Answers found here!

iPhoto '09 makes it easier than ever to transfer photos from a digital camera, organize them, and print or share them. This version boasts loads of new tools—including auto face-recognition, easier ways to get your photos online, and custom travel maps—but there's no printed manual. Fortunately, David Pogue and J.D. Biersdorfer team up in this funny, authoritative book that should have been in the box.

The important stuff you need to know

Organizing Your Collection. The opening chapters guide you through the ways iPhoto lets you group your pictures—by events, in albums, or even based on who's in the picture and where it was taken.

Editing Basics. Even the greatest photos sometimes need a little touching up. This book covers iPhoto's beefed-up editing suite, including its increasingly Photoshop-like adjustments palette.

Finding an audience. iPhoto excels at getting your photos out to the people who want to see them. Choices include screen savers, Kodak prints, DVD slideshows (with music), iPhone videos, gift books, calendars, cards, and easy publishing to Flickr, Facebook, and MobileMe Web galleries.

Whether you're the next Ansel Adams or just a photo nut, iPhoto '09: The Missing Manual lets you marry the stunning quality of digital photography with the power of your imagination.

Why I started the Missing Manual series.

People learn best when information is engaging, clearly written, and funny. Unfortunately, most computer books read like dry catalogs. That's why I created the Missing Manuals. They're entertaining, unafraid to state when a feature is useless or doesn't work right, and—oh, by the way—written by actual writers. And on every page, we answer the simple question: "What's this feature for?"

iPhoto ’09

David Pogue & J.D. Biersdorfer
Table of Contents

Introduction .......................................................................................................................... 1
  About This Book .................................................................................................................. 4
  The Very Basics .................................................................................................................. 5

Part One: iPhoto Basics

Chapter 1: Camera Meets Mac ............................................................................................ 9
  iPhoto: The Application ........................................................................................................ 9
  Getting Your Pictures into iPhoto ...................................................................................... 13
  The Post-Import Inspection ............................................................................................... 26
  Where iPhoto Keeps Your Files ......................................................................................... 28

Chapter 2: The Digital Shoebox ......................................................................................... 33
  The Source List .................................................................................................................. 33
  All About Events ............................................................................................................... 37
  Photos View ....................................................................................................................... 41
  Selecting Photos ................................................................................................................ 48
  Hiding Photos .................................................................................................................... 50
  Three Ways to Open a Photo ............................................................................................. 52
  Albums ............................................................................................................................... 55
  Smart Albums .................................................................................................................... 61
  Folders .............................................................................................................................. 63
  The Info Panel ................................................................................................................... 64
  Extended Photo Info ......................................................................................................... 69
  Deleting Photos .................................................................................................................. 70
  Customizing the Shoebox ................................................................................................. 72

Chapter 3: Five Ways to Flag and Find Photos ................................................................. 77
  Flagging Photos ................................................................................................................ 77
  Searching for Photos by Text ............................................................................................ 79
  The Calendar ..................................................................................................................... 80
  Keywords ........................................................................................................................... 83
  Ratings .............................................................................................................................. 88

Chapter 4: Faces and Places ............................................................................................... 89
  Faces ................................................................................................................................... 89
  Places ............................................................................................................................... 101
### Chapter 5: Editing Your Shots

- Editing in iPhoto ......................................................... 113
- The Toolbar and Thumbnails Browser .................................................. 116
- Notes on Full-Screen Mode ............................................................ 117
- Notes on Zooming and Scrolling ..................................................... 118
- The Rotate Button ................................................................. 120
- Cropping .................................................................................... 121
- Straightening .............................................................................. 125
- The Enhance Button ................................................................. 125
- Red-Eye ..................................................................................... 127
- Retouching Freckles, Scratches, and Hairs ...................................... 128
- The Effects Palette ...................................................................... 129
- The Adjust Panel ....................................................................... 131
- Introduction to the Histogram ......................................................... 132
- Exposure .................................................................................... 134
- Contrast ...................................................................................... 135
- Saturation ................................................................................... 136
- Highlights and Shadows .............................................................. 137
- Definition ................................................................................... 138
- Sharpness ................................................................................... 138
- De-noise ..................................................................................... 139
- Color Balance ............................................................................. 139
- Copy and Paste .......................................................................... 142
- Beyond iPhoto ............................................................................ 142
- Reverting to the Original .............................................................. 143
- Editing RAW Files ....................................................................... 144

### Part Two: Meet Your Public

- Chapter 6: The iPhoto Slideshow .................................................. 151
  - About Slideshows ................................................................. 151
  - Instant Slideshows ................................................................. 154
  - Slideshow Settings .................................................................. 158
  - Saved Slideshows ................................................................. 162
  - Slideshow Tips ....................................................................... 171
  - Slideshows and iDVD ............................................................ 173

