



**THE PHOTO  
MANAGERS**

**CERTIFICATION COURSE  
MASTER OUTLINE**



# CERTIFICATION MASTER OUTLINE

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## MODULE 1 - INTRO TO PHOTO MANAGEMENT

### A. Learning Objectives

### B. Introduction

### C. Professional Photo Management

1. Industry Overview
2. Target Markets
3. Traits Of A Photo Manager
4. Resources

### D. The Photo Managers

1. About
2. History
3. Benefits
4. Certification Program
  - a) Overview
  - b) Modules

### E. Photo Management Best Practices

1. Client & Project Management
2. Physical Photos & Memorabilia
3. Digitization
4. Digital Photo Organizing
5. Storage
6. Sharing

### F. Code Of Ethics

### G. Quiz

### H. Answer Key

## MODULE 2 - CLIENT & PROJECT MANAGEMENT

### A. Learning Objectives

### B. Introduction

### C. Client Management

1. Building Relationships
2. Building Trust
3. Give A Good Introduction
4. Eye Contact
5. Mirroring
6. Body Language
7. Affirmation



8. Active Listening
9. Empathy
10. Go Above And Beyond
11. Building Long Term Relationships
12. Have Fun
13. Dealing With Emotional Moments
14. Personal Safety

**D. Client Needs Assessment**

1. Introduction
2. Assessment Plan

**E. Project Management**

1. Introduction
2. Leadership
3. Communication
4. Planning
5. Time Management
6. Risk Management
7. Expertise
8. Budget Management

**F. Additional Resources****G. Quiz****H. Answer Key****MODULE 3 - PHYSICAL PHOTOS & MEMORABILIA****A. Learning Objectives****B. Introduction****C. Gathering Materials**

1. Set Up
2. Gathering
  - a) Remove From Albums
  - b) Remove From Devices
3. Secure Everything

**D. Sorting And Organization**

1. Inventory
2. Context
3. Method
4. How To Sort
5. Abcs
6. Questions To Ask
7. Special Cases
  - a) Vintage Photos
  - b) Slides
  - c) Negatives



- d) Unidentifiable
- e) Explicit
- 8. Wrapping Up A Sorting Session

**E. Memorabilia**

- 1. Artwork
- 2. Audio/Video/Film
- 3. Objects
- 4. Textiles

**F. Digitizing**

- 1. Scanning Prints/Slides/Negatives
- 2. Scanning Memorabilia
- 3. Photographing Objects
- 4. Copyright
- 5. Outsourcing

**G. Additional Resources****H. Quiz****I. Answer Key****MODULE 4 - DIGITAL PHOTO ORGANIZING****A. Learning Objectives****B. Introduction****C. Section One - Understanding Mac, PC, and EHDs**

- 1. Learning Objectives
- 2. Understanding Mac
  - a) Using Finder
    - (1) Helpful Keyboard Shortcuts
    - (2) Finder Search Capabilities
  - b) Using Apple Photos
    - (1) Exporting
    - (2) Albums
    - (3) Smart Albums
  - c) Using iCloud
    - (1) iCloud Definitions
    - (2) Optimize storage
    - (3) How to Download Photos from iCloud
- 3. Understanding PC
  - a) Using File Explorer
    - (1) Helpful Keyboard Shortcuts
    - (2) File Explorer Search Capabilities
  - b) Using Windows Photos
    - (1) Albums
    - (2) Facial recognition
    - (3) Editing
  - c) Using OneDrive



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4. Understanding EHDs
    - a) Format definitions
    - b) How to format on a Mac
    - c) How to format on a PC
    - d) Using a Mac-Formatted Drive on a PC and a PC-Formatted Drive on a Mac
  5. Quiz
  6. Answer Key

#### **D. Section Two - Digital Organizing Best Practices**

1. Learning objectives
2. Introduction
3. Acquisition of media files
  - a) Acquiring photos from phones
  - b) Understanding Common Media File Types
    - (1) Common Photo Formats
    - (2) Common Video Formats
4. Removing Duplicates from a Photo Collection
5. Creating an Organizational System
6. What is Metadata?
  - (a) IPTC metadata
  - (b) File renaming
7. How to Update Metadata + Rename Files
8. Quiz
9. Answer Key

#### **E. Section Three - Cloud Backup**

1. Learning Objectives
2. Introduction
3. Popular Cloud Service Options
4. Understanding Sync versus Backup
5. Uploading from Phone to the Cloud
6. Helpful Cloud Features
7. Cloud Security and User Agreements
8. Quiz
9. Answer Key

## **MODULE 5 - SAVE & SHARE**

### **A. Learning Objectives**

### **B. Introduction**

### **C. Saving Photos & Memorabilia**

1. What to Keep
2. Archival Storage
3. Environment
4. How to Store
  - a) Prints
    - (1) Vintage Photos



- (2) Damaged Photos
- b) Negatives
- c) Slides
- d) Audio/Video & Film
- e) Objects
- f) Textiles
- g) Media

**D. Sharing Photos**

- 1. Introduction

**E. Prints**

- 1. Best backup, will last, even make them just to store

**F. Photo Books**

**G. Video & Slideshows**

**H. Photo-Sharing App & Websites**

**I. Wall Art**

**J. Digital Frames**

**K. Photo Gifts**

**L. Family History & Genealogy**

**M. Working with Memorabilia**

**N. Working with Vendors**

**O. Quiz**

**P. Answer Key**

