

*Camera Raw Format  
and  
Digital Asset Management  
for  
Digital Photographers*

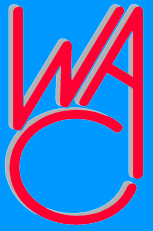


# What is "Camera Raw Format"

- It is, in essence, exactly what the sensors in the camera recorded without any processing
- Specially exposure compensation and white balance

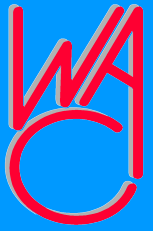
# Usually Offered on Top-of-the-Line Models like D-SLRs

- Camera Raw is a proprietary format by camera manufacturers
- Fairly “standard” data in a non-standard file format
- Different Raw formats from single manufacturer across camera models



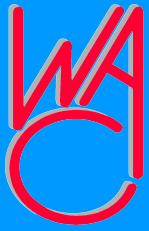
# How to Edit Camera Raw?

- Use camera software included by manufacturer, or...
- Use 3<sup>rd</sup> party software that can read the raw data
- Examples: Adobe Camera Raw converter, Phase One



# Adobe's DNG File Format

- Adobe has created a “standard” for Camera Raw files — .DNG
- Some camera manufacturers have accepted .DNG as their standard and are beginning to use it in some camera models, e.g. Leica



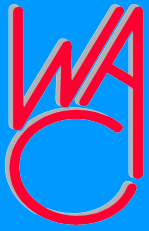
# Raw Editors

- Never work directly on the file, but provide instructions for massaging the content outside the image
- Raw image content is always preserved intact



# Must See to Appreciate

- Adobe has two applications to work with Raw files:
- Adobe Raw Converter and
- Adobe PhotoShop Lightroom
- PhotoShop CS2/CS3, PhotoShop Elements 4/5 all include Adobe's Raw Converter.



# Digital Asset Management

- How do you file & store your digital images?
- Is there a "correct" way?
- How many images/files do you have?
- Can you find a specific photo?
- Could your wife/husband or someone else?





# Organization — My Suggestion

- All images into a new folder
- Name folder with date:  
2007.05.12 + descriptive text
- E.g. 2007.05.12 Baseball, or
- 2006.12.29 Phipps Reunion, or
- 2004.07.15 Vacation Clator Lake
- Then move to “My Photos” folder



# Not Perfect - But Good Start

- Be sure to burn to CD or DVD
- Use features in editing software to: tag or label files, rate photos; choose favorites; use metadata to create key words for search; label all images as copyrighted with your contact information.



# Rating Your Photos From 1 to 5 Stars



- Rate on a scale of 1 - 5
- Lot's of 1's & 2's
- Medium # of 3's
- Fewer 4's
- Rare 5

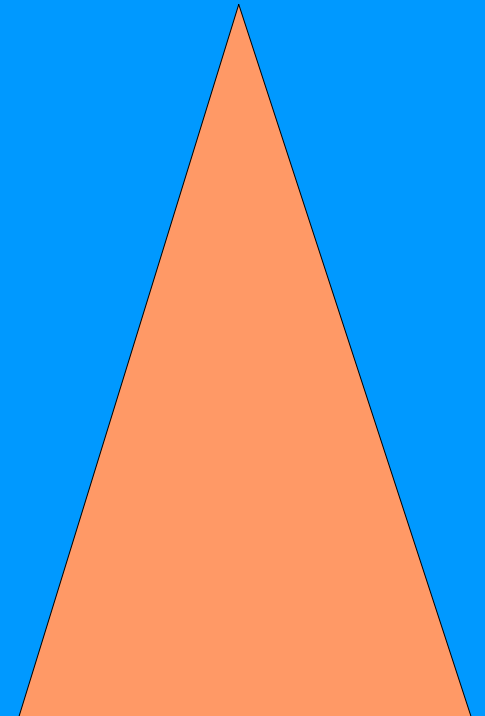
5 ★

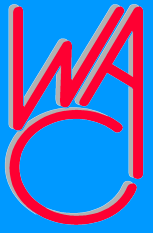
4 ★

3 ★

2 ★

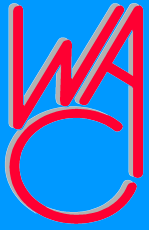
1 ★





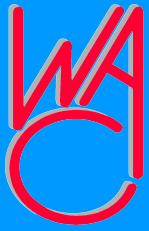
# Professionals Lead the Way

- We can learn from the problems they encounter and solve
- Remember, everything evolves:
- Someone is always looking for a problem they can solve
- So keep adding to your photography knowledge base



## Remember...

- Always take your camera with you
- You'll take more photos and become more knowledgeable about your camera's features
- You'll also learn to take better photos



**Now, Let's Look At Camera Raw  
and DAM In Action!**

**Photoshop Elements 5 and  
Photoshop LightRoom**