- Chapter 7: Making Prints ............................................................. 175
  - Making Your Own Prints ....................................................... 175
  - Ordering Prints Online .......................................................... 184
### Chapter 8: Email, Web Galleries, and Network Sharing
- Emailing Photos ................................................................. 189
- Publishing Photos on the Web ........................................... 193
- Flickr .................................................................................. 194
- Facebook ............................................................................ 198
- The MobileMe Gallery ....................................................... 201
- iPhoto to iWeb ..................................................................... 211
- Exporting iPhoto Web Pages ............................................. 214
- Photo Sharing on the Network ........................................... 220
- Photo Sharing Across Accounts ....................................... 222

### Chapter 9: Books, Calendars, and Cards
- Phase 1: Pick the Pix ............................................................ 226
- Phase 2: Publishing Options .............................................. 226
- Phase 3: Design the Pages .................................................. 231
- Phase 4: Edit the Titles and Captions ................................. 243
- Phase 5: Preview the Masterpiece ...................................... 248
- Phase 6: Send the Book to the Bindery .............................. 251
- Photo Calendars .................................................................. 253
- Greeting Cards and Postcards .......................................... 259

### Chapter 10: iPhoto Goes to the Movies
- Before You Export the Slideshow ...................................... 263
- Two Ways to Make Movies ............................................... 264
- Exporting a QuickTime Movie .......................................... 267
- Fun with QuickTime .......................................................... 271
- Managing Movies Imported from Your Camera ................ 275
- Editing Digital-Camera Movies ........................................ 275
- Burning a Slideshow Movie CD or DVD ........................... 276
- Slideshow Movies on the Web .......................................... 278

### Chapter 11: iDVD Slideshows
- The iDVD Slideshow .......................................................... 283
- Extra Credit: Self-Playing Slideshows ................................. 291

### Part Three: iPhoto Stunts

#### Chapter 12: Screen Savers, AppleScript, and Automator
- Building a Custom Screen Saver ....................................... 295
- One-Click Desktop Backdrop ............................................ 297
- Exporting and Converting Pictures .................................. 299
- Plug-Ins and Add-Ons .......................................................... 303
- AppleScript Tricks ............................................................... 304
- Automator Tricks ............................................................... 304
# Table of Contents

**Chapter 13: iPhoto File Management** ................................................. 309  
  - About iPhoto Discs ............................................................................................................................. 309  
  - iPhoto Backups ................................................................................................................................... 313  
  - Managing Photo Libraries ................................................................................................................. 314  
  - Merging Photo Libraries .................................................................................................................... 318  
  - Beyond iPhoto .................................................................................................................................... 319  

**Part Four: Appendixes**

**Appendix A: Troubleshooting** .............................................................. 323  
  - The Most Important Advice in This Chapter ................................................................................... 323  
  - Importing, Upgrading, and Opening ............................................................................................... 323  
  - Exporting .............................................................................................................................................. 325  
  - Printing ............................................................................................................................................... 327  
  - Editing and Sharing ............................................................................................................................ 327  
  - General Questions .............................................................................................................................. 328  

**Appendix B: iPhoto ‘09, Menu by Menu** ............................................ 333  
  - iPhoto Menu ........................................................................................................................................ 333  
  - File Menu ............................................................................................................................................. 338  
  - Edit Menu ............................................................................................................................................ 341  
  - Photos Menu ....................................................................................................................................... 343  
  - Events Menu ........................................................................................................................................ 345  
  - Share Menu ......................................................................................................................................... 346  
  - View Menu .......................................................................................................................................... 346  
  - Window Menu ..................................................................................................................................... 348  
  - Help Menu .......................................................................................................................................... 349  

**Appendix C: Where to Go From Here** ................................................. 351  

**Index** ........................................................................................................ 353
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Acknowledgements

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I also owe a debt of gratitude to my old Yale roommate Joe Schorr, who co-authored the first two editions of this book and wound up, years later, working at Apple, where he eventually became the product manager for Aperture and—how’s this for irony?—iPhoto. Some of his prose and his humor live on in this edition.

Professional photographer/writer Derrick Story’s mark is on this book, too. His writeups of the Adjustments Palette live on in Chapter 5.

The photos featured in this book’s examples were taken by Lesa Snider King (balloon festival shots), Derrick Story (Chapter 5 shots), and me (most of the rest).

Thanks to Zach Brass, who created a number of the screenshots in this book; to Dennis Cohen, who tech-edited this book’s early editions; and to David Rogelberg.

