Workflow non iTag Smiles

Create group photo at event.

Capture names of individuals in the group photo.

iTag Smiles Workflow

Import your subject data into iTag Smiles

Photograph your group and import images to iPad

Select you favorite group photo on the iPad and mark it as a favorite image. About 1 minute

Import favorite group photo into iTag Smiles

Crop image, set face frames and select rows. Less than 1 minute

Hand iPad to teacher or coach so they can identify all of the subjects in the image using the tagging interface. Tap a face then tap a name. About 3 minutes per group

Watch the reaction on the teachers/coaches when they see how easy it is to identify the subjects in their group. As they tag subjects your row file is built accurately and instantly. You now have Finished group photos with names!

Your group photo is now Finshed, Accurate and Ready to Sell or Print.

Total time required to create your accurate, named group photos is at most 5 minutes in the field. Your studio time is reduced to 0 minutes to create your finished group images. This will save you at least 20 minutes PER group photo your studio creates. 20 minutes of employee time will cost a studio on average $7.00. iTag Smiles groups will cost as little as $2.50 per group. That's about $.10 per subject.

Desktop computer based system

Pay a ton of money to license software per year. Usually around $2500 PER workstation

Download Group photos from shoot. Edit group photos and select best image for each group.

Capture names for row with onsite written technique or using ID slips stacked in the order that subjects appear in the photo

Translate this information back at your studio by either typing the names or selecting the names from your very expensive software

Use software to create finished group photos while hoping that names are all listed in order and none of your ID slips got misplaced or your written text has no typos

Send a proof to your client so they can see the finished group photos? If you do it adds several days to production, if not you are sure to have typos or names in the wrong places.

Average time to produce each finished group photo in this system is about 10-15 minutes Per group! Plus you have to pay for the super expensive software!

Total Cost per Group Photo $7.00

Teacher or Coach WRITES names down onsite
In order of how they appear in the photo
This process usually takes several minutes per group
5-10 minutes per group

Requires a teacher or coach to write all first and last names without any spelling errors

This step also requires your Client to spend their own valuable time in documenting this information for your studio

Take the written information back to the studios computer and type it up without errors! 5 minutes per group

Download group photos from shoot. Edit group photos and select best image for each group.

Open group photo in Photoshop and add layout style from school to that image. 5 minutes per group

Add the names to group photo layout in Photoshop and create the proper type settings for the text. Flatten and save image 5 minutes per group

Some studios opt to skip this verification process with their client and it costs more time and money. The result of this decisions leads to a lot of emails and phone calls from clients that are upset because their kids name is misspelled because of a typo or error. Each of these phone calls costs time and money to fix. Prints have to be reprinted and images must be fixed. The time required to fix each of these mistakes is about 10 minutes per incident

Create proof size images and send to your client so they can review for errors 1 minute per group photo

Wait for several days for your client to get back to you with corrections. Follow up and pester your valuable client because you need your photos to be finished

Make changes to group photos as change requests come back from your client. 3 minutes per group photo.

Now you can finally show or print your group photos

Time required to produce group photos is 20-25 per group
Total Cost per Group Photo $7.00-$9.00

Use ID slips for each person in the group photo.

Stack subject ID slips in the order they appear in the group photo. 3 minutes

Bring ID slips back to the studio without messing up the order they are stacked in. If so you are in huge trouble!

Download group photos from shoot. Edit group photos and select best image for each group.

Take the stack of slips and start typing the names in order into the computer... Don't have any typos! 5 minutes per group

Open group photo in Photoshop and add layout style from school to that image. 2 minutes per group

Add the typed names to the Photoshop group file. Flatten and save image 5 minutes per group

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Time required to produce group photos is 20-25 per group

Use email to acquire names from your client.

Send all of your group images to your client via email About 2 minutes per group photo

Resize each image to proof size. Compose email to client with Detailed instructions 1-2 minutes per group

Send emails to your client to remind them you need the names of the people in the photos to be typed out

Collect and manage emails as they come back from your clients. 1-2 minutes per group

Take the information from each email and save to your job file for that account 1-2 minutes per group

Open group photo in Photoshop and add layout style from school to that image. 2 minutes per group

Add the typed names to the Photoshop group file. Flatten and save image 5 minutes per group

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Time required to produce group photos is about 15-20 minutes per group