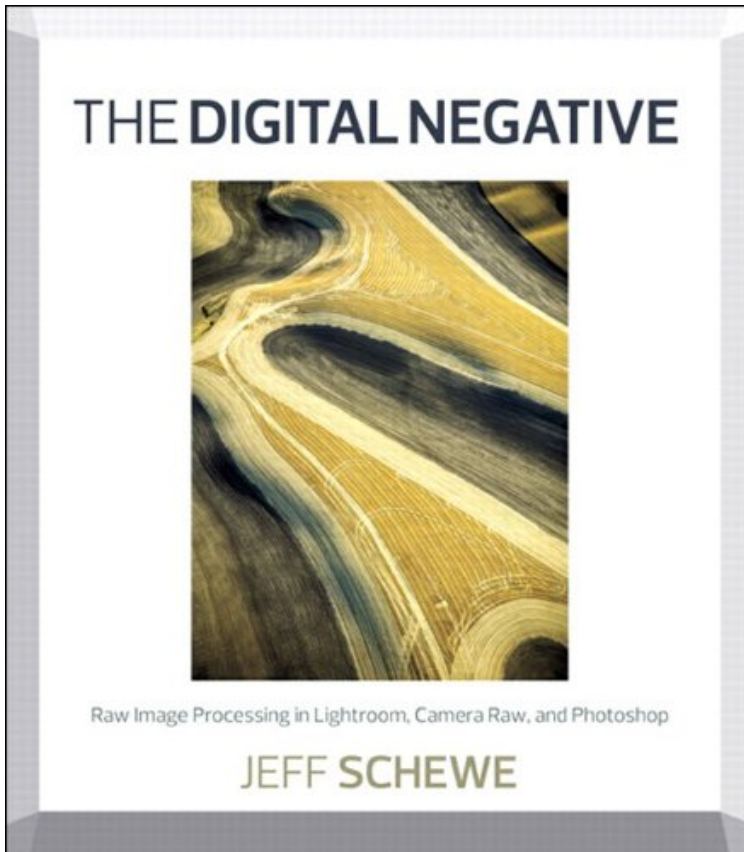


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# The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop



*Par Jeff Schewe*

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## Description :

Prsentation de l'diteurShooting in the raw format gives digital photographers complete control over every aspect of image quality. The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop is devoted exclusively to the topic and shows you how to make the most of that control. Now that raw image processing technology has matured as an essential aspect of digital photography, you need a modern book that takes a seasoned approach to the technology and explains the advantages and challenges of using Lightroom or Camera Raw to produce magnificent images. Renowned photographer and bestselling author Jeff Schewe outlines a foolproof process for working with these digital negatives and presents his real-world expertise on optimizing raw images. Youll also learn hands-on techniques for exposing and shooting for raw image capture and developing a raw processing workflow, as well as Photoshop techniques for perfecting the master image, converting color to black and white, and processing for panoramic and HDR images. Get the best tone and color from your digital negatives. Use Lightroom and Camera Raw sharpening controls to maximize image quality. Take advantage of Photoshop to do what Lightroom and Camera Raw cant. Produce stunning black-and-white images. Visit the books companion website at [TheDigitalNegativeBook.com](http://TheDigitalNegativeBook.com) for sample images and more!Revue de presseJeff played host at his studio to

some of the key meetings in Lightroom's early development. With *The Digital Negative*, he pulls together his years of bridging traditional photography and digital photography and shares it with the broader photographic community. Mark Hamburg, Fellow, Adobe Systems, Inc. Shooting in the raw format gives digital photographers complete control over every aspect of image quality. *The Digital Negative: Raw Image Processing in Lightroom, Camera Raw, and Photoshop* is devoted exclusively to the topic and shows you how to make the most of that control. Now that raw image processing technology has matured as an essential aspect of digital photography, you need a modern book that takes a seasoned approach to the technology and explains the advantages and challenges of using Lightroom or Camera Raw to produce magnificent images. Renowned photographer and bestselling author Jeff Schewe outlines a foolproof process for working with these digital negatives and presents his real-world expertise on optimizing raw images. You'll also learn hands-on techniques for exposing and shooting for raw image capture and developing a raw processing workflow, as well as Photoshop techniques for perfecting the master image, converting color to black and white, and processing for panoramic and HDR images. Get the best tone and color from your digital negatives. Use Lightroom and Camera Raw sharpening controls to maximize image quality. Take advantage of Photoshop to do what Lightroom and Camera Raw can't.

Produce stunning black-and-white images. Visit the book's companion website at [TheDigitalNegativeBook.com](http://TheDigitalNegativeBook.com) for sample images and more!