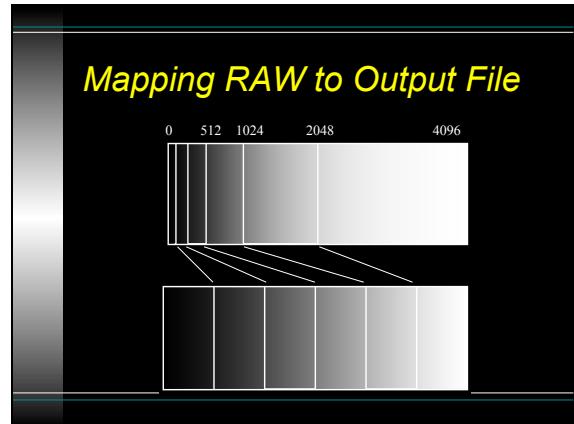


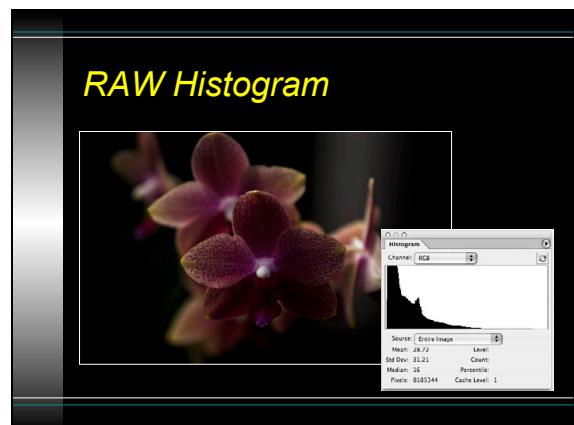
Gamma Gradient

- Eye's response to light

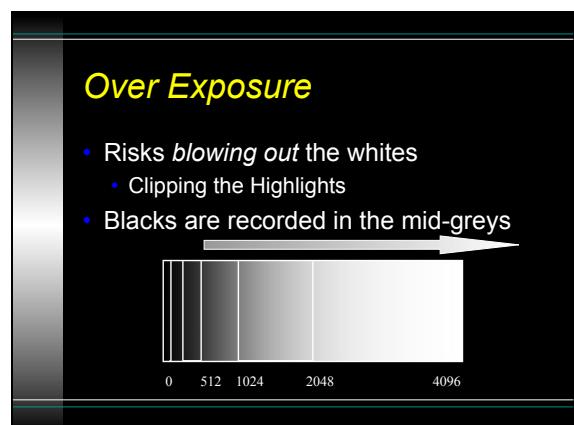


Responses in Practice

- The Camera
- The Eye



The Effect of Processing



Under Exposure

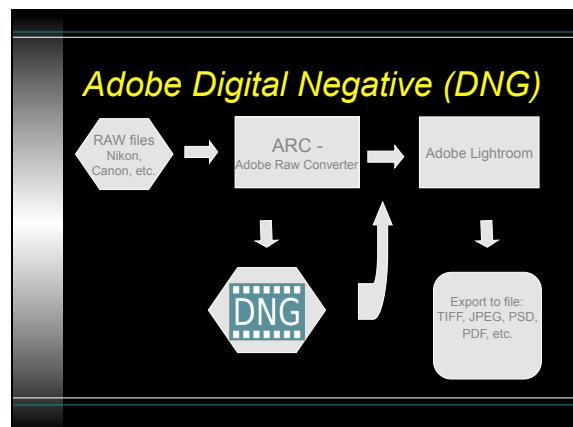
- Significant waste of pixel information
One stop = loss half of all potential data
- Risk of noise in mid tones and shadows

Rule of Thumb

Expose for the Highlights
and
Process for the Shadows

Limitations of RAW

- Proprietary RAW formats
 - Nikon - .Nef
 - Canon - .Crw, Cr2
 - Fuji - .Raf
- Dependence on manufacturer's software
- Processing Time
- Storage Size and Hardware
- Longevity – Archival Accessibility



Advantages of DNG

- Archival standard
- Access to a wide range of RAW software
- No data loss in conversion from original file
- Verifies the file integrity during conversion
- Original image data is unaltered
- Preserves Metadata:
 - Exif, IPTC & XMP processing information, etc
 - Avoids need for .XMP sidecar files

