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# WATERMARK SENSE

## User Guide

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# Chapter 1

## Main Concepts

Watermark Sense (<http://veprit.com/watermarksense>) is designed to make batch image watermarking as flexible, fast, and easy, as possible. It releases you from tedious redundant tasks that software can perform automatically. No need to define the same configuration twice: save it as a custom watermark preset, and reuse it. Same with saving configuration: save it as a saving preset, and reuse. No need to manually position the watermark in similar images twice: do it manually for one image, and copy & paste it to other images (see Section 5.1).

The main workflow, outlined in detail in Chapter 3, is the following: import images (Section 3.2), choose the operation mode (Section 3.3) and configure the watermark(s) (Section 3.4), optionally preview the results and reposition watermark(s) manually (Section 3.5), and save the results (Section 3.6). Use watermark presets to simplify the watermark configuration, and saving presets to simplify the saving setup. You can also assign saving presets to watermark presets to get both the watermark and saving configuration covered by the watermark preset! Moreover, you can even apply multiple watermark presets to every image in a single run! After you have configured the watermark and saving presets, it is amazingly easy to process hundreds of images, apply several watermarks to every image, and save in different image formats with different file naming patterns, all in a single run! All you need to do is import images, select watermark presets to apply, and save. That's it! You have done a huge amount of work!

Despite the powerful batch processing capability, Watermark Sense is flexible enough to enable a manual watermark positioning adjustment for every image, for every applied watermark preset. Once the watermark has been configured, select an image and position (move) the watermark manually. Keep in mind that the manual positioning is applied to the current focus image (shown in the Preview) and to the currently selected watermark preset. Watermark Sense also allows you to copy the manual positioning settings between images.

In addition, Watermark Sense supports some common batch image editing op-

erations. These are 90° and 180° rotation (Section 4.1), and horizontal and vertical flipping (Section 4.2). Watermark Sense also supports batch image EXIF/IPTC metadata editing.

When configuring a watermark (Section 3.4), always keep in mind that this configuration is defined for multiple, not for a single, image. Unless you have very specific size requirements, prefer using relative rather than absolute size units. For example, define the watermark width in "% of image width" rather than in pixels. This way your watermark will look similar on images of different sizes.

# Chapter 2

## User Interface Overview

Figure 2.1 presents the main Watermark Sense window and its parts.



Figure 2.1: Watermark Sense window overview.

The *watermark configuration* area defines the watermark(s) applied to all images. *Image Browser (Browser)* shows the imported (or filtered out with an active filter) images. *Preview* shows the final image, and allows to manually reposition the watermark for the current preset. Commands available in the *toolbar* are applied to all the images selected in Browser, not only to the one shown in Preview.

## Chapter 3

### Main Workflow

This chapter describes every step in the intended Watermark Sense workflow.

#### 3.1 Choosing Between Small and Large Batch Mode

Watermark Sense works in the *Small Batch* and *Large Batch* modes. If you are working with a reasonably small number of images and wish to preview and possibly customize them individually, choose the Small Batch mode. When working with many images mostly without customization, choose the Large Batch mode.

What exactly is "a reasonably small number" and what is "many" images depends on your computer hardware and the size of the images, and thus cannot be easily defined. Simply keep in mind that the Small Batch mode is designed for the cases when you plan to individually preview and customize images (position watermark manually, rotate, etc.). You are probably not going to do that with hundreds or thousands of images. To set an upper limit, Watermark Sense does not allow more than 500 images in the Small Batch mode. If you are adding more, it will offer to switch to the Large Batch mode.

Switch to the desired mode, if it is not already active, in one of the following ways:

- Click the toolbar button  (to switch to the Large Batch mode) or  (to switch to the Small Batch mode).
- Use the menu *View* → *Switch to Large Batch Mode* or *View* → *Switch to Small Batch Mode*.
- Press **Cmd + B** on the keyboard.

