Hi,

Now that you've had some time to play with your new Lightroom presets, chances are you have many questions!

You have opted in on my email list because you probably want to improve your editing skills, edit faster and get more beautiful photo’s than you already have.

You’ve probably heard many times that you always should be shooting in RAW.

But do you know why it’s so important? And what it does to your images? I will tell you.

First off, **what is RAW**?

RAW is a file format that captures all image data recorded by the sensor when you take a photo. When shooting in JPEG image information is compressed and a lot of valuable information gets lost. Because no information is compressed with RAW you’re able to produce higher quality images and you are able to correct under or over exposed images that would be unrecoverable if shot in the JPEG format.

Nowadays many cameras shoot RAW, including point and shoots and even some mobile phones! So even if you’re using a little camera, you might still be able to take advantage of the RAW file format.

So here is a list of advantages of shooting in RAW:

* **Get the best quality images.** All cameras technically shoot RAW. Yes, it’s true. The difference when you shoot in JPEG format is that the camera does it’s own processing to convert the RAW information into a JPEG.Because RAW files contain all the information, you are able to get the best out of it. When working with JPEG, many information already got lost in the camera processes the image. See it like this: the camera does all the thinking for you, so the camera sharpens, saturates, changes the contrast, changes the white balance and adds noise reduction. Don’t you want to have the control over all of this? Conclusion: you get a better quality image when shooting RAW. And you want the best right?
* **Easy to correct under or over exposed images.** Because you have all the information, it’s much easier to correct a photo that is under or over exposed. You won’t be able to do this when you shoot in JPEG. With RAW you have additional information in the file, so it’s much easier to correct the image without a drastic reduction in quality. You can also recover more blown highlights and clipped shadows.
* **Easy adjust white balance.** You are able to correct white balance afterwards in post processing programs like Adobe Lightroom, Adobe Photoshop, Adobe RAW. You don’t have to worry to set your white balance on location. When you shoot JPEG the white balance is applied to the image. You can’t just easily choose another option. With RAW the white balance is still recorded, but because you have way more data, it’s easy to adjust.
* **Nondestructive editing.** When post processing your photo’s in Lightroom, you don’t have to worry about ruining your images by editing. Everything you do is non-destructive. When you make adjustments to a RAW file, you’re not actually doing anything to the original data. What you’re doing is creating a set of instructions for how the JPEG or TIFF (another file format) version should be saved.
* **Get better detail**. When you do the thinking, you can better decide how to sharpen and use noise reduction. The sharpen and noise reduction tools in post processing programs are much more powerful than in your camera. This provides a better quality image with more detail, more sharpness.

However there are so many advantages of shooting in RAW, there are some downsides:

* **They need to be processed.** An argument not to shoot RAW is that the files must be processed in a post processing program. This is more time consuming. This might be true if you are not doing any editing to your photo’s. However, most photographers do some minor editing to their JPEGS. Only think Instagram filters. In Lightroom it’s very easy to add color tones or a matte effect to photo’s. Especially when you use my presets😉
* **The RAW files takes more space on your computer and memory cards.** Since RAW files have more uncompressed information they can be 3-4 times larger than JPEG files. This is definitely a concern for many photographers, especially those who create a lot of images.

But over the past few years, the cost of hard drives has really dropped, and they’re incredibly affordable.

* **RAW files slow your camera down.** RAW files are larger than JPEGs, so they’ll fill up the buffer of your camera faster. The camera will still shoot the same frames per second, regardless of whether it is RAW or JPEG, but you may have to wait for the camera to write to the memory card if the buffer fills up.

I hope this all makes it more clear for you. And that you now know why I think shooting RAW is better.

Talk soon,

Jeroen (MrLangeveldPhoto)

P.S. If you liked the free presets you should really check the whole set;

**The** **MrLangeveldPhoto Preset System**. It's not only "one click presets." it's much more than that. It's a **complete system** that will **fasten your workflow** and your pictures will be perfect much faster. When you order in advance you’ll get 67.5% discount**.**

**Now only 49,- US Dollar** regular price is 149,- US Dollar.

download here: