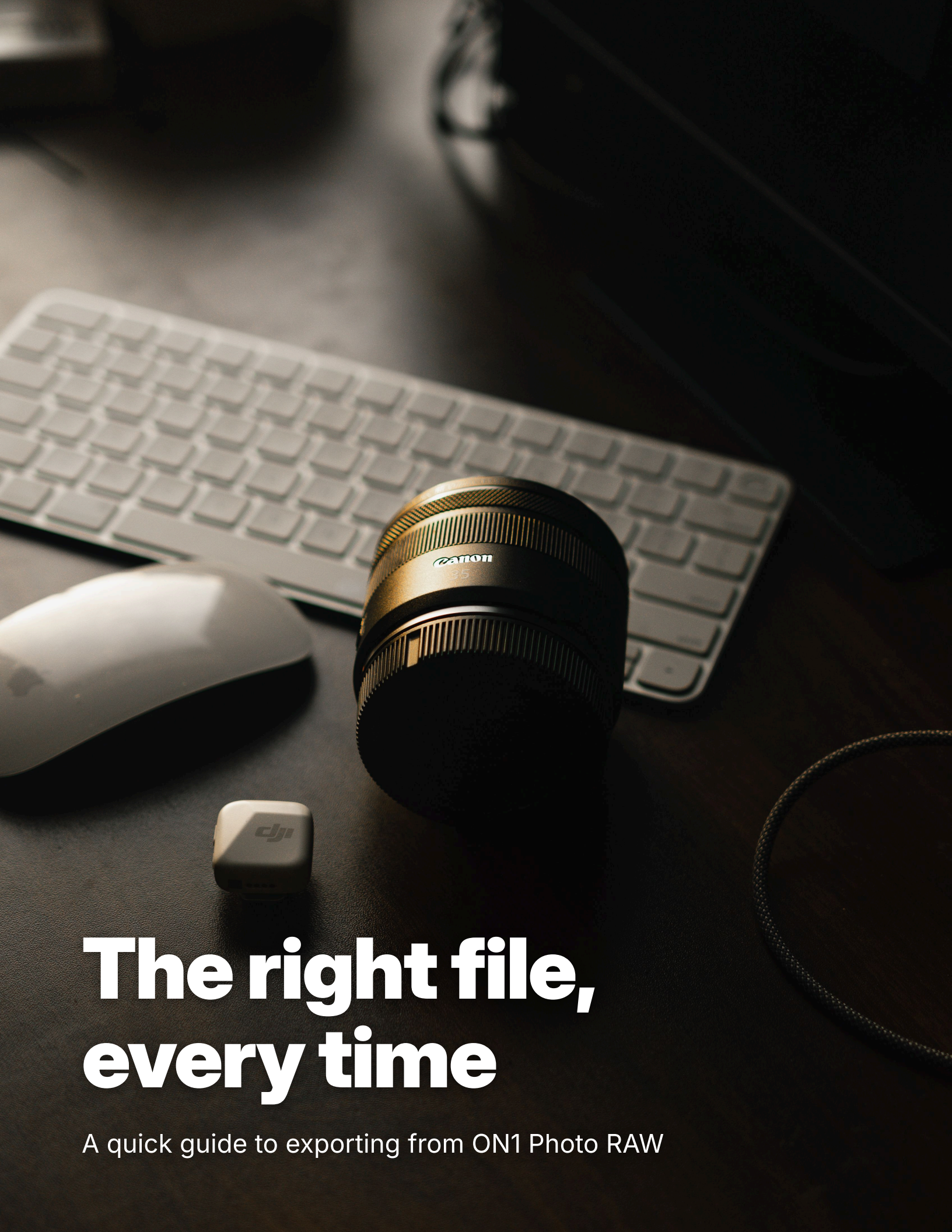




The right file, every time

A quick guide to exporting from ON1 Photo RAW

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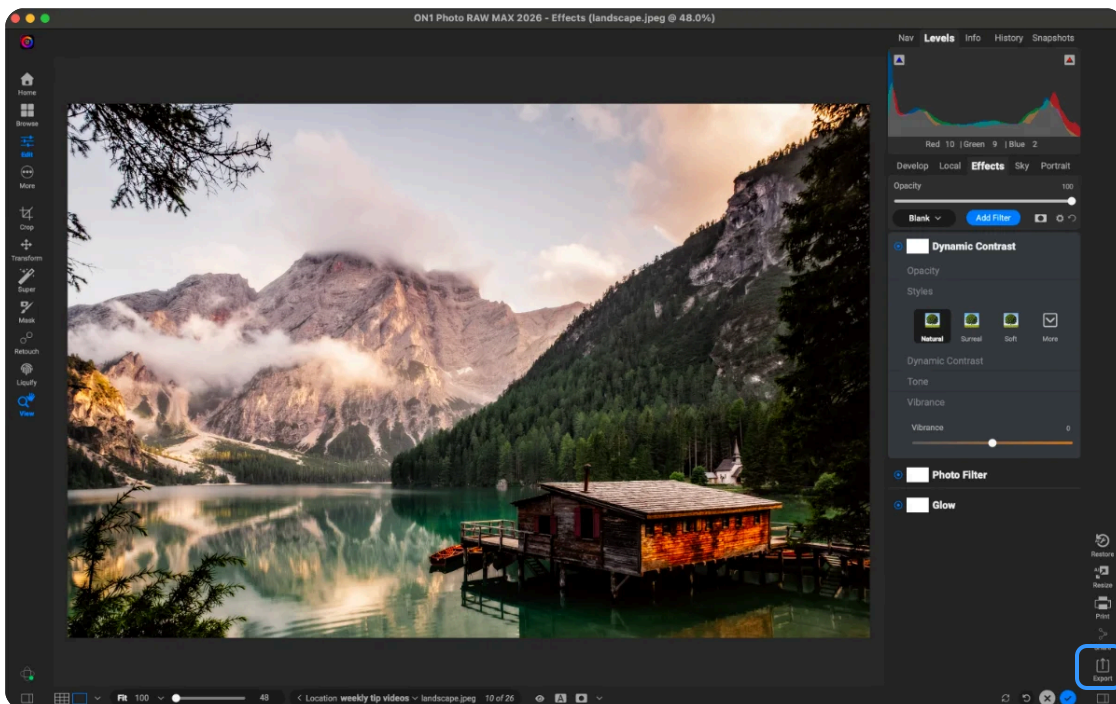
Welcome

You spent time getting your photo just right. Export is the last step, and it decides how that photo looks everywhere else: on Instagram, on your wall, or in a friend's inbox.

The good news: you don't need to memorize file formats or technical settings. You only need to know which file fits which job. That's what this guide covers, in short chapters you can read in any order.

By the end, you'll know how to:

- ✓ Pick the right file type for sharing, printing, and saving
- ✓ Size and sharpen photos so they look their best wherever they go
- ✓ Protect your privacy and your work when you post online
- ✓ Set up presets so exporting takes one click



The Export icon (highlighted) is available from Browse, Edit, and Resize AI, so you're always one click away.

The formats you need

Most photographers only ever need three file types: JPEG, TIFF, and DNG. Photo RAW can export five, but once you know the big three, the rest fall into place.

First, a quick reminder of how Photo RAW works. Your edits are non-destructive, meaning your original file is never changed. Photo RAW remembers your edits and applies them on the fly. Exporting creates a new file with all your edits baked in, ready to use anywhere.

The big three

FORMAT	BEST FOR	WHY
JPEG	Sharing online, email, texting, most labs	Small files that open anywhere
TIFF	Printing and further editing	Full quality with no compression loss
DNG	Archiving	A widely supported format for long-term storage

The other two

PSD is the Photoshop format. Use it when you plan to keep editing in Photoshop or want to keep your layers.

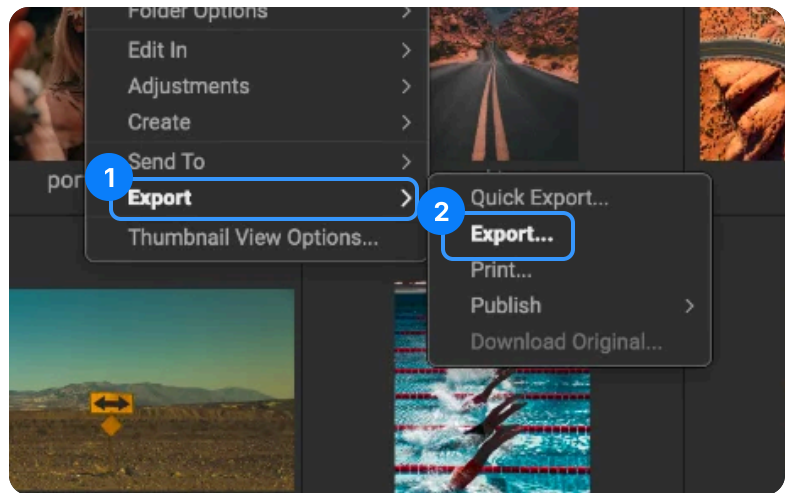
PNG supports transparent backgrounds. It's handy for logos and graphics, but it's rarely the best pick for photos.

QUICK TIP

Not sure which to pick? JPEG for anything you share, TIFF for anything you print or keep editing, and DNG for anything you want to keep for years.

Open the Export window

Click the Export icon in the toolbar, or right-click any photo in Browse and choose Export.

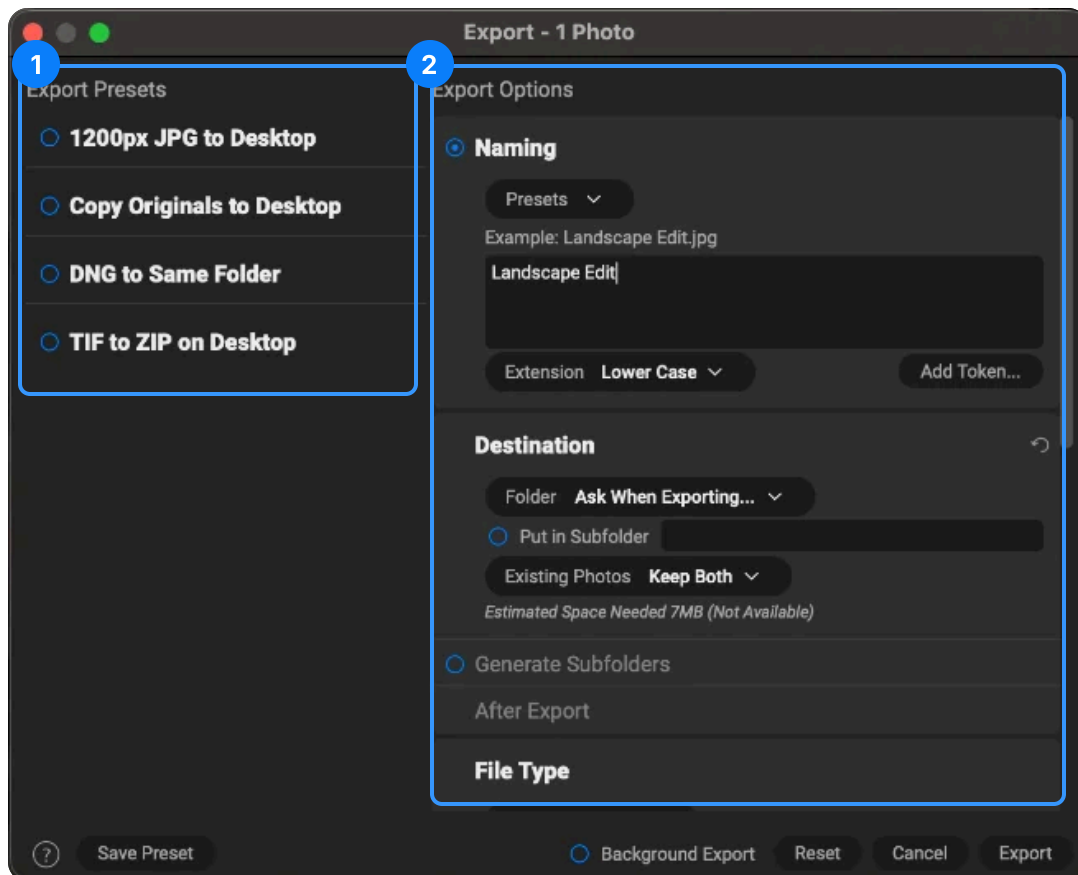


1 Export 2 Export...

Right-click any photo and choose Export.