### 3.1.1 Small Batch Mode

In the Small Batch mode, Watermark Sense loads all the images as soon as you add them, and shows their thumbnails in the Browser. This is convenient when you work with a reasonably small number of images, and need to preview and possibly customize many of them. You will find what you need quickly with the thumbnails, and Preview will work faster because the images are already loaded to the memory. You can also save images by dragging them from the Browser to Finder or another application supporting image dropping. In addition, because images are loaded as soon as you add them, Watermark Sense will report possible unsupported formats immediately.

However, the Small Batch mode is not recommended when working with many images. Because all the images are loaded to the memory, the application may seriously slow down your computer. In addition, importing many images might take quite a long time.

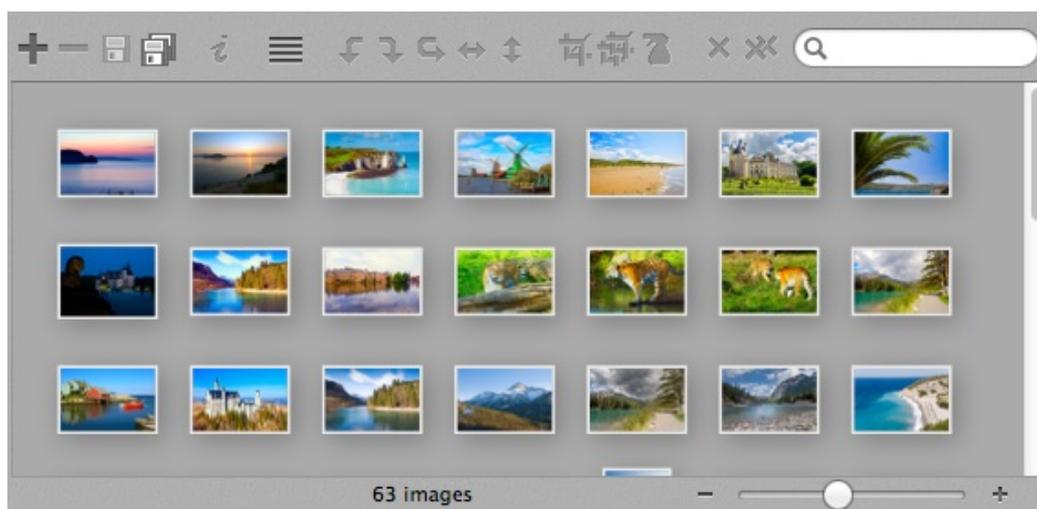


Figure 3.1: Image Browser in the Small Batch mode.

### 3.1.2 Large Batch Mode

When you add images in the Large Batch mode, Watermark Sense does not load them, but only remembers the file locations. Thus, adding many images happens much faster than in the Small Batch mode. When saving, the images are loaded and processed one by one, and are not kept in memory afterwards. This enables you to process thousands of images without slowing down your computer.

However, Preview will likely work slower in the Large Batch mode, because the image might not have been loaded yet. The metadata panel is not available in

the Large Batch mode for the same reason. Also note that Watermark Sense might not recognize all the unsupported image file formats until the images are saved. This is because they may only be loaded when saving.

Note that when you preview, rotate, flip, or paste the manual positioning configuration, target images must be loaded. Thus, it is not recommended to perform these operations with many images (more than you would normally process in the Small Batch mode).

