

ShootCleaner Workflow Guide

From memory card to client-ready, using one connected post-shoot workspace

ShootCleaner is organised around the life of a shoot rather than around a single AI feature. The workflow below shows the typical path; photographers can use only the stages they need.

1. Import

Create the shoot, link client/session context where relevant, and bring the local RAW/JPEG folder into the workspace once.

2. Analyse & Cull

Review AI-assisted ratings, duplicate signals, face/eye/expression analysis and technical observations. Each recommendation is presented for photographer review.

3. Enhance

Apply or consider enhancement recommendations, compare results visually and continue using trusted Adobe XMP presets where appropriate.

4. Structure & Metadata

Add or generate ratings, labels, captions, alt text, keywords and IPTC/XMP information so useful context travels with the image.

5. Seal (optional)

Apply PixelSeal identity protection to selected JPEG exports when that connected service is enabled.

6. Present	Run an in-person or second-screen client viewing, collect favourites/selections and keep the ordering step tied to the same shoot.
7. StoryCut	Build a paced image sequence or reel from selected photographs for client presentation, portfolio or social use.
8. Case Study & Publish	Generate image-grounded copy, FAQs and structured data, then publish to configured destinations when desired.
9. Export	Write the final organised deliverables to the chosen destination with metadata, enhancement and optional sealing status accounted for.

A practical way to start

- **Use a genuine shoot.** A real wedding, portrait session, event or commercial set gives a more useful test than curated sample images.
- **Review the reasoning, not only the star rating.** The value of explainable culling is seeing why a frame was strengthened or weakened and deciding whether you agree.
- **Keep manual control.** Photographer ratings and decisions can override the automated suggestion.
- **Export with context intact.** Use structured metadata so ratings, labels and descriptive information remain useful downstream in Lightroom, Photo Mechanic or an archive.

Recommended evaluation questions

- Did ShootCleaner reduce the number of frames that required close manual inspection?
- Were duplicate, closed-eye, expression and technical signals useful on the type of work you actually shoot?
- Did the explanations make the AI recommendations easier to trust or reject?
- Did metadata and downstream export reduce repetitive work outside the culling stage?
- Which stages saved time, and which stages did not fit your existing workflow?

Best test: Run one complete, unculled job from import to export and compare the total workflow time - not just the culling step.