

WHY YOU SHOULD TAKE PHOTOS IN RAW



PHOTOGRAPHERS SETS EXPOSURE SETTING & PRESSES THE SHUTTER BUTTON

Cameras capture light

Camera might apply an algorithm

Digital gain is applied

Camera clips image data to black point

Camera might apply noise reduction

Camera applies white balance

Camera applies sharpening

Camera applies colour saturation

Camera applies a colour space

Camera applies contrast settings

Camera reduces bit depth of image from 12 to 8 bit.

Camera compresses file

CAMERA SAVES **RAW** FILE

CAMERA SAVES **TIFF** FILE

CAMERA SAVES **JPG** FILE

LEGEND



Non destructive action



Positive destructive action



Negative destructive action

Source: <http://bit.ly/raw-files-ftw>