The Export window

The window has two sides. Presets sit on the left, and every option you can set sits on the right.

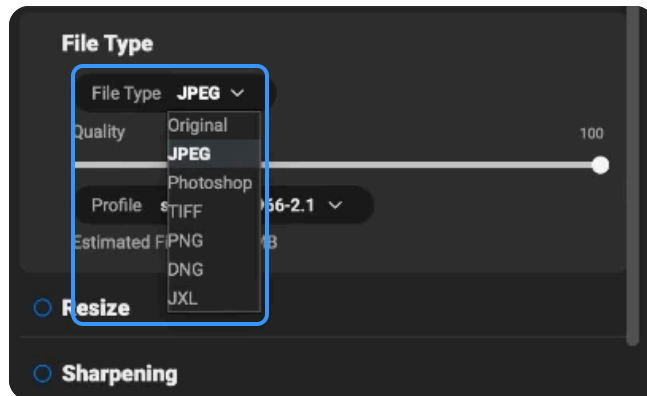


1 Export Presets 2 Export Options

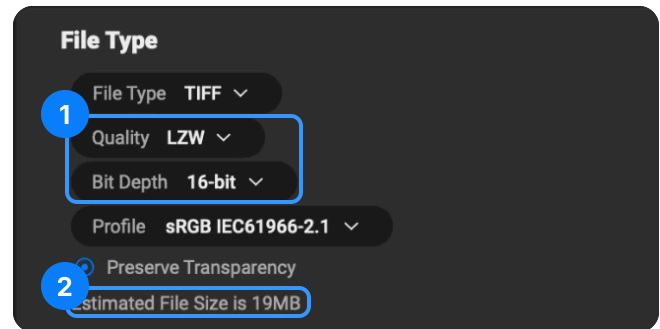
The Export window has two sides: presets on the left, options on the right.

Pick your format

Choose a format in the **File Type** pane. It's one of only two settings Export requires.



Open the highlighted File Type menu to pick your format.

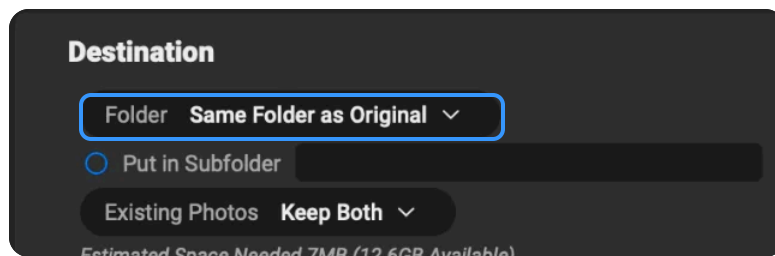


1 Format options 2 Estimated file size

Each format has its own options. Keep an eye on the estimated file size.

Simple as two settings

Export only requires two things: a **Destination** (where the file goes) and a **File Type**. Everything else is optional. Photo RAW also remembers your last settings, so next time you'll be ready to go.



Use the highlighted Folder menu to choose where your files go.

QUICK TIP

Watch the estimated file size in the File Type pane. It shows the size of your first photo before you export, so you can adjust quality right away.

COMMON MISTAKE

Exporting everything as TIFF "just to be safe." TIFFs are large and often won't upload to social media. Use TIFF for printing and editing, and JPEG for sharing.

TRY IT

Open Export on any edited photo. Set a Destination, choose JPEG, and click Export. That's a complete export.

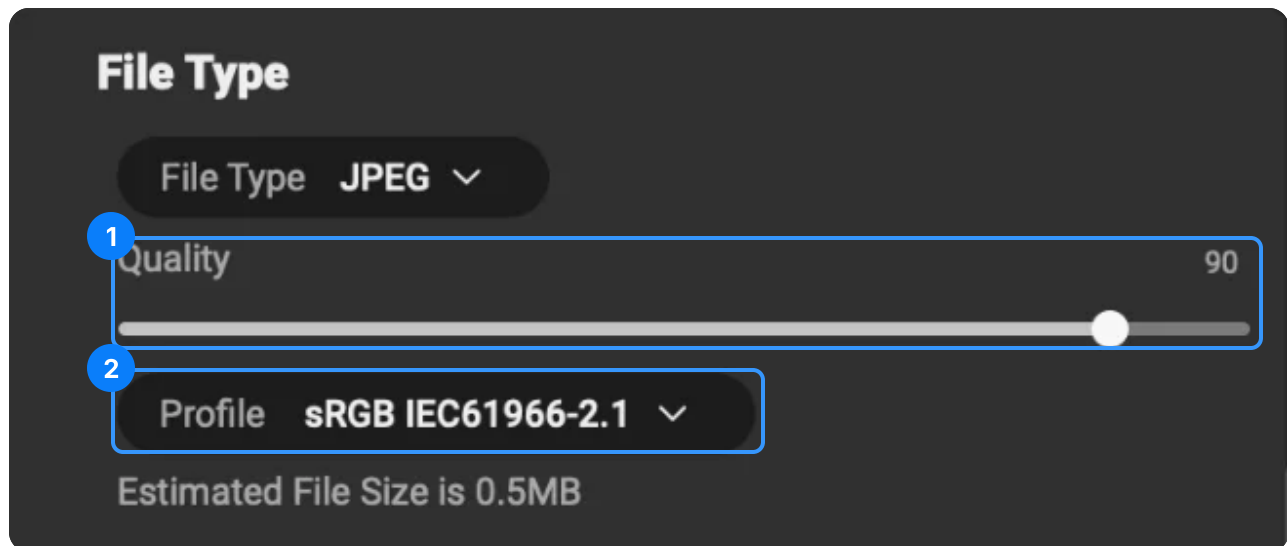
Sharing online

For social media, websites, and email, export a JPEG sized to fit, not your full-resolution file.

Bigger isn't better online. Social platforms shrink and re-compress large uploads, and that can make your photo look worse than a smaller file you prepared yourself.

The recipe

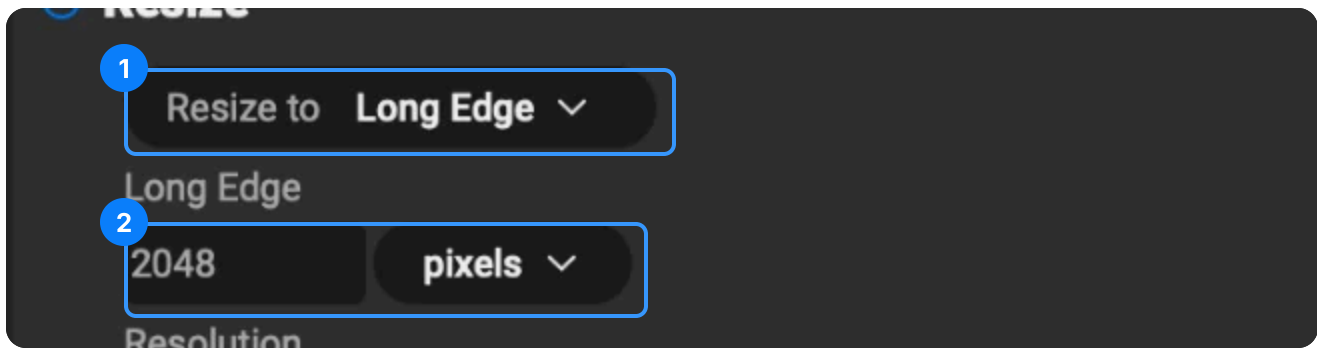
- 1 **File Type:** JPEG, with Quality around 85 to 90.
- 2 **Color profile:** sRGB, the standard for screens and the web.
- 3 **Resize:** Long Edge, set to about 2048 pixels for social media (1200 pixels is plenty for email).
- 4 **Sharpening:** Sharpen For, set to Screen Low or Screen High.



- 1 Quality 2 Profile (sRGB)

For the web, JPEG at 85 to 90 quality gives you great-looking photos at a small size.

Resize with Long Edge

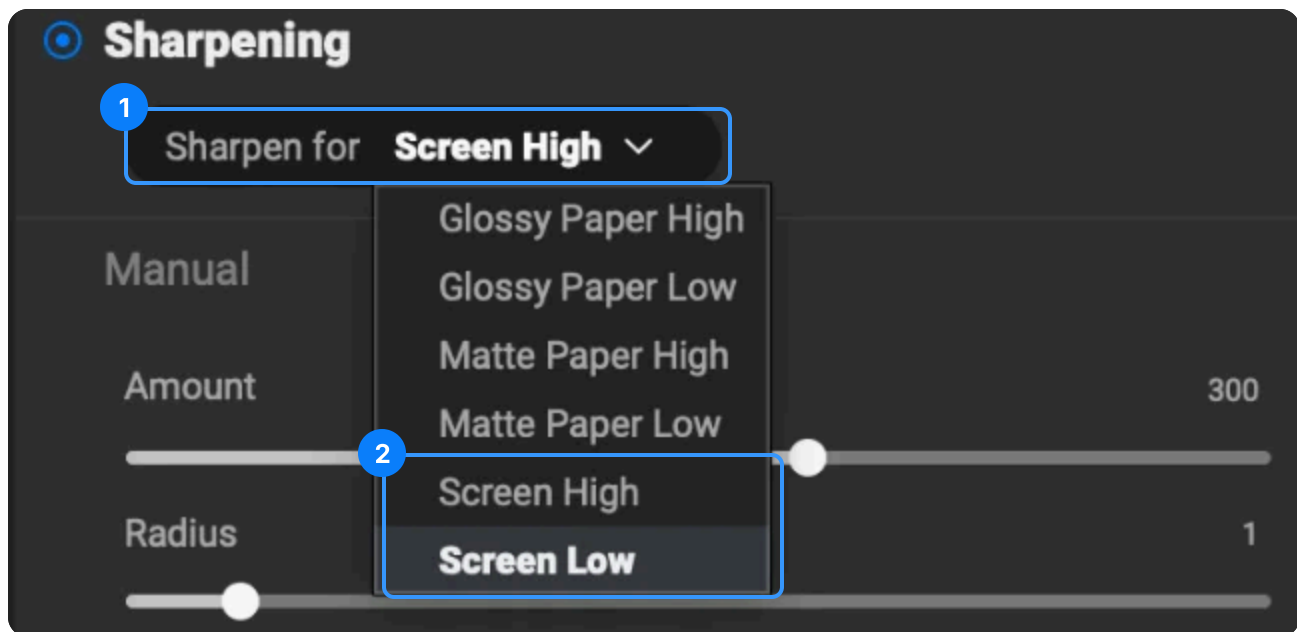


- 1 Resize to: Long Edge 2 Size in pixels

Long Edge keeps every photo the same size on its longest side, whether it's a vertical or horizontal shot.

