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| **JPEG** | RAW |
| Image information is compressed and lost. | All image data recorded by the sensor when you take a photo. |
| 256 levels of brightness | 4,096 to 16,384 levels of brightness |
| Captures in 8bit | Captures in 12bit or 14bit. |
|  | You have additional information in the file, so it’s easier to correct the image without a drastic reduction in quality. |
| White balance is applied to the image. | White balance is still recorded, but because you have way more data, it’s easy to adjust. |
|  | You have access to sharpening and noise algorithms in a program like Lightroom. |
| JPEG files lose quality every time you open them, make adjustments, and save again. | You’re not actually doing anything to the original data. |
|  | Because of the finer gradation of tones and colours you’ll get better prints from RAW files. |
|  | It’s easier to work through large batches of images when you’re using a workflow centric program like Lightroom or Aperture. |
|  | You take control, and are able to manage these problems to create the best results possible. |