

HOW TO CREATE A PHOTOGRAPHY BLOG

“Blog” is short for “Web Log”. Blogs are an easy way to post information to the internet for people to view and comment. Blogs can be about photography, your family, sports, politics, or whatever subject you are interested in discussing. Blogs are created using online software, so the only thing you need on your computer is an internet connection, your photos, and an up-to-date browser like Windows Explorer or Google Chrome. Blogs are usually free. There are several hosts, and we will use Google Blogger.

1. Connect to the internet, start your browser, and go to www.google.com.
2. Click on “More” then “Blogger” to go to a sign in page. If you don’t have a Google account, you will need to create one here (It’s free), otherwise sign in.
3. This will take you to a page with tabs to create a new blog. After you have a blog, you will be able to create new posts, review statistics, and more from this same page. Notice the  button (see note 1). This is where you will go to get information and help. To get started, click “New Blog”.
4. Type a title and an address. The address will be part of the internet address for your blog, so keep it short. For example, we will use “Sharp Shooters Camera Club” and “ssccidaho”. Note: “sscc” was not available. Select a template, and don’t worry if you don’t like it much because you can customize it later. When done, click “Create Blog”.
5. Click “start posting”. A page will appear with a title section, toolbar, and main body.
6. Enter a title for the post. For example, “Camera Club Activities”.
7. Enter text. You can format text much the same way as in a word processing document.
8. Insert photos by clicking  on the toolbar then click “Choose Files”. You will need to know where your photo is located on your computer, and move to its location. Select the photo and click “Open”, and it should appear on the screen after it is uploaded. Select the uploaded photo by clicking on it so it has a blue box around it, then click “Add Selected”. Note: Photos should be downsized before inserting them in the blog because of a Google limit of 1 GB per person. See “Post A Picture” on the  button for more information. See Note 2 for instructions on downsizing photos in Photoshop Elements.
9. Now you can resize and position your photo. Click on it and a toolbar appears for this purpose.
10. When satisfied, click outside the photo, then you can enter more text and photos.
11. Google saves your entries periodically, but you can also save them with the “Save” button. Click the “Preview” button to see how it will look after it is published.
12. Experiment with the “Post Settings” tab. An important one is “Labels” where you can enter words for search engines, so they can find your blog.
13. Modify and fine tune the blog:
 - a. Click “View Blog” then “Design”. A page will appear with several sample templates and a menu on the left. The first section will show “Live On Blog” and “Mobile”. We will concentrate on the internet version, so click “Customize” under “Live On Blog”.
 - b. The next page allows you to select Templates, Background, Adjust Widths, Layout, and Advanced. There are dozens of things you can do to customize your blog, but for now, let’s select page width and background.

c. To adjust page width, select “Adjust Widths” and move the “Entire Blog” slider, then click “Apply To Blog”.

d. To adjust background, select “Background”. You can select a color scheme and a background image. To use one of your own images for a background, click ▼ in the Background Image box, then select “Upload Image” and a “Select Background Image” page will appear. Choose a simple image that won’t blend with text and adjust it to the size recommended on the page. Also select a main color theme. When done, click “Apply To Blog” and close the design tab.

14. Publish your post by clicking “Publish”. To view this blog on the internet, go to <http://ssccidaho.blogspot.com/>. To locate the internet address of your blog, click ▼ on the main screen, then “Settings”.

15. To Add a new post, sign in to Blogger and click  and repeat the steps above.

Note 1 – To go to a good place for basic information, click , then click “Blogger Help”, then the “Blogger Getting Started Guide”.

Note 2 – How to downsize photos in Photoshop Elements:

Your digital camera creates a large file for each photograph. The size varies depending on camera, file type, and quality settings. A Pentax K20D creates a .jpg file of over 8 mb for a single photo on the highest quality setting. Considering Google’s limit of 1 GB per person, your allotment would be used up after uploading about 125 full size photos. Also, it takes a long time to upload full size photos to your blog or social media, or to send them on email. Use your full size photos for making prints, but downsize them for internet use.

1. Make a copy of your photo so you don’t alter your original.
2. Open the photo in Photoshop and click “Image > Resize > Image Size” to get an Image Size panel
3. Be sure to ✓ “Constrain Proportions” and select “Bicubic (best for smooth gradients)”.
4. I suggest selecting “pixels” In the Pixel Dimensions section.
5. I suggest entering “1000” in the Width box for horizontal, or in the Height box for vertical images.
6. Click OK, and your image will be reduced in size.
7. Click “File > Save As”, to get a Save panel. Rename your image if you don’t want to overwrite the original, move to the folder where you want to keep it, and click “Save”.
8. A JPEG Options panel will pop up. I suggest entering “8” in the quality box, then click OK.
9. You can check the size of the image by mousing over the its thumbnail.