

# The Elements of Raw

# What is Raw?

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- By default, most cameras shoot in JPEG. Inside the camera, the process the image according to pre-defined parameters, compress it, and store the result.
- In Raw mode, your camera stores the data immediately after it comes off the camera. All basic image processing is performed later in your computer.

# Why Raw?

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- Raw images are not compressed, so they don't suffer from compression artifacts.
- Because your computer is not racing to get an image processed, it can possibly do a better job at interpreting color than can your camera.

# Why Raw?

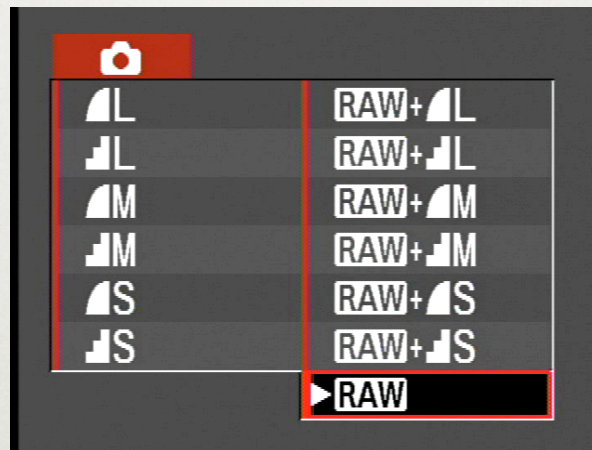
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- Because you're in control of all image processing, you can make what might be better decisions.
- Process the same image in different ways.
- Support for higher bit-depths and different color spaces.
- More sophisticated editing tools.

# What you need

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- A raw-capable camera.



- A raw converter app

# Raw Converter Considerations

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- Feature set
- Interface
- Resulting image quality
- Integration into your workflow

# Overview of Photoshop Camera Raw

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- Built-in to Photoshop CS, CS2, Elements 3 and 4