become intensely personal parts of our lives.

And now that photos have gone digital, they're everywhere. Between the cameras in our phones and the larger cameras that we tether to our wrists or wear around our necks, we have more ways to record slices of life than ever before. The phone in my pocket contains more photos than my dad shot in his lifetime.

How do we deal with this deluge of images? How do we keep track of them so we can find them years from now? How can we make them look better? How do we share them so that others can enjoy them?

iPhoto has answers—good answers—to each of these questions. iPhoto handles what I call the "tripod of digital imaging": organizing, enhancing, and sharing. This book explores each of these three legs in detail. Here's an overview of what we'll explore together.

Welcome to iPhoto.

Import and Organize

iPhoto makes it easy to import photos from your camera or an iPhone, iPod touch, or iPad.

Some or all. Choose to import every shot, or be selective and just bring in the best of them. Your photos live in your *photo library.*

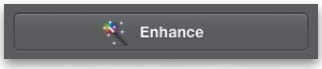
Automatic organization. iPhoto stores photos in virtual shoeboxes called *events,* creating them for you automatically as you import photos.

Bring out your inner librarian. Are you one of those hyper-organized people whose socks are sorted by color? You'll love the organizational features iPhoto provides—everything from *keywords* that describe your photos to facial recognition features that collect shots containing the people in your life. Use at least some of these organizational aids, and you'll make your photos much easier to find.

Enhance and Improve

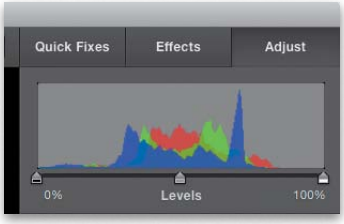
Just about any photo can benefit from some enhancement, and that's where iPhoto's edit view comes in.

Enhance with a click. You can often improve exposure and color balance with a single click.



Improve composition. Crop your photo to focus attention on your subject or just to improve its framing. And straighten those crooked shots so the ocean doesn't look slanted.

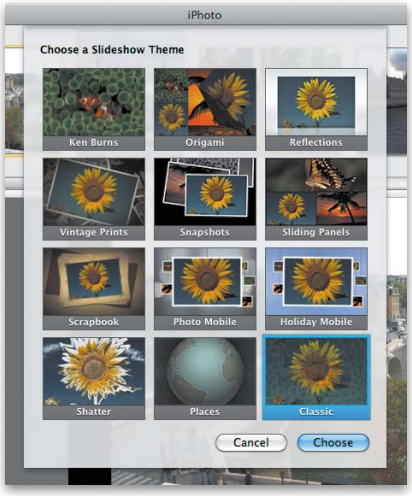
Retouch and refine. Use the edit view's tools to retouch blemishes and scratches, improve exposure and color balance, add sharpness, and much more.



Share On-Screen, Online, and In Print

Don't let your best shots just sit there. Use iPhoto to share them—with loved ones, with clients, with the world.

Popcorn not included. Create slide shows using one of a dozen design themes, then display them on the Mac's screen (or on your TV), burn them to DVD discs, or use them in iMovie projects.



Online time. Email photos to friends and family. And post them on Facebook and Flickr for all the world—or just some of it—to see.

Meet your publisher. Print photos on your own printer, or order them from Apple. Better still, create photo books, calendars, and greeting cards.

The Rest of Your iLife

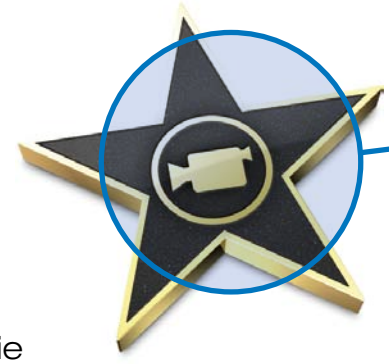
iPhoto is part of a family of programs that Apple calls iLife. The rest of the family includes iMovie for video editing, iDVD for creating DVDs, and GarageBand for recording music and podcasts.

iLife is included with every new Mac. You can also buy the individual programs (except for iDVD) from the App Store.