Why sharpen for screen?

When you shrink a photo, it softens slightly. A light touch of output sharpening brings the crispness back. Try Screen Low first, and switch to Screen High if the photo still looks soft.



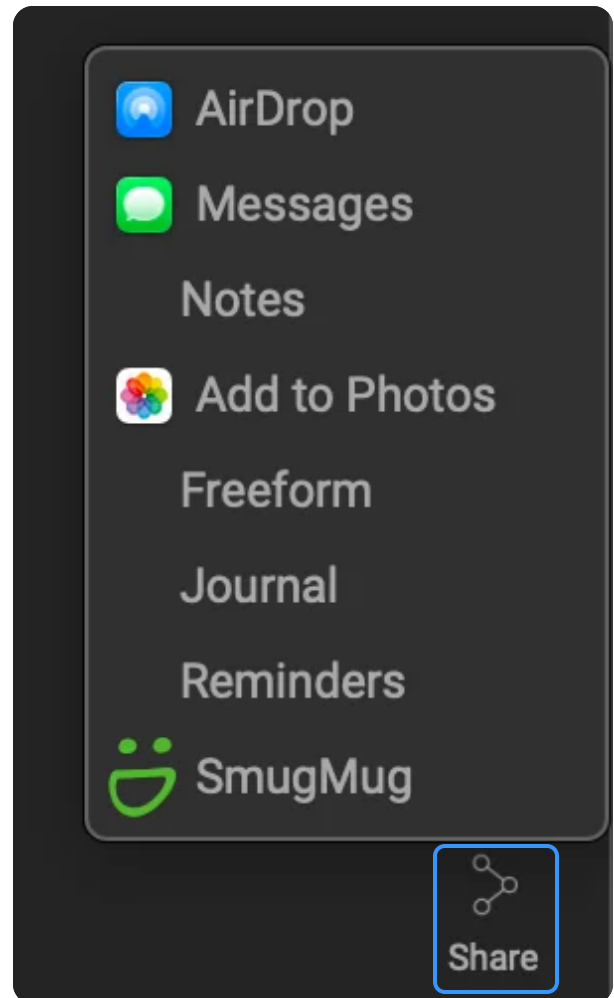
- 1 Sharpen For 2 Screen High and Screen Low

Screen sharpening restores the crispness that's lost when a photo is made smaller.

Share vs. Export

Photo RAW also has a Share option for quickly sending a photo to Mail, Messages, AirDrop, SmugMug, and more (some options are Mac only).

It's fast, but it always sends a full-size JPEG. When size matters, use Export instead.



Click Share (highlighted) for the fastest send, but it always sends a full-size file.

QUICK TIP

Viewers see your photo in the browser, so sRGB gives the most accurate color across phones, tablets, and computers.

COMMON MISTAKE

Uploading a full-resolution file to social media. The platform shrinks it for you, often with softer detail and blotchy skies. Resize it yourself for better results.

TRY IT

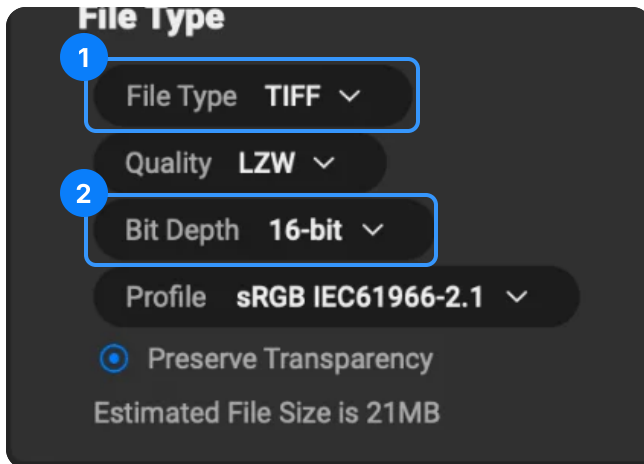
Export one photo at Long Edge 2048 with Sharpen For: Screen Low. Post it and compare it to a full-size upload.

Printing at home or through a lab

For prints, export at full quality, set the resolution to 240 to 360 ppi, and sharpen for the paper you're using.

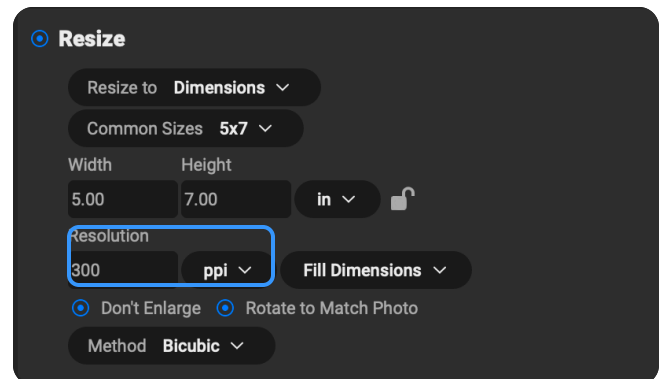
Printing at home

- 1 **File Type:** TIFF, 16-bit.
- 2 **Resolution:** 240 to 360 ppi (pixels per inch). Most photo printers work best in this range.
- 3 **Sharpening:** Sharpen For, set to Glossy or Matte to match your paper.

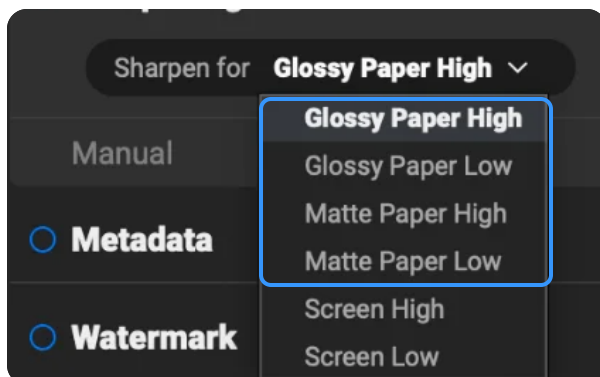


- 1 TIFF 2 16-bit

TIFF keeps every bit of quality for printing.



Set the highlighted Resolution to 240 to 360 ppi for sharp, detailed prints.



Pick the highlighted Glossy or Matte option that matches your paper.

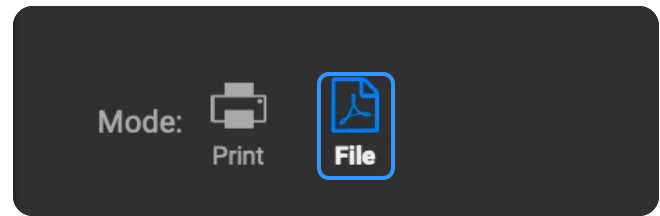
Sharpen for your paper

Ink spreads slightly on paper, so prints need a little extra sharpening. Matte paper softens detail the most, so it needs a little more.

Ordering from a print lab

Every lab is a little different, so check its website first. Most accept a high-quality JPEG (Quality 95 or higher), and many also accept TIFF. Ask which color profile it prefers, too.

Using an online print service? The Print window can also save your print as a PDF. Click the File icon at the top of the Printer pane, choose a page size, and click Print.



Click File (highlighted) to print to PDF, handy for online print services.

QUICK TIP

Want a preview of your print on screen? Turn on Soft Proofing from the View menu to see how your photo will look with your printer's color profile.

COMMON MISTAKE

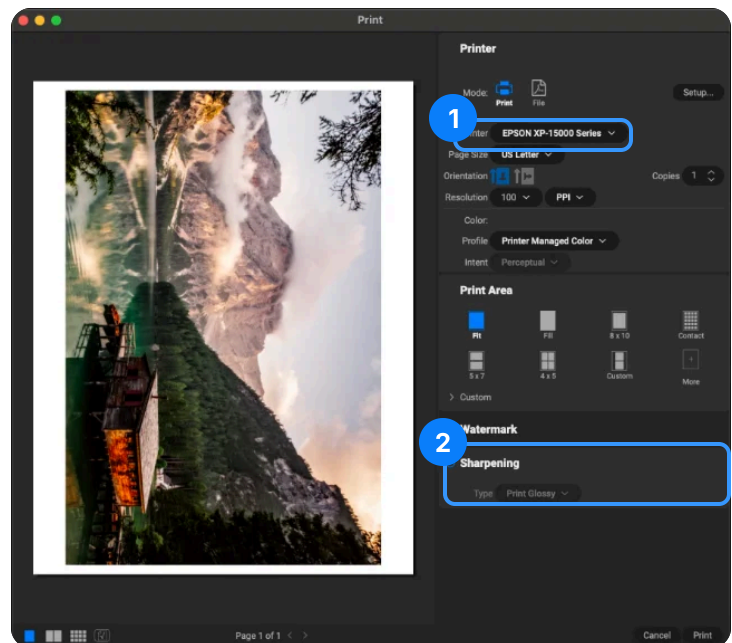
Skipping output sharpening for prints. Ink spreads slightly on paper, especially matte paper, so a photo that looks sharp on screen can print soft.

TRY IT

Before your next lab order, look up the lab's file requirements and build an export that matches them.

Or print straight from Photo RAW

You don't have to export to print at home. Photo RAW's Print window sends photos straight to your printer, with options for paper size, printer profile, and sharpening built in.



1 Printer 2 Sharpening

The Print window handles sizing and resolution for you.

