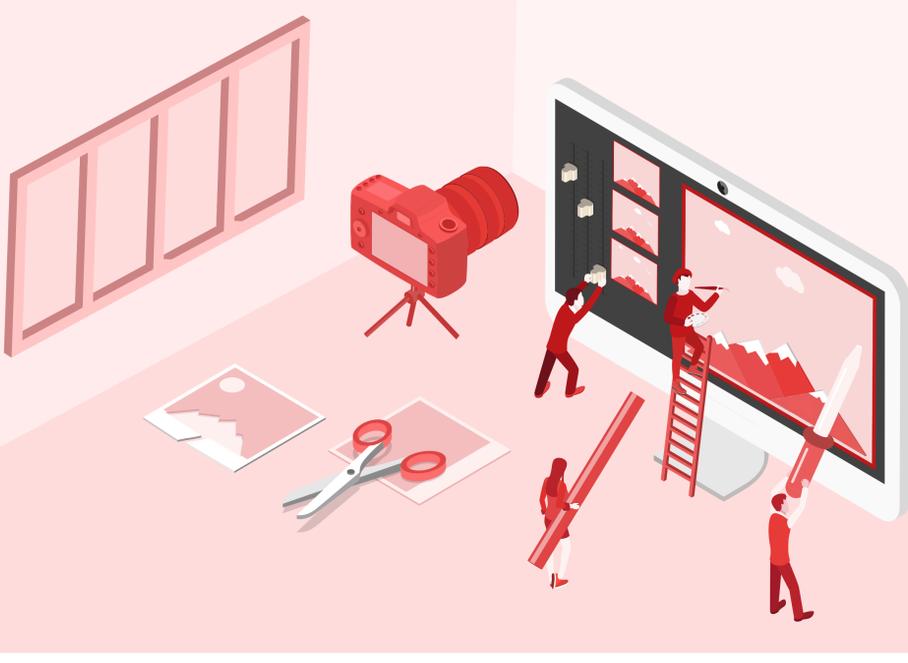


# CANON

## 4 WAYS TO CAPTURE COLOURS MORE ACCURATELY IN PHOTOGRAPHY



— Capturing accurate colours is fundamental to improving the quality of your images, especially in commercial photography. Here are four ways you can strive for precision!

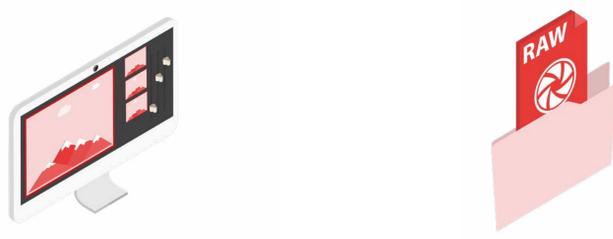
### 1. Shooting In Raw

When turning on your camera for the first time to take a picture, the images will be saved in a JPEG file. To have more control over the colours captured, remember to save your files in RAW mode.

#### Pros



Photographing in RAW mode will bypass the colour preset algorithm (known as JPEG) to save all uncompressed image data directly from the camera sensor to the memory card.



It allows for ease of colour balancing during post-processing without degrading the original image quality.

You can choose to save in C-RAW format where the file size is significantly smaller, allowing you to take more photographs while still maintaining the ability to get the best possible colour.

### 2. Set the Correct White Balance

The various types of light we encounter all have different colour temperatures (measured in Kelvin). It is why the same colour seems to appear differently under multiple lighting conditions. Here's where White Balance comes to the rescue!

#### Pros



Setting the correct White Balance allows one to tweak, colour balance and capture the image in its most-neutral state.



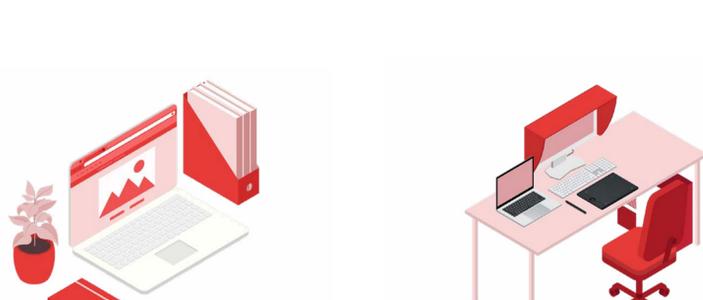
Manual White Balance is an option to use when you find yourself in a challenging scenario, for instance, both fluorescent and halogen lights in one room. You can increase warmth in an image with a larger Kelvin value and cooler with a smaller Kelvin value.

Reduces the need for extensive colour balancing during post-processing when set correctly during the shoot.

### 3. Calibrated Monitor Screens

A display calibration tool can detect inaccuracies on your monitor and its accompanying software can help to correct these errors. This helps to display the most accurate tones on your display and give you the best chance to edit the image. However, it may look a little different still on an uncalibrated display such as a mobile phone screen, but it would be as accurate as possible.

#### Pros



A calibrated display will allow you to view accurate tones on your monitor, and hence aid in the adjustment of the brightness, contrast and/or colours of your image.

Clients and photographers can preview the images and perform troubleshooting during the photoshoot.

### 4. Shooting with a Grey Card

Lightweight and inexpensive, a grey card is a handy item to have in your photography kit!

#### Pros



The grey card serves as a reference point for correcting white balance in an image during post processing, or in camera when using the Custom White Balance option.



Take a photo of the scene with the grey card in it. When editing the photo on an image editing software, you can use the eye dropper tool when adjusting white balance, and click on the grey card to correct for any colour shifts. Shooting in RAW mode will allow you to adjust white balance more easily in the post processing stage.

If you are unsure of the WB of the scene you are photographing, use a grey card to take the first shot, and use that to set a custom WB in-camera which can be used to apply into subsequent shots.