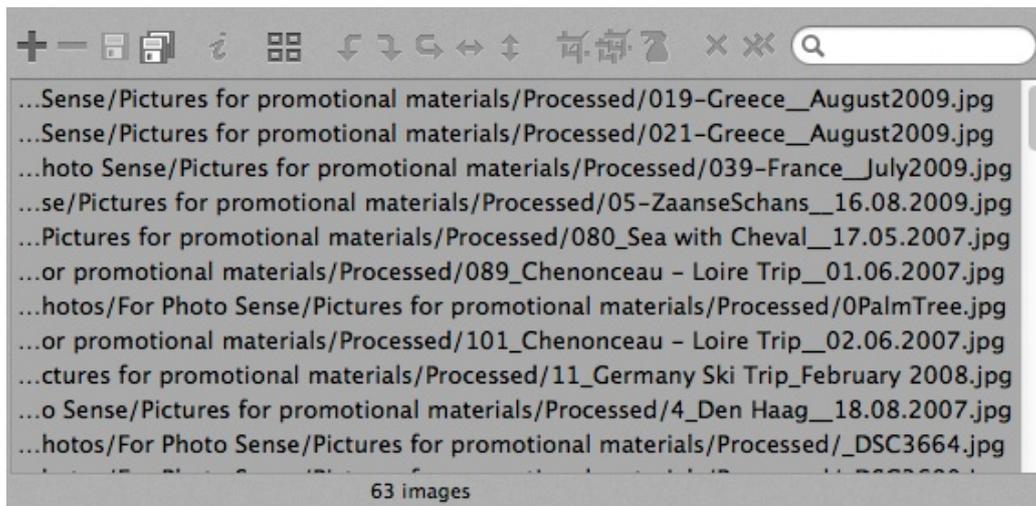


Figure 3.2: Image Browser in the Large Batch mode.

## 3.2 Adding Images

Add images to Watermark Sense in one of the following ways:

- Drag items from another application supporting drag & drop functionality.
- Click the *Add Images* button .
- Use the *File* → *Add Images...* menu item.
- Press **Cmd + O** on the keyboard.

In cases other than using drag & drop, the standard *Open File* panel will be displayed. Choose the image files and/or directories and click the *Open* button.

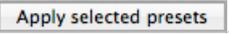
Note that you can drag or select both individual image files and directories with image files. When a directory is added, Watermark Sense scans all its contents (including subdirectories) and adds all the image files.

Also note that you can drag items not only from Finder, but also some other applications. For example, you can drag & drop both individual images and complete events from iPhoto.

### 3.3 Choosing Between Single and Presets Mode

Watermark Sense works in *Single* and *Presets* modes. Choose the corresponding tab in the configuration area to select the mode

In the *Single* mode, a single watermark configuration is applied to all saved images. This configuration is technically the same preset as any other custom preset, and it is sometimes referred to as *Quick Preset*. Unlike other presets, Quick Preset gives you a faster access to the watermark settings, enabling to preview the result of any change immediately. For your convenience, Watermark Sense saves the last used Quick Preset, so that you never have to enter the same settings twice. You can always save the Quick Preset as a custom preset using the corresponding button . You can also load any existing preset to the Quick Preset.

In the *Presets* mode, chosen watermark presets are applied to all the saved images. Depending on the *Combine all applied presets in every image* checkbox state, every image is saved either separately for each applied preset, or once with all the applied presets combined. All the existing watermark presets are shown in the bottom list of the *Presets* tab. You can filter them using the search field above to quickly find what you need. Select the presets you want to apply and click the *Apply Selected Presets* button . The selected presets should appear in the list on the top.

Order of the applied presets is important if the watermarks intersect each other. You can drag applied presets to reorder them.

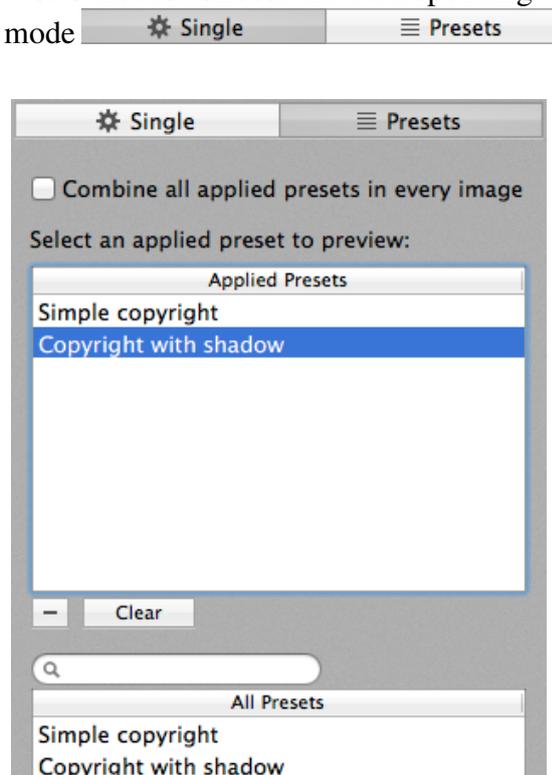


Figure 3.3: Selecting watermark presets to apply.