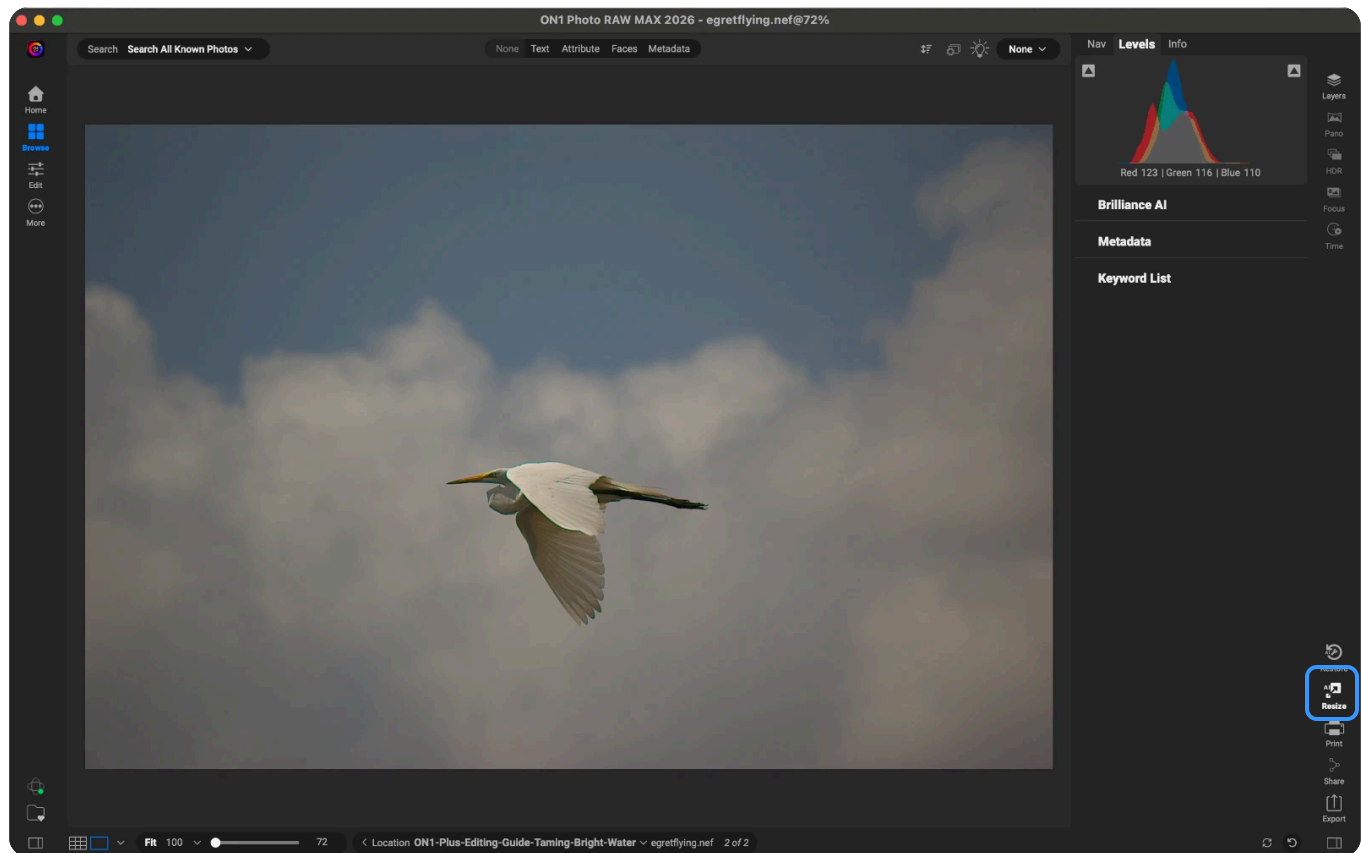
Big prints with Resize AI

When your photo doesn't have enough pixels for the print size you want, enlarge it with Resize AI first, then export.

Resize AI uses AI to add detail as it enlarges, so big prints stay sharp.

When do you need it?

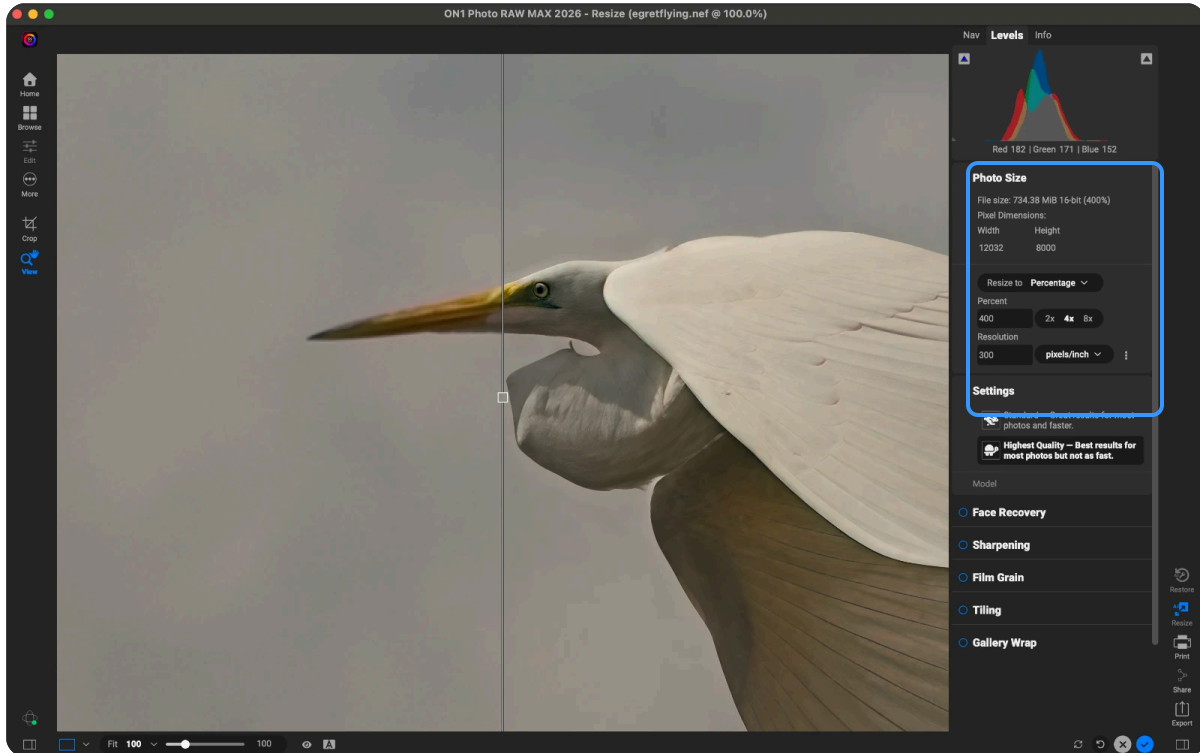
A quick way to check: multiply the print size in inches by 300. A 24 × 36 inch print at 300 ppi needs about 7200 × 10800 pixels. If your photo is smaller than that, Resize AI can help.



Open Resize AI with the highlighted Resize icon in the toolbar, from Browse or Edit.

The workflow

- 1 Finish all your editing first. Resize AI works best as one of the last steps.
- 2 Open the photo in Resize AI and set your print size in the Photo Size pane.

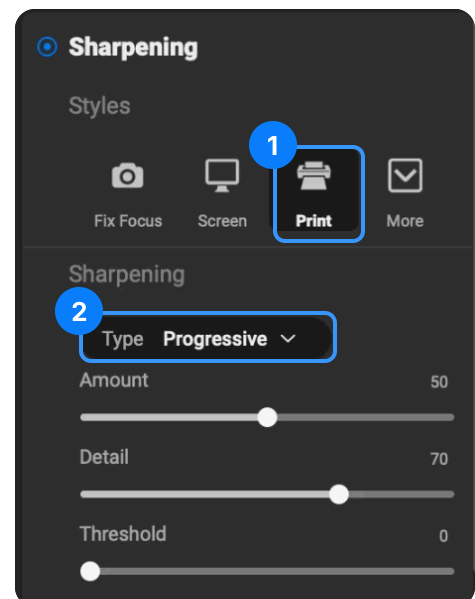


Set your print size in the highlighted Photo Size pane, or pick a preset for your printer and paper.

- 3 Add sharpening for your paper type in the Sharpening pane. Pick the Print style, then fine-tune Type and Amount.
- 4 Click Done to save the file.

PRO TIP

In the Settings pane, choose **Highest Quality**. It takes a little longer, but it gives you better resizing results.



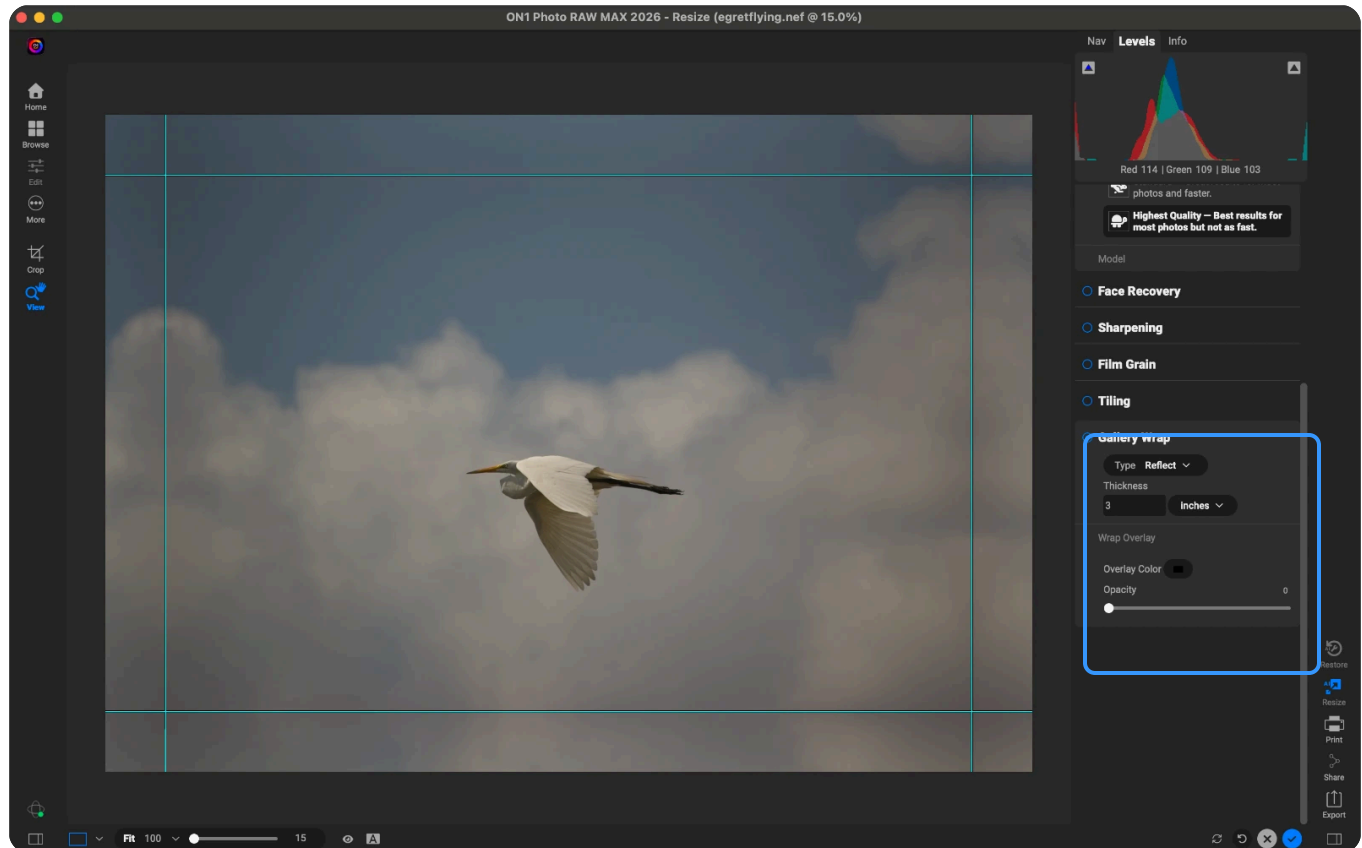
- 1 Print style 2 Type

Step 3: sharpen after enlarging.

