

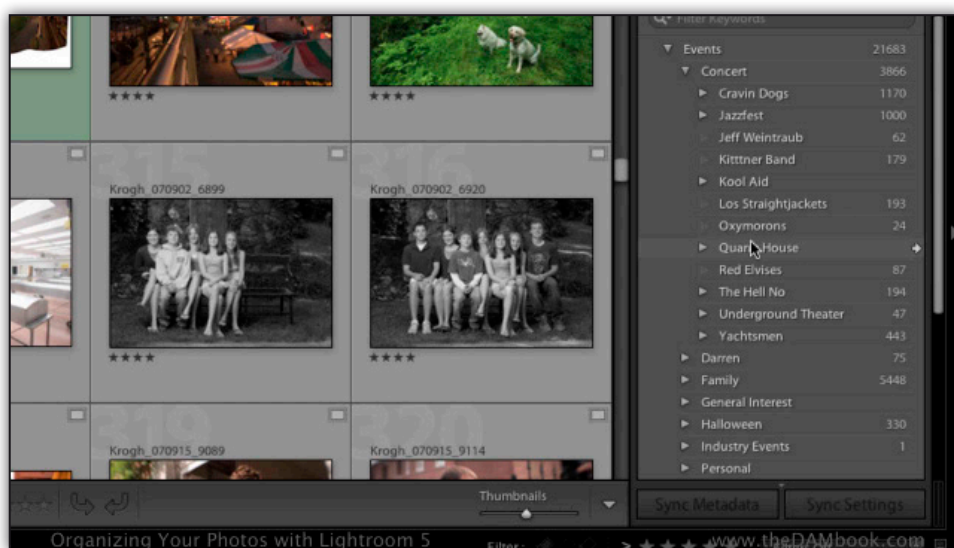
## USING KEYWORDS

Keywords are used for classification of a photo. They can describe the subject matter, event shown, person photographed, or any other characteristic of the photo you might want to filter for.

I've placed this chapter after the Filtering Chapter because I want you to think about the organizational keyword tags as a filtering tool. These tags allow you to easily show “just these images and no others.”

While some people may like to tag images for every little characteristic, I don't have time for that, nor do most people I know. You need to make keywords that are appropriate for your Photo Library and the kinds of subject matter that interests you.

The most basic functions of keywords are the classification of your images, and the ability to filter to find those images. We'll start by looking only at the *Keyword List* panel, because I think that's the most useful for each of these tasks.



### VIDEO 5-1 KEYWORDS OVERVIEW (4:38)

*This shows how you can make keywords and put them in a hierarchy, and how you can find images by using that hierarchy.*

## BUILDING YOUR KEYWORD STRUCTURE

Your keyword structure will reflect the images in your Photo Library, and your interest in using those images.

If you love dogs, you may want to tag every image in your collection that shows a dog. If you don't care for dogs, then this might be totally irrelevant to you. You might want to make a tag for all animals, and put the dogs and cats in there together (watch out for fights). But if you are unlikely to need animal photos for any usage, then it's probably a waste of time to make that tag.

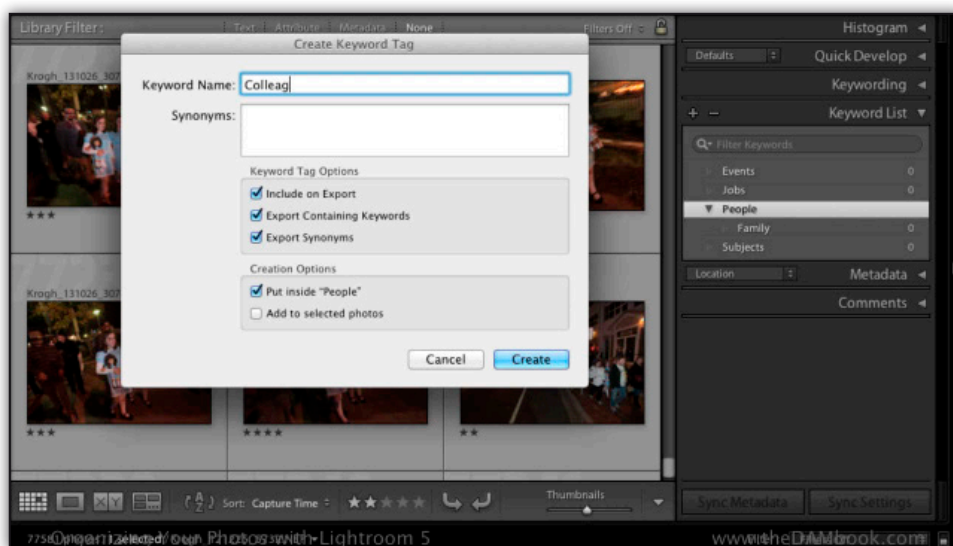
Your keyword structure should be a natural reflection of the subject matter you photograph, and the way you need to filter the images. Let's break the process down.

## Start big and subdivide

Your keywords will be easiest to use if you create a handful of top-level hierarchies and organize your keywords within these. This makes it much easier to make good tags, and to find the right images with those tags. Good top-level keywords might include *People*, *Events*, *Projects* and *Subjects*. If you are a professional, you will want to create a category for your assignment work. It can be helpful to make one for Locations as well, but we will see in Chapter 7 that the location information should end up in the Location fields.

Inside each of these top-level keywords, you can make child keywords. These are used to subdivide the top level into useful subsets. So inside *People*, you may put *Family*, *Friends* and *Colleagues*. These can be further subdivided as necessary.

Remember that the point of making these keywords is to filter down to a manageable set of images when you make some kind of creative work, or when you need to choose images for output. Lightroom makes it easy to look through the filtered results pretty quickly. This means you probably don't have to get too specific with your keywords.



### VIDEO 5-2 BUILDING YOUR HIERARCHY (3:04)

*This video shows how you can create a generalized keyword hierarchy and use that to filter. You can subdivide the keywords whenever you find it useful.*