For your convenience, Watermark Sense includes a number of example presets to start with.

### 3.4 Watermark Configuration

To define and manage custom watermark presets, use the *Manage Presets* button in the *Presets* tab, or the *Window* → *Watermark Presets Management* menu, or press **Shift + Cmd + P**. You can also double-click a preset in one of the lists on the *Presets* tab to edit it.

Whether you are defining a regular watermark preset (in the *Watermark Presets Management* panel) or the *Quick Preset* (in the configuration area in *Single* mode), you have mostly the same configuration options.

First, you have to choose the watermark type: text or image. You cannot combine text and image within one watermark preset. However, you can combine any watermarks, including text and image ones, in the *Presets* mode (with the *Combine all applied presets in every image* option checked).

For the image watermarks, the *Data* tab defines the image to use as a watermark. For text watermarks it defines the text itself and all its attributes.

Watermark Sense supports using various image EXIF/IPTC metadata fields in the text watermarks. The watermark text is defined by a combination of pre-defined tokens and custom text. The custom text will remain unchanged, while the pre-defined tokens will be substituted with the corresponding values. The pre-defined tokens can be entered manually or inserted using the popup button under the text field.

The available text attributes include the font, its size, alignment within the

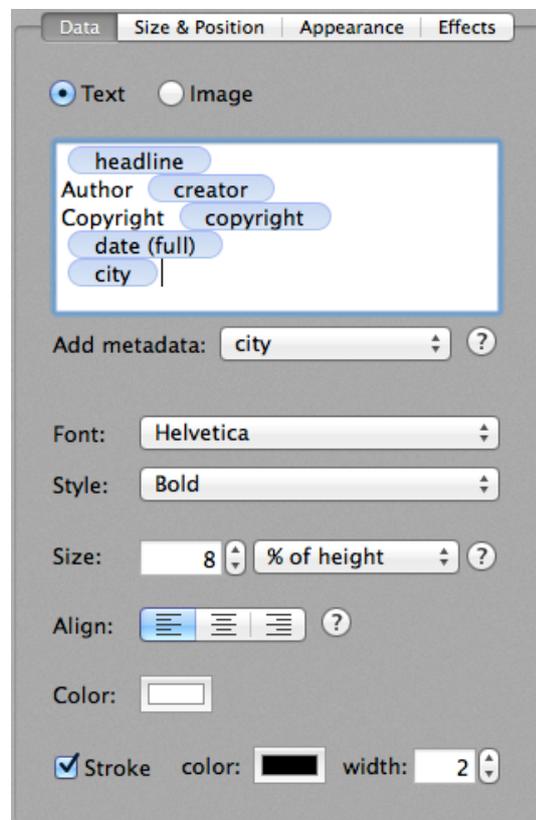


Figure 3.4: Watermark configuration.

watermark area, text color, and stroke. Note that the *Size* field here defines a letter height, not the watermark size. The watermark width is defined in the next tab *Size & Position*.

Image- and text-specific configuration is completely covered by the *Data* tab. The following tabs control various general watermark aspects, from its size and position to visual presentation and effects.

Note that the watermark size is defined by its width. For image watermarks, the height depends on the used image: it is computed to preserve the original image aspect ratio. For text watermarks, the height depends on the used text. The text of the previously configured size (letter height) is laid out within the given horizontal bounds. The total watermark height depends on the number of lines needed to fit all the text.

