



INTRODUCTION

I want you to have your photographs forever. I want you to be able to find them forever, and to be able to put them together to tell stories. This could be the story of your life, of your family, of the places you've been and the people you've met. If you are a professional, you will be telling the stories of your clients. It may be a small chapter: what someone looked like at this point in time. Or it may be a book's worth of information about a company or other institution.

The photographic record of our time is rich and extensive. With cameras everywhere, the experience of an event is, more than ever, directly tied to the photographs of that event. If there's no photo, it's like it didn't happen. That's important for the present, and it's going to be even more important in the future as we come to rely ever-more on this visual legacy.

Because we're taking so many photos, and because those photos have so much significance, it's essential that we understand how to preserve them, and how to find them when we want them, how to put them together in compelling ways and how to share them.

Photography is important as memory-keeping, and photography is becoming ever more important as its own visual language. Sharing photographs has become central to interpersonal communication. Don't just tell me what happened, you need to show me. We now have a generation of adults who have always known a world where taking and sharing photos is as easy as making a phone call.