Bonus features for special prints

Gallery Wrap adds extra edges for canvas prints, so none of your photo gets wrapped around the frame.

Tiling splits a photo into sections, so you can print a mural in pieces.



The highlighted Gallery Wrap pane keeps your whole photo on the front of the canvas.

QUICK TIP

Resize AI creates a new, enlarged copy of your photo. Your original stays exactly as it was.

COMMON MISTAKE

Enlarging a photo before you've finished editing. Do your edits first and enlarge last, so you're not working with a huge file the whole time.

TRY IT

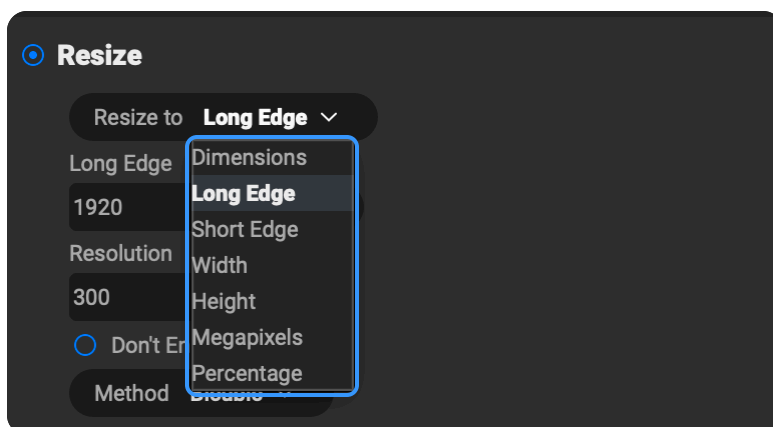
Take a favorite photo into Resize AI and set it to a 16 × 20 inch print. Zoom to 100% and compare the before and after.

Sizing without surprises

Use Long Edge for almost everything, and Dimensions only when you need an exact size.

Your sizing options

OPTION	WHAT IT DOES	USE IT FOR
Long Edge	Sets the longest side to your size	Social media, web, email (most exports)
Short Edge	Sets the shortest side to your size	Matching heights in a gallery
Dimensions	Sets an exact width and height	Contests, specific print sizes
Width or Height	Sets one side, no matter the orientation	Website layouts
Megapixels	Sets a total pixel count	Upload limits
Percentage	Scales up or down by a percentage	Quick size changes



Every option lives in the highlighted Resize to menu.

QUICK TIP

Exporting a mix of vertical and horizontal photos? Long Edge makes them all the same size on their longest side, so nothing ends up tiny.

Fit vs. Fill: the one to watch

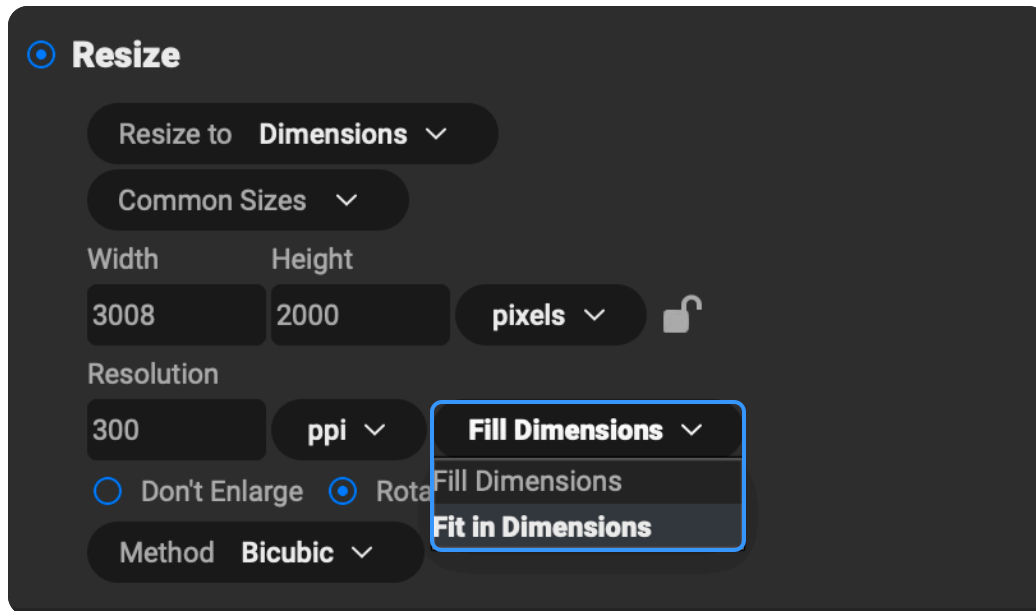
When you use Dimensions, you'll choose between two options:

Fit in Dimensions

Fits your whole photo inside the size you set. Nothing gets cut off.

Fill Dimensions

Fills the entire size you set, which crops your photo if the shapes don't match.



Choose Fit or Fill from the highlighted menu. Fit keeps your whole photo. Fill crops it to fit.

COMMON MISTAKE

Using Fill Dimensions and not noticing the crop until later. If a photo's edges matter, choose Fit.

TRY IT

Export the same vertical photo at 1080 × 1080 with Fit, then with Fill. See the difference for yourself.

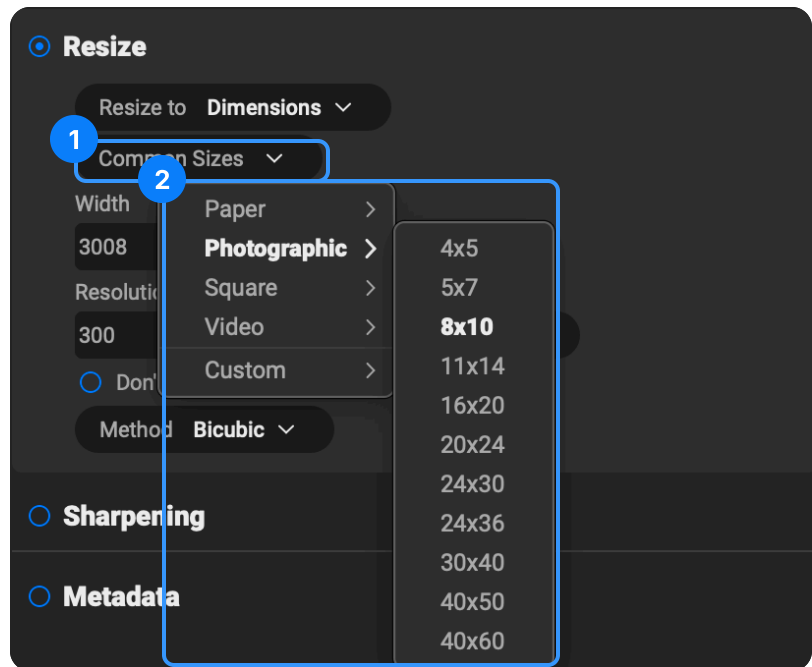
Two more handy settings

Don't Enlarge stops Photo RAW from making a small photo bigger than it really is. Leave it on unless you're intentionally enlarging.

Common Sizes is a menu of ready-made paper, square, and video sizes, so you don't have to type numbers in.

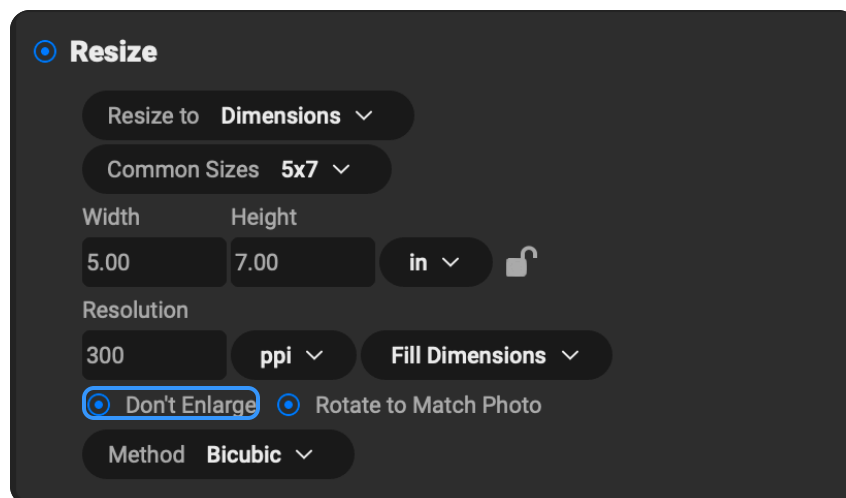
QUICK TIP

Pick a size from Common Sizes first, then fine-tune the Width and Height if your lab or contest needs something slightly different.



- 1 Common Sizes 2 Ready-made sizes

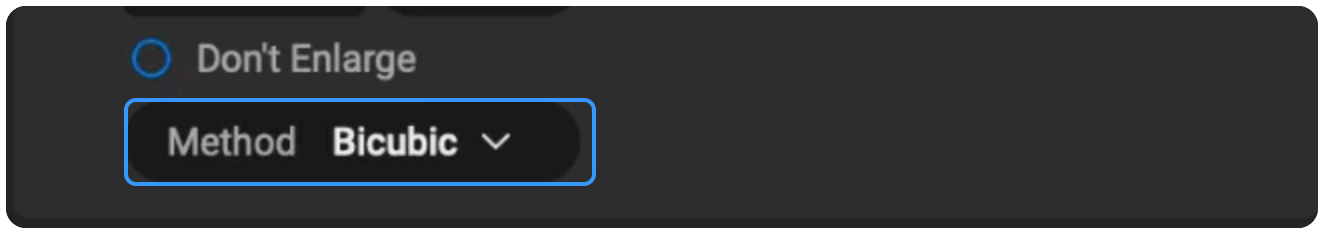
Common Sizes has popular print and screen sizes ready to go.