Most sizes, such as the text height, support both absolute and relative size units. When using absolute units, you are losing flexibility. For example, if you set the watermark width to 400 pixels, it will look very large on a  $800 \times 600$  image, and quite small on a  $4000 \times 3000$  image. Thus, unless you have very specific absolute size requirements, using relative units is preferable. These are percents of the image width and height, as well as percents of the short and long image edges. Watermarks defined using relative units look similar on images of different sizes and possibly orientations, thus your presets are more universal.

## 3.5 Previewing the Results

Once you have added images and defined the applied watermark presets, you can preview the output images. In the *Single* mode, select an image in the Browser to see its preview. In the *Presets* mode, select an image and one of the applied presets (in the *Applied Presets* list) to see a preview.

### 3.5.1 Manual Watermark Positioning

If desired, you can manually reposition the watermark on any image, for any preset (only works with disabled *Combine all applied presets in every image* option). Simply drag the watermark rectangle in the Preview. Use the *Reset manual positioning* commands (or corresponding buttons ) to cancel the manual adjustments for selected images. Note that there are two versions of this command: one affects only the current preset (*Quick Preset* in the *Single* mode, or preset selected in the *Applied Presets* list in the *Presets* mode), the other affects all presets.

To save time, you can copy & paste the manual positioning adjustment between images. See Section 5.1 for more details.

### 3.5.2 Manual Positioning with Combined Presets

In the *Presets* mode, if the option *Combine all applied presets in every image* is set, manual watermark positioning is disabled. However, you can still position watermarks manually in the following way:

- Temporarily disable the *Combine all applied presets in every image* option.
- Select every applied preset you wish and position its watermark manually.
- Enable the *Combine all applied presets in every image* option again. The manual positioning will be preserved.

### 3.5.3 Preview Controls

**Space + drag** – move the zoomed image.

*Outside the watermark:*

**Click** – zoom in the clicked point.

**Option + click** – zoom out from the clicked point.

**Double-click** – zoom the clicked point to the maximum. If already zoomed to the maximum, zoom out completely (fit the image).

*Inside the watermark:*

**Click and drag** – reposition the watermark on the shown image (use the "reset manual positioning" commands to cancel).

**Command + click** – zoom in the clicked point.

**Command + Option + click** – zoom out from the clicked point.

**Command + Double-click** – zoom the clicked point to the maximum. If already zoomed to the maximum, zoom out completely (fit the image).

## 3.6 Saving Images

Save all the images shown in the Browser (if a filter is active, hidden images are not saved) in one of the following ways:

- Click the *Save All* button .
- Press **Cmd + S** on the keyboard.
- Use the *File* → *Save All Images...* menu item.

Alternatively, save only the selected images in one of the following ways:

- Click the *Save Selected* button .
- Press **Shift + Cmd + S** on the keyboard.
- Drag images from the Browser and drop them in Finder.
- Use the *File* → *Save Selected Images...* menu item.

If only one image is being saved, the standard file saving panel is displayed, extended with the image file format options. Choose the name, location, file format and other options, and click the *Save* button. Note that depending on the user preference, the panel will by default open either in the last used directory, or in the directory where the original image is. You can change this in Preferences: click the *Watermark Sense* → *Preferences...* menu or press **Cmd + ,**.

If multiple images are being saved, the *Save Multiple* panel is displayed. You can choose between saving to a specified directory and the original location from where you imported images (only specified directory in the Mac App Store version, see Section 5.4 for more details).

Further you have the option to *Replicate the original directory structure*. If selected, you define the starting point from where the directory structure should be replicated. When saving files from sub-directories of this location, these sub-directories will be replicated in the target location. Files originating at locations outside the starting directory will be saved at the main output location, no sub-directories will be created.

After that you define how the output image files should be named, and the output image file format. These settings can be saved in saving presets, and as such can be assigned to watermark presets. The option *Ignore saving presets defined in watermark presets* allows you to choose if the settings defined below in the *Save Multiple* panel take precedence over the saving presets assigned to the applied watermark presets, or they are only used if no saving presets are assigned to the applied watermark presets.

