

WEDLAKE DIGITAL STUDIO - DIGITAL WORK FLOW

Work flow Milestone	File type	Description	Bit Size	Metadata	Colour Space
Nikon DSLR Camera	.NEF	Two photographs taken in NEF format per product composition.		Camera Settings	Adobe RGB
Adobe Photoshop Lightroom	.DNG	Import NEF files into Lightroom and convert to DNG format. Select best image based on need (usually the focus and depth of field). Delete rejected images from Lightroom. Add Metadata details such as product name and description. This data becomes imbedded into the image itself. Add Metadata Keywords, such as Project number, product categories (Detail, Grouping, Element, Installation, etc) Align or rotate image accurately. All further cropping and perspective adjustments will be based on this) Rough crop (remove most of background without affecting actual subject) Tag dust spots (lens or on product) for removal. Conduct White Balance (the temperature of the light). Conduct colour correction. Determine if multiple images can use the same settings (clone them if possible). Adjust clarity and sharpness of image (clone setting on multiple images).		Camera Settings Additional data entry	ProPhoto
Adobe Photoshop CS3	.TIFF	Export image into CS3 with all Lightroom edits made (this will not affect original master DNG file). Use "Clone" and "Healing Brush" to remove unwanted scratches, blemishes, hairs, dust, etc. Use "Transform" tool to remove or correct optical distortion in image. If necessary, "Mask" image to remove background. Create white background that transitions smoothly into foreground.	16 Bit	Camera Settings Additional data entry	
Adobe Photoshop Lightroom	.TIFF	Imported image back into Lightroom. Automatically stacked with original DNG master image. Metadata held in both versions. May duplicate process above if additional editing is required from Photoshop.	16 Bit	Camera Settings Additional data entry	
Export to TIFF RGB:	.TIFF	Export project images as uncompressed 16 bit TIFF RGB. Colour space remains as ProPhoto. This version is submitted to client (it maintains highest resolution, colour space, bit depth, and retains all metadata). File size is rather large and unwieldy. Not suitable for general use. Should be used as a source image to convert to smaller formats.	16 Bit	Camera Settings Additional data entry	
Convert TIFF (RGB) to CMYK	.TIFF	Convert above images to uncompressed 16 bit TIFF CMYK, using Automator. Colour space is also converted to Prepress. File size is increased by approximately 30% by adding the fourth colour channel.	16 Bit		
Export for working JPG:	.JPG	Export project images as compressed 8 bit Jpg, for web. Resolution determined by client. Metadata is removed, as file purpose may be used for public consumption. Not preferred format if additional editing or format conversion is required. Further editing may cause artifacting.	8 Bit	No Metadata	sRGB