And then there's iTunes and its sidekicks, the iPod, iPad, and iPhone. While this i-ware isn't part of iLife, they work together beautifully. Use music from your iTunes library in your iPhoto slide shows and other iLife projects, and view photos, play GarageBand tunes, and watch iMovie flicks on an iPod, iPad, or iPhone. Connect your portable theater to a big-screen set—or add an Apple TV—and live iLife through your home entertainment system. Go from consuming media to producing your own, with your Mac at the center of it all.

iPhoto

- Import photos from cameras and elsewhere
- Organize photos into albums—or let iPhoto organize them based on events, faces, and places
- Crop, enhance, and print photos
- Order prints, calendars, cards, and books
- Create slide shows, and share photos online



iMovie

- Import and organize video from camcorders
- Edit video and create titles
- Add music soundtracks from iTunes
- Enhance video and add special effects
- Add photos and videos from iPhoto
- Share video through DVDs or the Web
- Export video for viewing on iPod, iPhone, iPad, or Apple TV

GarageBand

- Learn to play piano and guitar
- Create songs by assembling loops
- Connect a keyboard to play and record software instruments
- Record vocals, acoustic instruments, and electric guitars
- Create podcasts and add soundtracks to movies
- Transfer your productions to iTunes and use them in your iPhoto and iMovie creations

iTunes

- Shop for music, videos, and audiobooks at the iTunes Store
- Convert music CDs into digital music files
- Organize songs into playlists, and burn CDs
- Transfer music, photos, and videos to mobile devices
- Listen to Internet radio, podcasts, and audiobooks

iPhone, iPad, and iPod touch

- Shoot photos and movies, then import them into iPhoto
- Use iCloud's Photo Stream feature to sync your recent shots with your Mac
- Transfer photos and videos you create for mobile viewing

iDVD

- Create slide shows from your iPhoto library
- Add music soundtracks from iTunes
- Present video created in iMovie
- Distribute files in DVD-ROM format

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iPhoto ’11

The Macintosh
iLife ’11

Importing Photos with iCloud's Photo Stream

With Apple's new iCloud service, introduced in the fall of 2011, getting photos from a camera into iPhoto has become an almost trivial matter—that is, if the camera is an iPhone, iPad, or iPod touch. Forget about cables and memory cards to connect your devices to iPhoto: with iCloud's Photo Stream feature, it's all up in the air. And that's a *good* thing.

Your Photo Stream stores up to 1000 of your most recent photos. Snap a photo at the park, and it goes to your Photo Stream, and then flows back down from the cloud and into your iPhoto library.

There's a bit more to it than that, but as the following pages describe, your Photo Stream is the easiest, most automatic way to combine iPhoto and your iOS mobile devices.

Getting to Know the iCloud

iCloud is Apple's replacement for its MobileMe service (see "Whither MobileMe Galleries?" on the next page), and it provides both backup storage for iOS devices and data exchange between iOS devices and personal computers. iCloud is free, and you get 5 GB of backup storage, plus storage for as many as 1000 photos at any given time on Apple's servers. (You can upgrade to more storage for a price.) The photos stored by iCloud exist in the part of the iCloud service called the *Photo Stream.*

Signing Up for iCloud

To sign up for iCloud, you need a Mac running Mac OS X 10.7.2 "Lion" (or later) and an Apple ID—and if you don't have the latter, or even know what an Apple ID is, you can find out about it, and create one, right from the iCloud System Preferences pane in Lion.

Once you sign up for iCloud, turn on the Photo Stream feature in the iCloud System Preferences pane.

Setting Up Your iOS Device

To use iCloud and its Photo Stream with an iOS device, the device must be running iOS 5 or later. Not to worry: if you get a new iOS device these days, its initial setup process walks you through setting up an iCloud account; if you upgrade an existing iOS device to iOS 5, you'll be prompted to set up an iCloud account as well. With iOS 5 and Lion, in fact, it's almost impossible to avoid the "sign up for iCloud" prompts.

On your iOS device, turn on Photo Stream in the iCloud portion of the Settings app. There are no special options or features you have to worry about: activating Photo Stream is just a simple switch that you set to "On."

Whither MobileMe Galleries?

Apple has announced that MobileMe galleries will be shut down as of June 30, 2012. If you have used these galleries in the past, you will have to find a new place to post your online photo galleries (iPhoto currently includes Flickr and Facebook sharing—see pages 94 through 101). Photo Stream, unlike Mobile Me galleries, is not designed for public display of your photos. However, you can still use MobileMe before the shut-down date, which explains why you'll see pictures in this book that show MobileMe galleries. Consider these vestiges part of MobileMe's farewell tour.

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