Using the *Saving presets* button, you can load the file naming and format options from existing saving presets, save the current settings as a new saving preset, and manage the saving presets. When managing saving presets, you define the file naming and format in the same way as in the *Save Multiple* panel, as described below.

The output filename is defined by a combination of pre-defined tokens and custom text. The pre-defined tokens can be entered manually or inserted using the popup button under the input field. In the output filename, the custom text will remain unchanged, while the pre-defined tokens will be substituted with the corresponding values. The following tokens are defined:

**filename** – the original image file name.

**watermark preset name** – the name of the watermark preset which is being applied.

**saving preset name** – the name of the saving preset which is being applied.

**width** – the output image width.

**height** – the output image height.

**sequence #** – the output image sequence number. There are several options with varying number of digits in the number. For example, *sequence ###* will produce "001" for the first image.

**metadata fields** – a number of IPTC and EXIF metadata fields.

When saving to the original location, make sure the output filename template is not just the *filename* token. Otherwise you risk to overwrite your original image files, and you will be unable to recover them unless you have a backup. For the

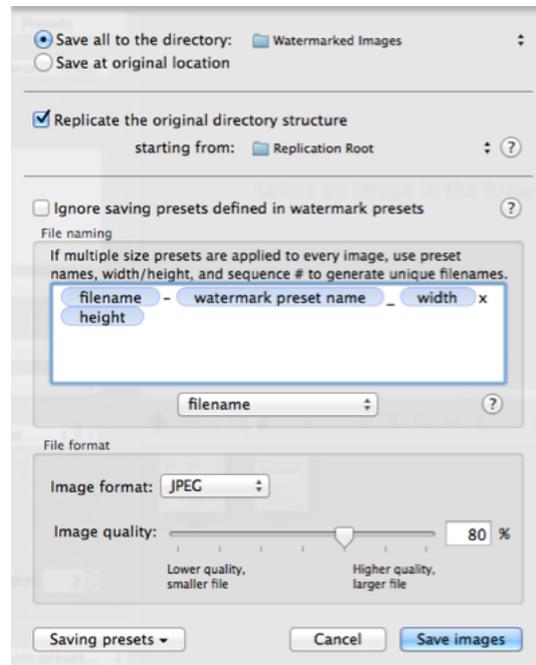


Figure 3.5: *Save Multiple* panel.

same reason, when applying multiple watermark presets per image, make sure to use some pre-defined tokens producing different results for all the applied watermark presets to generate unique output filenames. For example, use the *watermark preset name* (assuming your presets have different names), or a sequence number. In any case, if Watermark Sense discovers that any file will be overwritten when saving, it will warn you, proposing to generate a unique filename, to overwrite, or to skip saving this file.

When saving by dragging images to Finder, the last used *Save Multiple* configuration is used.

Watermark Sense supports several output image formats: JPEG, TIFF, PNG, GIF, and BMP. For JPEG, you can also define the image quality. The higher the percentage for JPEG quality is, the better the image quality will be, and the larger the file size will be. You can also choose to save in the original image format. In this case, Watermark Sense will try to detect the original image format based on its file name extension. If the detected format is supported, it will save in this format. Otherwise, it will save in the alternative format which you should define.

As input, Watermark Sense accepts all the image formats natively supported by the operating system. The saving options enable you to use Watermark Sense for batch image format conversion. To use Watermark Sense for this purpose (without watermarking), just apply an empty text watermark. Then choose the desired output image format when saving.

## Chapter 4

# Additional Image Operations

### 4.1 Rotating Images

To rotate images by 90° either left (counterclockwise) or right (clockwise), select them in Browser and do one of the following:

- Click the *Turn Left*  or *Turn Right*  button above the Browser.
- Press **Cmd + [** or **Cmd + ]** on the keyboard.
- Use the *Image → Turn Left* or *Image → Turn Right* menu item.
- Use the corresponding Trackpad gestures.
- Use the context menu on selected images.

