

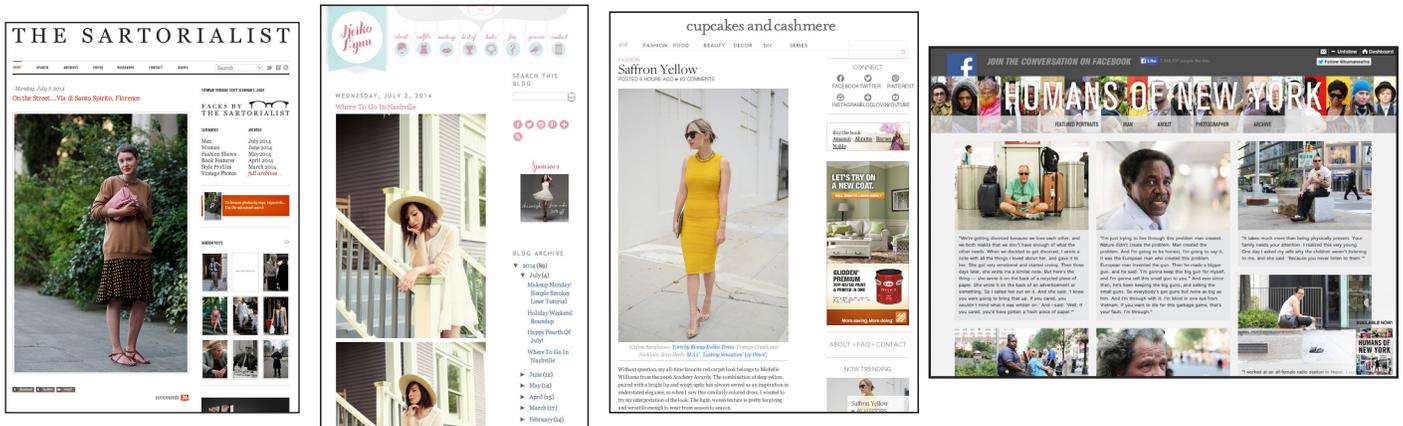
## DIY Series: Photo Blogging

This is an introduction of photo blogging using Tumblr, Adobe Lightroom, and Adobe Illustrator. This workshop will go over the following:

- Importing and Editing Your Photos with Adobe Lightroom
- Installing a Tumblr Theme
- Creating a Customized Header with Adobe Illustrator
- Customizing Your Tumblr Theme

## Professional Examples

These Photo Bloggers are great examples of simplistic websites that put the focus on their content and branding. Although they use more robust websites or custom purchased Tumblr themes, starting with a free Tumblr theme is a great way to begin your photo blogging experience. In the future, it is easy to transfer all of your Tumblr content into a WordPress site or purchase a Tumblr theme. Click on the image to see their website.



## Digital Toolkit



## Recommended Tumblr Themes

These themes provide good layouts for a photo blog.

- [Artic Theme](#)
- [Effector Theme](#)
- [Bright Day Theme](#)
- [Paper Stacks Theme](#)
- [Club Monaco Theme](#)

## Tips & Tricks

These themes provide good layouts for a photo blog.

- Promote your photo blog through social media and includes links on your blog. It's good to pick a Tumblr theme that incorporate social media icons.
- Add relevant tags to all your posts. When other users search, they can find your blog post.
- Follow other fashion bloggers and photographers on Tumblr. Create relationships with them. The Tumblr community can help boost your visibility and give you ideas for your own blog.
- Learn some basic code and customize your Tumblr theme through the back end. Tumblr gives you a lot of flexibility to play with themes.
- Create a clear brand for your photo blog. Look at the professional examples. Most of the sites are simplistic logos and brand. The content is the star here.
- If you're a Photographer and simply posting your work, you'll be using the Photo tool on Tumblr a lot. It allows you to post a group of up to 10 photos at once and write captions for each one.
- If you're a Fashion Blogger, you'll actually want to use the Text tool. This will allow you to insert photos and write paragraphs of text alongside the photos.