Leave the highlighted Don't Enlarge option on unless you mean to make a photo bigger.

Method: Bicubic vs. Resize AI

The **Method** pop-up at the bottom of the Resize pane decides how Photo RAW creates pixels when it changes a photo's size.



Choose a method from the highlighted Method pop-up at the bottom of the Resize pane.

Bicubic

The classic method. Fast, and the right pick when you make photos smaller, which covers most exports: social media, email, and the web. It also works well for graphics and text.

Resize AI

Uses AI to create new, natural-looking detail as it enlarges. It takes longer, and it's worth it when your export is bigger than the original, like a large print.



Making it smaller? Use Bicubic. **Making it bigger?** Use Resize AI, and turn off Don't Enlarge.

Resize AI in Export or the Resize AI module?

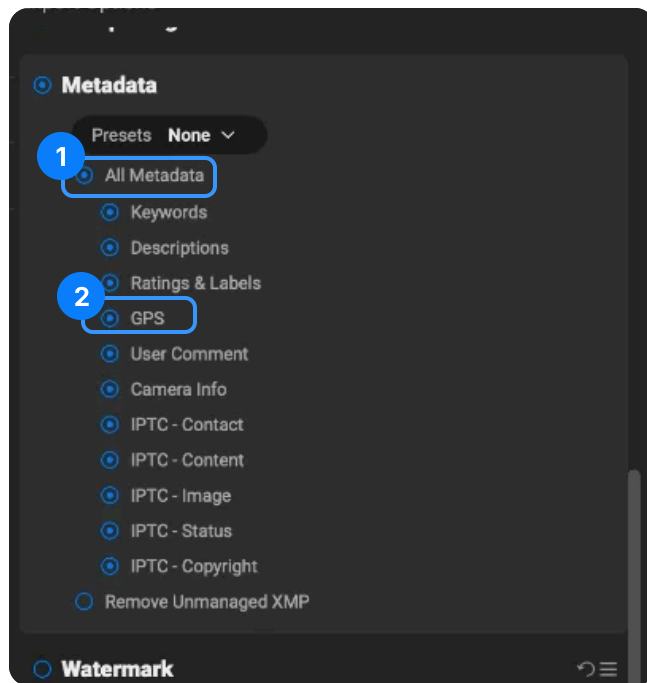
	IN EXPORT	RESIZE AI MODULE
Best for	Enlarging a batch as part of an export preset	Big prints where you want to fine-tune the result
Extras	Works with presets, naming, and watermarks	Gallery Wrap, tiling, sharpening styles, and a live preview
Covered in	This chapter	Chapter 4

Protect your photos

Before you post online, decide what information goes with your photo and whether to add a watermark.

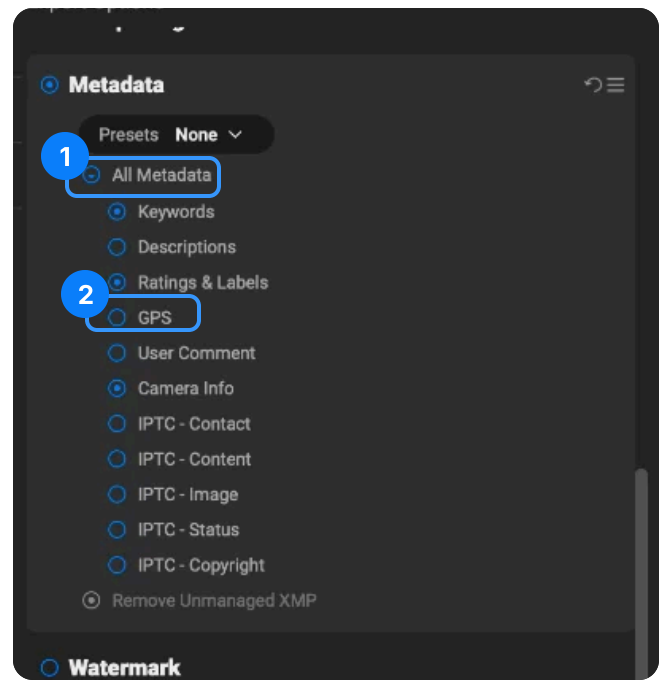
Metadata: what your photo says about you

Every photo carries hidden information called metadata: your camera settings, the date, and sometimes the exact location where you took it. That's useful for your own records, but you may not want to share it with the world, especially for photos taken at home.



- 1 All Metadata 2 GPS (location)

By default, Export can include all of your photo's metadata.



- 1 All Metadata off 2 GPS off

Turn off All Metadata to choose exactly what you share.

In the Metadata pane, turn off **All Metadata** and then choose only the items you want to include. Leave **GPS** off to keep your location private.

Watermarks: sign your work

The Watermark pane adds your name or logo to exported photos. You can use text or a graphic, then set its size, position, and opacity.

Text watermarks

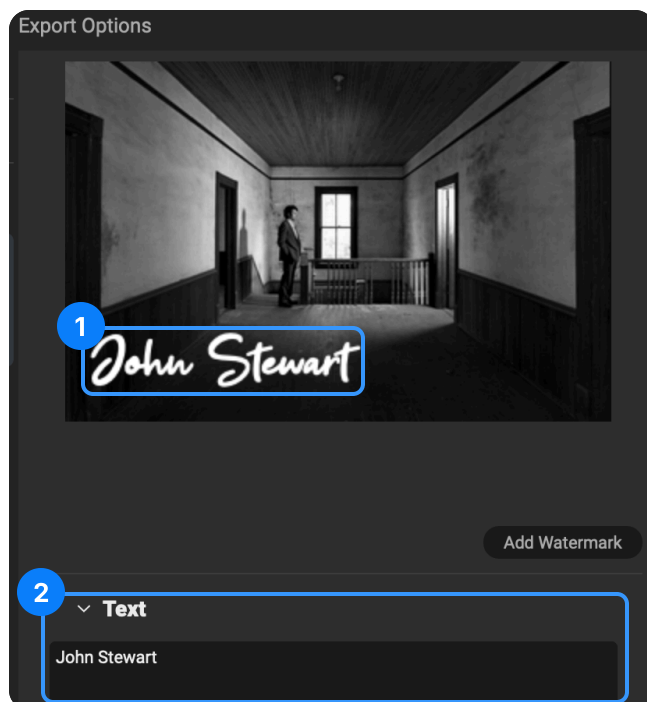
The quickest option. Type your name, pick a font, and place it.

Logo watermarks

Use an image file. A PNG with a transparent background works best.

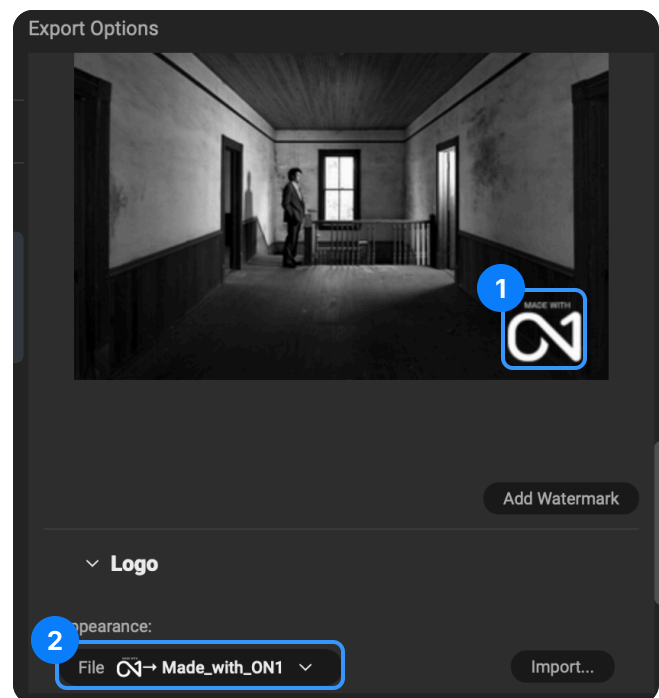
QUICK TIP

Make sure your logo file is big enough. For a logo 2 inches wide on a 300 ppi print, the file needs to be at least 600 pixels wide.



- 1 Watermark preview 2 Text

A simple text watermark takes less than a minute to set up.



- 1 Logo in preview 2 Logo file

The preview shows exactly where your watermark will land.

Keep it subtle

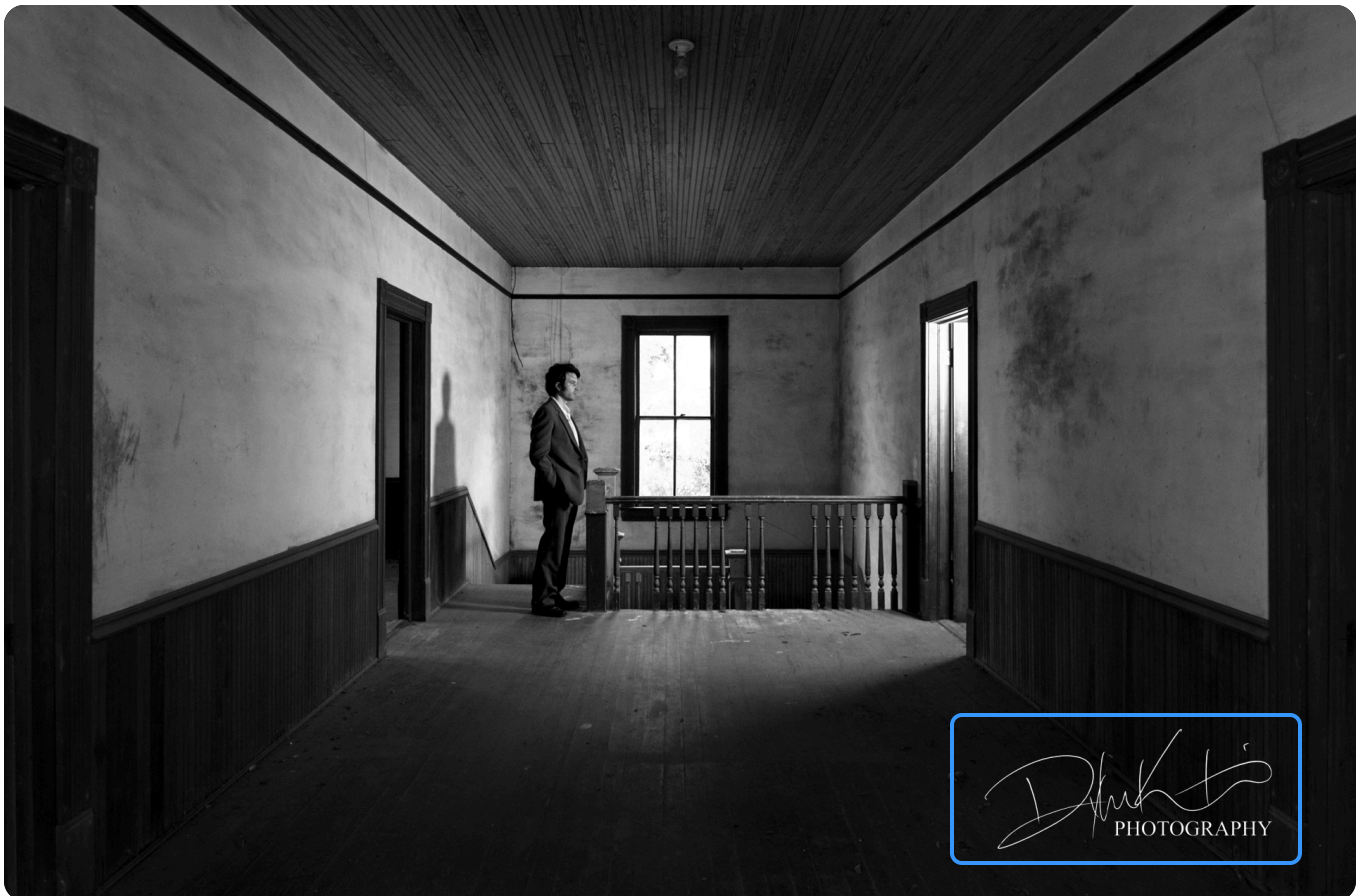
A watermark should sign your photo, not cover it. Place it in a corner, keep it small, and lower the Opacity so it blends in. Once you like it, save it as a watermark preset to reuse anytime.

