

ETHICS OF POST-PRODUCTION

What you can do in post-production / What you can't do in post-production

Professional Guidelines

- **AP: "Minor adjustments in Photoshop are acceptable. These include cropping, dodging and burning, conversion into grayscale, and normal toning and color adjustments that should be limited to those minimally necessary for clear and accurate reproduction [. . .] and that restore the authentic nature of the photograph."**
- **NPPA Code of Ethics : Editing should maintain the integrity of the photographic images' content and context. Do not manipulate images or add or alter sound in any way that can mislead viewers or misrepresent subjects.**
- **NATGEO : Require submission of RAW images. Subtle Burning & Dodging, Cropping, Conversion to B&W is acceptable: only adjust the dynamic tonal range and color balance of an image so that it more closely resembles what you saw and communicates the mood of the scene. Cloning (adding to or subtracting elements)is NOT allowed. Stitched Panoramas are allowed if the segments were all made within the same time frame and does not include elements that weren't in the scene as you saw it. If your photo is a stitched or stacked image, indicate so in the caption.**



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