Even more special thanks to Jude Biersdorfer, who cheerfully undertook the challenge of updating this book to reflect the changes in iPhoto ’09 without making it sound like two different authors were at work. She did a seamless, witty, professional job.

Above all, thanks to Jennifer, Kelly, Tia, and Jeffrey, whose patience and sacrifices make these books—and everything else—possible.

—David Pogue
I’d like to thank my grandfather, Tom Elliott, for getting me my very first 35mm camera (a Pentax K1000) for my 13th birthday, and for always encouraging my interest in photography when I was growing up. Deepest thanks as well to my family and especially Betsy Book, for putting up with me during those crazy days of deadline.

—J.D. Biersdorfer

**The Missing Manual Series**

Missing Manuals are witty, superbly written guides to computer products that don’t come with printed manuals (which is just about all of them). Each book features a handcrafted index; cross-references to specific page numbers (not just “see Chapter 14”); and RepKover, a detached-spine binding that lets the book lie perfectly flat without the assistance of weights or cinder blocks.

Recent and upcoming titles include:

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• iMovie ’08 & iDVD: The Missing Manual by David Pogue
• iPhone: The Missing Manual by David Pogue
• iPhoto ’08: The Missing Manual by David Pogue
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• Switching to the Mac: The Missing Manual, Tiger Edition by David Pogue and Adam Goldstein
• Switching to the Mac: The Missing Manual, Leopard Edition by David Pogue
• Wikipedia: The Missing Manual by John Broughton
• Windows Vista: The Missing Manual by David Pogue
• Windows Vista for Starters: The Missing Manual by David Pogue
• Your Brain: The Missing Manual by Matthew MacDonald
In case you haven’t heard, the digital camera market is exploding. At this point, a staggering 98 percent of cameras sold are digital cameras. It’s taken a few decades—the underlying technology used in most digital cameras was invented in 1969—but film photography has been reduced to a niche activity.

And why not? The appeal of digital photography is huge. When you shoot digitally, you don’t pay a cent for film or photo processing. You get instant results, viewing your photos just moments after shooting them, making even Polaroids seem painfully slow by comparison. As a digital photographer, you can even be your own darkroom technician—without the darkroom. You can retouch and enhance photos, make enlargements, and print out greeting cards using your home computer. Sharing your pictures with others is far easier, too, since you can burn them to CD, email them to friends, or post them on the Web. As one fan puts it, “There are no ‘negatives’ in digital photography.”

But there is one problem. When most people try to do all this cool stuff, they find themselves drowning in a sea of technical details: JPEG compression, EXIF tags, file format compatibility, image resolutions, FTP clients, and so on. It isn’t pretty.

The cold reality is that while digital photography is full of promise, it’s also been full of headaches. During the early years of digital cameras, just making the camera-to-computer connection was a nightmare. You had to mess with serial or USB cables; install device drivers; and use proprietary software to transfer, open, and convert camera images into a standard file format. If you handled all these tasks perfectly—and sacrificed a young male goat during the spring equinox—you ended up with good digital pictures.
iPhoto Arrives

Apple recognized this mess and finally decided to do something about it. When Steve Jobs gave his keynote address at Macworld Expo in January 2002, he referred to the “chain of pain” that ordinary people experienced when attempting to download, store, edit, and share their digital photos.

He also focused on another growing problem among digital photographers: Once you start shooting free, filmless photos, they pile up quickly. Before you know it, you have 6,000 pictures of your kid playing soccer. Just organizing and keeping track of all these photos is enough to drive you insane.

Apple’s answer to all these problems was iPhoto, a simple and uncluttered program designed to organize, edit, and distribute digital photos without the nightmarish hassles. Successive versions added features and better speed. (There was no iPhoto 3, oddly enough. Keep that in mind if someone tries to sell you a copy on eBay.)

To be sure, iPhoto isn’t the most powerful image management software in the world. Like Apple’s other iProducts (iMovie, iTunes, iDVD, and so on), its design subscribes to its own little 80/20 rule: 80 percent of us really don’t need more than about 20 percent of the features you’d find in a full-blown, $300 digital asset management program like, say, Apple’s own Aperture.

Today, millions of Mac fans use iPhoto. Evidently, there were a lot of digital camera buffs out there, feeling the pain and hoping that iPhoto would provide some much-needed relief.

What’s New in iPhoto ’09

On the surface, iPhoto ’09 doesn’t look much different from iPhoto ’08. It does, however, harbor some new features, many of them designed to personalize your photos and to make it easier to share them with the world:

- **Faces.** The most talked-about feature in iPhoto ’09 is Faces, a new component of the program that analyzes your photos and groups your collections based on the people who are in them.