To rotate images by 180°, select them in the Browser and do one of the following:

- Click the *Rotate 180°* button  above the Browser.
- Press **Cmd + U** on the keyboard.
- Use the *Image → Rotate 180°* menu item.
- Use the context menu on selected images.

Note that these are batch operations. All the selected images are rotated, not only the one shown in preview.

## 4.2 Flipping Images

To flip (mirror) images horizontally or vertically, select them in the Browser and do one of the following:

- Click the *Flip Horizontally*  or *Flip Vertically*  button above the Browser.
- Press **Shift + Cmd + [** or **Shift + Cmd + ]** on the keyboard.
- Use the *Image* → *Flip Horizontally* or *Image* → *Flip Vertically* menu item.
- Use the context menu on selected images.

Note that these are batch operations. All the selected images are flipped, not only the one shown in Preview.

## 4.3 Batch Image Metadata Editing

Watermark Sense has an integrated batch image metadata (EXIF and IPTC) editor. In the Small Batch mode (see Section 3.1), select one or more images, and open the metadata panel using the *Window* → *Image Information and Metadata* menu (or press **Cmd + i**, or use the corresponding button above the Browser). Remember that changes are applied to all the selected images!

Most probably you are only interested in editing general information such as filename at the *General* tab and the author and image information at the *IPTC* tab. Data at the *EXIF* tab are normally read-only. However, if you really know what you are doing, you can also edit the EXIF data. Enable the checkbox at the bottom of the *EXIF* tab for that. This can be particularly useful if, for example, you do not wish to have any camera information

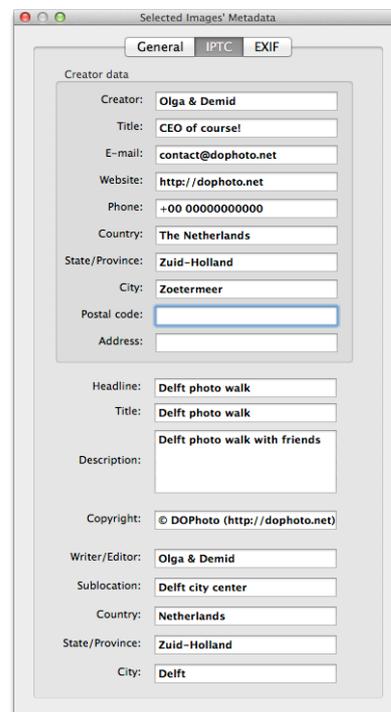


Figure 4.1: Metadata editing panel.

in the published images. For your convenience, there are also several buttons to clear all or most of the metadata at the *General* tab.

If you are using some metadata fields in your watermark text, make sure to update the Preview manually (by changing the shown image) after you edited these metadata fields. For performance reasons Preview is not automatically updated on all the metadata changes.

## 4.4 Filtering Images

To filter (search) images shown in the Browser, enter the search criteria in the *Filter Images* field  above the Browser. Only images whose filenames contain the entered string will be displayed. The search is not case-sensitive.

To disable the filter, do one of the following:

- Click the cross button within the *Filter Images* field .
- Click the *Filter Images* field with the mouse to set the input focus there, and press the *Esc* key on the keyboard.
- Search for an empty string.

## 4.5 Removing Images

To remove images from Watermark Sense, select them in the Browser and do one of the following:

- Click the *Remove Images* button .
- Press *Delete* on the keyboard.
- Use the *File* → *Remove Selected Images* menu item.

Note that with this, you only remove images from the Watermark Sense Browser. The image files on the disk remain untouched.

## Chapter 5

# Additional Topics

### 5.1 Manual Watermark Positioning Synchronization

Watermark Sense allows to copy & paste (synchronize) the manual watermark position adjustment between images. This is convenient when the batch configuration cannot define the place you want to use for multiple images.

To copy the manual positioning adjustment from an image, select it in the Browser (only one image must be selected) and do one of the following:

- Click the *Copy Manual Positioning for Current Preset* or *Copy Manual Positioning for All Presets* toolbar button .
- Press **Cmd + Opt + Shift + C** or **Cmd + Shift + C** on the keyboard.
- Choose the *Image* → *Copy Manual Positioning for Current Preset* or *Image* → *Copy Manual Positioning for All Presets* menu item.