Placement

A corner works best. Use the Position grid in the Watermark pane to snap it there.

Opacity

Around 30 to 50% lets the watermark blend into the photo instead of competing with it.



A subtle watermark (highlighted) protects your work without distracting from it.

QUICK TIP

You can create your own custom watermark and add it to your photos.

[Watch how here →](#)

TRY IT

Create a text watermark with your name, set Opacity to about 50%, and save it as a preset.

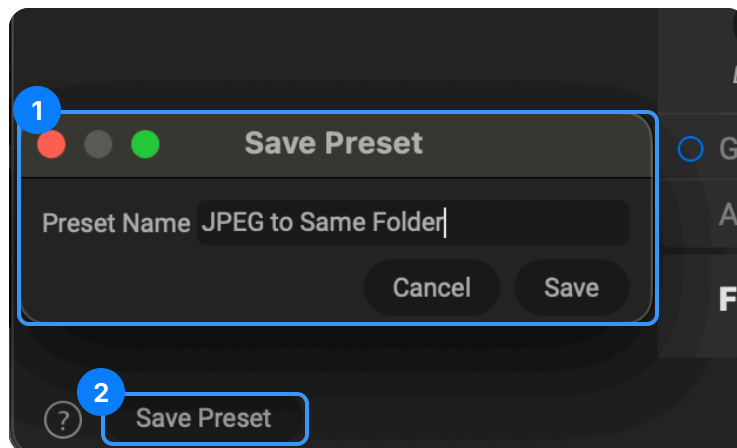
Export in one click

Save your favorite settings as Export Presets once, and every future export takes a single click.

Build your starter presets

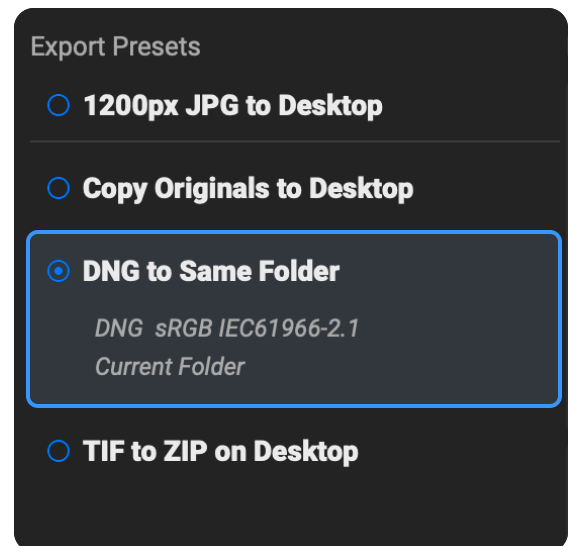
Set up the options for each one, then click **Save Preset** in the Export Presets panel.

PRESET	FILE TYPE	SIZE	SHARPENING
Social	JPEG, Quality 85 to 90, sRGB	Long Edge 2048 px	Screen Low
Email	JPEG, Quality 80, sRGB	Long Edge 1200 px	Screen Low
Print	TIFF, 16-bit	Full size, 300 ppi	Glossy or Matte
Archive	DNG or TIFF, 16-bit	Full size	None



- 1 Name your preset 2 Save Preset

Set your options, then click Save Preset.



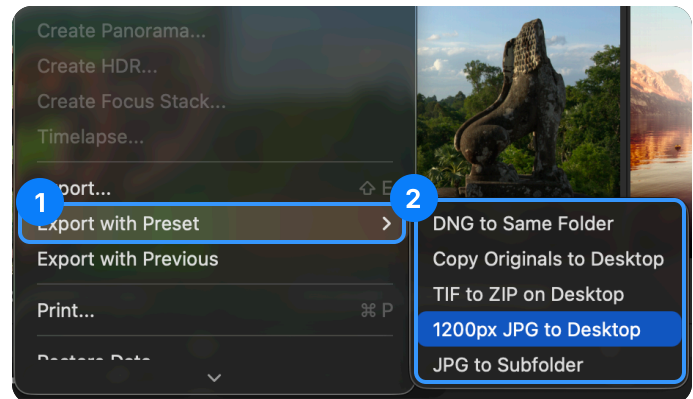
Saved presets show their file type and destination (highlighted).

Skip the Export window entirely

Once your presets are saved, you don't even need to open the Export window. In Browse, go to the File menu:

Export with Preset exports your selected photos using any preset you choose.

Export with Previous uses whatever settings you used last time.



1 Export with Preset 2 Your presets

Export with Preset skips the Export window altogether.

Keep working while it exports

Turn on **Background Export** at the bottom of the Export window, and Photo RAW exports while you keep editing.



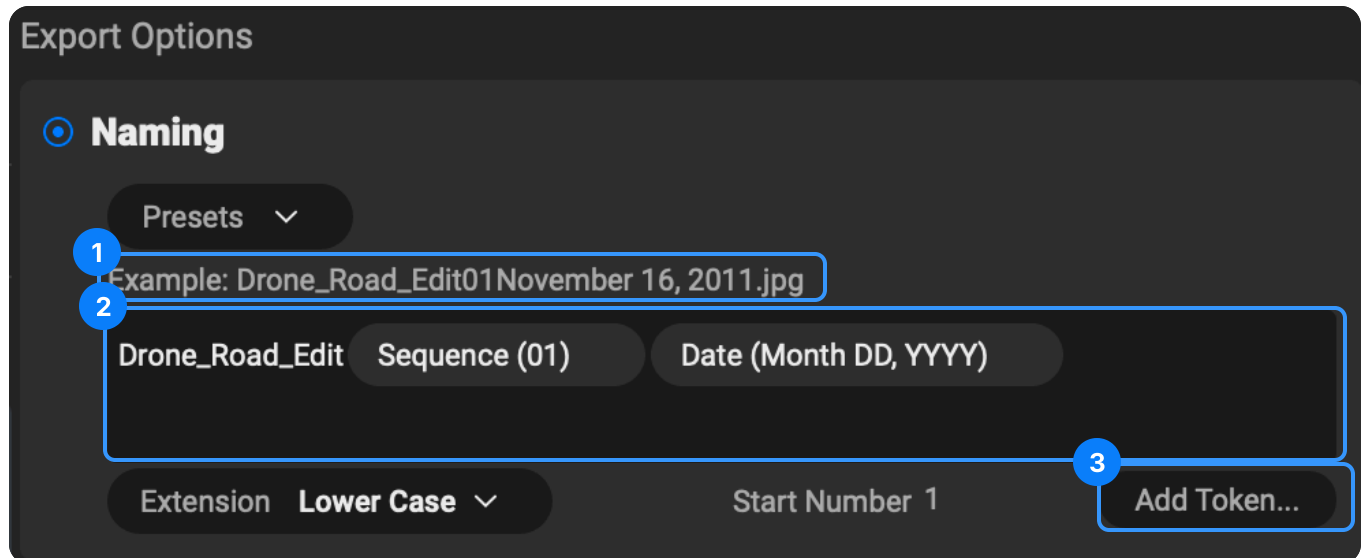
Turn on the highlighted Background Export checkbox to keep editing while your files save.

QUICK TIP

If you change a preset's settings, Photo RAW asks whether you want to update the preset. Say yes to keep it current, or no for a one-time change.

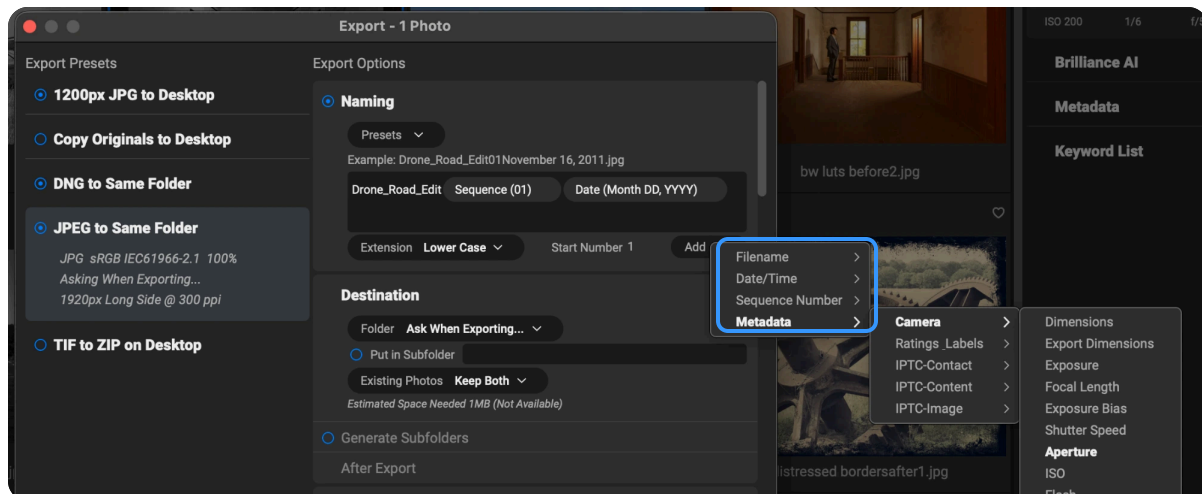
Name your files automatically

The Naming pane renames your files as they export. Use tokens (building blocks like date, filename, and sequence number) to create names like Yosemite_Sunrise_01. The Example line shows what your file name will look like before you export.