  When you turn Faces loose on your photos, iPhoto sweeps through your photo library, methodically examining any clump of pixels that looks like it might be a human face. Once iPhoto has detected faces in the photos, it singles them out and invites you to put names to those mugs: Mom, Sweetie, Chris, and so on. Once you do, the program recognizes these same people in other photos. From now on, you have one-click shopping for pictures of a specific person.

- **Places.** Plotting photos on an electronic map is all the rage these days. With its Places feature, iPhoto ’09 offers you the power of Google Maps and a whole box of little virtual map pins to show off your travels. Even if you don’t have a camera that automatically slaps GPS coordinates onto every photo you snap, you can still use the tools within Places to snap in a spot on the map.
Once you get some photos tagged to geographical locations, Places lets you look them up based on where they were taken—either on your own personalized map (“Grandma’s house,” for example) or neatly sorted by country, state, town, or landmark.

- **Travel maps.** Apple has given iPhoto ’09 a set of stylish new map pages that you can incorporate into printed photo books. These maps can be fully customized to show every city you visited, say, on that tour of French Canada, complete with little red arrows showing your route to Québec City and back. Maps give context to the photos, and they look really cool. It’s like Rand McNally went along for the ride.

- **New slideshow themes.** The beloved slideshow feature from the iPhotos of Yore has gotten a major makeover in this latest version of the program. Themes—animated visual slideshow styles—debut in iPhoto ’09. The traditional slideshow option, with its lengthy choice of Hollywood-esque transitions between photos, is still here, now called Classic. That beloved documentary-style pan-and-zoom effect to bring still photos to life has remained as, of course, the Ken Burns theme.

- **Slideshow Export.** The new slideshow themes may make you even more determined to show off your pictures-in-motion, and Apple makes it easier than ever to do in iPhoto ’09. The new Slideshow Export feature lets you pop out a traveling copy of your iPhoto opus as a QuickTime movie, perfectly sized for a variety of different screens. With just a couple of clicks, you can export the slideshow for an iPhone, iPod, Apple TV, Web page, or even a big screen—and not worry about the video looking grainy or blotchy. Your pal iPhoto finds the resolution solution automatically.

- **Online sharing.** iPhoto ’09 brings online sharing to the masses—including the bazillions of people using Flickr (the largest photo Web site) and Facebook (the most popular “all about me” Web site). Choose some photos and then hit the Facebook or Flickr buttons: You’ve just published them online. Make changes to the photos on either the Web or in iPhoto, and the updates sync up to the other location.

Flickr and Facebook members can take advantage of iPhoto’ other new features as well. Spent all afternoon naming your friends in Faces? Those name tags you apply in iPhoto follow the photos over to Facebook, saving you the trouble of tagging them again online. And those locations you linked to your Places photos take their geographical information with them—so you don’t have to fiddle around pinpointing them all over again on your Flickr map.

- **Goosed-up editing.** The editing tools in iPhoto have been supercharged, thanks to underlying technology swiped from Aperture (Apple’s professional photo program). For example, you can now intensify the saturation of the colors in a photo without affecting skin tones. When you eliminate scratches or zits with the Retouch tool, iPhoto no longer blurs things (like clothing borders) that shouldn’t be blurred. And the Red-Eye tool now exploits face recognition, so it knows what’s an eye and what’s not.
Colophon

This book was written on several computers, including a black MacBook laptop that remained attached to David Pogue like an appendage and J.D. Biersdorfer’s trusty silver MacBook Pro. It was originally typed in Microsoft Word, with substantial assistance from the typing-shortcut program TypeIt4Me (www.typeit4me.com) and the macro program QuicKeys (www.quickeys.com). Later revisions were written directly in Adobe InDesign CS3.

The book’s screen illustrations were captured with Ambrosia Software’s Snapz Pro X (www.ambrosiasw.com), edited in Adobe Photoshop CS3 (www.adobe.com), and overlaid with labels, lines, and circles in Macromedia Freehand Mac OS X.

The book was designed and laid out in Adobe InDesign CS3 on a Mac Pro G5 Intel. The fonts include Formata (as the sans-serif family) and Minion (as the serif body face). To provide the symbols (✱, ✧, ▲, and so on), Phil Simpson designed two custom fonts using Macromedia Fontographer.

The book was then exported as Adobe Acrobat PDF files for final transmission to the printing plant in Canada.
Get the information you need, when you need it, with Safari Books Online. Safari Books Online contains the complete version of the print book in your hands, as well as all of the other Missing Manuals.

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