Then select the target images (one or more images to which you want to apply the same positioning). Do one of the following to paste the settings:

- Click the *Paste Manual Positioning* toolbar button .
- Press **Cmd + Shift + V** on the keyboard.
- Choose the *Image* → *Paste Manual Positioning* menu item.

The previously copied positioning will be applied to all the selected images.

Note that you can copy the manual positioning either for the current watermark preset (*Quick Preset* in the *Single* mode, or preset selected in the *Applied Presets* list in the *Presets* mode), or for all watermark presets.

## 5.2 Presets Management

To define custom watermark presets, use the *Window* → *Watermark Presets Management* menu, or press **Shift + Cmd + P**. You can also click the *Manage Presets* button or double-click a watermark preset in one of the lists on the *Presets* tab.

To define custom saving presets, use the *Window* → *Saving Presets Management* menu, or press **Option + Cmd + P**. You can also run the *Saving Presets Management* panel from the *Save Multiple* panel, click the *Saving presets* button and choose *Manage presets* from the menu.

Use the buttons at the bottom left to create new presets , remove them , and duplicate existing presets (, useful to quickly create a new preset based on an existing one). You can also export selected presets  and import previously exported presets . If you want to export all your presets, do not forget to select them all first (click inside the presets list and press **Cmd + A**).

It is possible to edit multiple presets at once: select them all and edit what you wish. You can reorder presets in the list using drag&drop (they will also be reordered at other places). When no presets are selected, you will be prompted to import example presets.

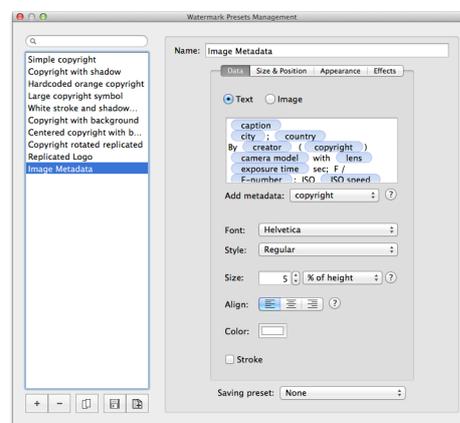


Figure 5.1: Watermark presets management window

## 5.3 Resize Sense Integration

Watermark Sense is designed as a companion application for our flexible batch image resizer/cropper [Resize Sense](#). They are mutually integrated to act as a single application, while keeping things so simple and straightforward as possible. Together they form a flexible and efficient image processing toolset for web publishing and similar needs.

When done with watermarking, you can open selected (or all) images in *Resize Sense* for resizing and/or cropping. There are special commands in the *File* menu for this purpose. *Resize Sense* will open these images as though they were originally opened there: the full image quality will be retained, and *Resize Sense*

will know where the original files are.

In a similar way you can open Resize Sense output images for watermarking in Watermark Sense.

Note that this integration is fully functional with Resize Sense 1.6.0 and later. Earlier versions may also open the images, but they will not delete the generated temporary files, and will not know the original images' location.

## 5.4 Mac App Store version limitations

There is a slight difference between the Watermark Sense version distributed at the [Watermark Sense web page](#) and on the Mac App Store. Due to the Application Sandboxing mechanism limitations, which are enforced at the Mac App Store, its version cannot save files at arbitrary locations. It can only save at locations explicitly pointed to by the user with the system *Save* dialog. This slightly affects the *Save Multiple* panel functionality, which appears when you save multiple images. The following limitations are present in the Mac App Store version:

- There is no option to save at original location, because this location is likely to be blocked by the Application Sandboxing mechanism.
- The last used output directory is not memorized, because it can be blocked after the application is closed. The user selects the target directory every time when saving multiple files. This limitation is relaxed on the latest Mac OS systems supporting security-scoped bookmarks.