1 Example line 2 Tokens 3 Add Token

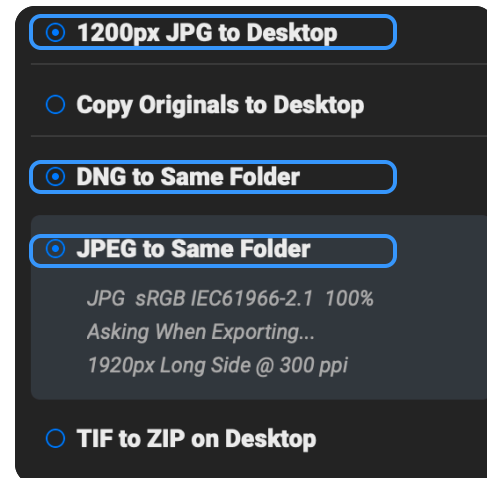
Click Add Token to build your file name. The Example line shows the result.



Add Token opens the highlighted categories: Filename, Date/Time, Sequence, and Metadata. Mix and match them with your own text.

Export several versions at once

You can turn on more than one preset at a time. Click the circle next to each preset you want (for example, Social and Archive), and one click creates both versions.

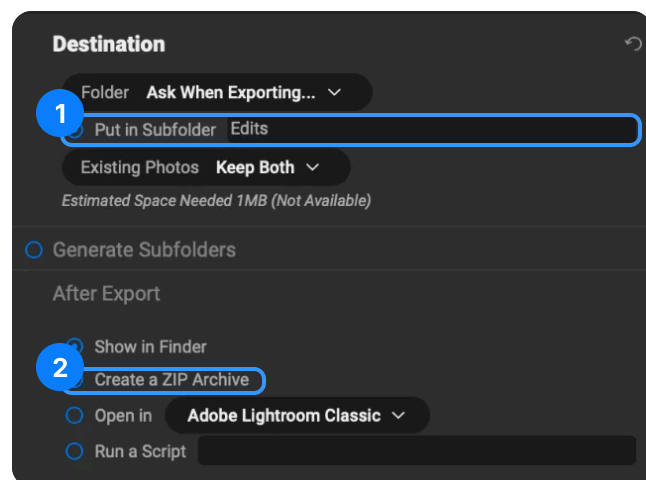


Every highlighted preset has a filled circle, so all three run when you click Export.

Extra time-savers in Destination

Put in Subfolder keeps each export in its own folder.

After Export can show the files in Finder or Explorer, or create a ZIP file that's ready to send.



1 Put in Subfolder 2 Create a ZIP Archive

Have Photo RAW zip your photos automatically when the export finishes.

COMMON MISTAKE

Rebuilding the same settings every time you export. Five minutes of setup saves hours over a year.

TRY IT

Build the Social and Archive presets, turn both on, and export a favorite photo. You'll get two versions in one click.

Which file for which situation

Find your situation below and you'll have the right file every time.

Posting to Instagram or Facebook

FILE	JPEG, Quality 85 to 90, sRGB
SETTINGS	Long Edge 2048 px, Sharpen For: Screen
WHY	Small and fast, and it holds up when the platform re-compresses it.
PRESET	Social

Emailing or texting photos to family

FILE	JPEG, Quality 80
SETTINGS	Long Edge 1200 px. Sending a batch? Set After Export to create a ZIP.
WHY	Easy to send, and nobody's inbox fills up.
PRESET	Email

Your website or online gallery

FILE	JPEG, Quality 85 to 90, sRGB
SETTINGS	The same Long Edge for every photo, plus a subtle watermark if you like
WHY	Pages load quickly and your gallery looks consistent.
PRESET	Social, or a Web preset of your own

Printing at home

FILE	TIFF, 16-bit
SETTINGS	240 to 360 ppi, Sharpen For Glossy or Matte
WHY	Full quality, with sharpening matched to your paper.
PRESET	Print

Ordering from a print lab or online service

FILE	JPEG (Quality 95+) or TIFF, whichever the lab accepts. Or Print to PDF.
SETTINGS	Match the lab's size and color profile requirements
WHY	No surprises when your prints arrive.
PRESET	Print, or a custom lab preset

A large wall print or canvas

FILE	TIFF, 16-bit
SETTINGS	Enlarge in Resize AI first. Add a Gallery Wrap for canvas.
WHY	AI enlargement keeps detail sharp at big sizes.
PRESET	Print

Continuing an edit in Photoshop or another app



FILE	PSD or TIFF, 16-bit
SETTINGS	Full size, no output sharpening. After Export can open it in the next app.
WHY	Keeps the most editing flexibility for the next app.
PRESET	Create an Editing preset

A composite or layered project



FILE	PSD
SETTINGS	Leave Flatten Layers off to keep your layers
WHY	Your layers stay editable.
PRESET	Create an Editing preset

After Export

- ☐ Show in Finder
- ☐ Create a ZIP Archive
- ☒ Open in **Adobe Photoshop 2026** ▾
- ☐ Run a Script

After Export can open your file in another app, like Photoshop (highlighted).

File Type

- File Type **Photoshop** ▾
- Bit Depth **16-bit** ▾
- Profile **sRGB IEC61966-2.1** ▾
- ☒ **Flatten Layers**
- Estimated File Size is 20MB

Keep layers intact by leaving the highlighted Flatten Layers option off.

A graphic with a transparent background



FILE	PNG, or TIFF with Preserve Transparency on
SETTINGS	Full size
WHY	JPEG can't store transparency, so the background would turn solid.
PRESET	None needed

Photo contests and camera club competitions



FILE	Usually JPEG. Check the rules.
SETTINGS	Dimensions at the exact size required, with Fit in Dimensions
WHY	Most contests have strict size and format rules.
PRESET	Create a Contest preset

Archiving your favorites long term



FILE	DNG or TIFF, 16-bit
SETTINGS	Full size, All Metadata on
WHY	The highest-quality copy, with all your info kept intact.
PRESET	Archive

Exporting a whole trip at once



FILE	Several at once
SETTINGS	Multiple presets on (e.g. Social and Archive), Background Export on
WHY	One click gives you every version while you keep editing.
PRESET	Social + Archive

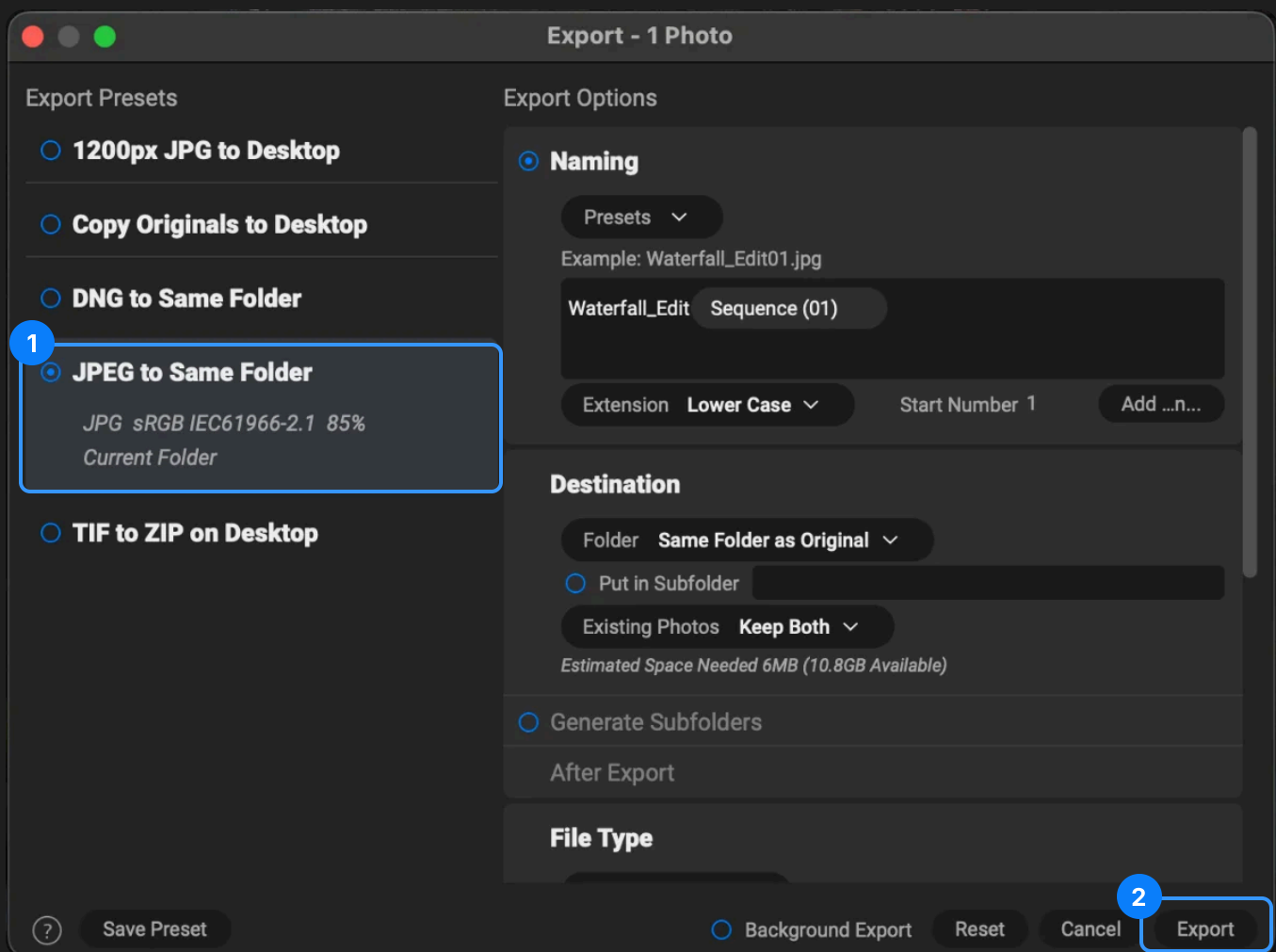
The right file, every time

Keep this page handy. It's everything in this guide on one page.

SITUATION	FILE TYPE	SIZE	SHARPEN FOR	EXTRAS
Social media	JPEG, Quality 85 to 90, sRGB	Long Edge 2048 px	Screen	Check location metadata
Email or text	JPEG, Quality 80	Long Edge 1200 px	Screen	ZIP for batches
Website or gallery	JPEG, Quality 85 to 90, sRGB	Consistent Long Edge	Screen	Subtle watermark
Home print	TIFF, 16-bit	Full size, 240 to 360 ppi	Glossy or Matte	Try Soft Proofing
Print lab	JPEG (95+) or TIFF	Lab's required size	Glossy or Matte	Check the lab's rules
Large print or canvas	TIFF, 16-bit	Resize AI first	Glossy or Matte	Gallery Wrap for canvas
More editing	PSD or TIFF, 16-bit	Full size	None	Or open in another app
Layered project	PSD	Full size	None	Don't flatten
Transparent graphic	PNG or TIFF	Full size	None	Preserve Transparency
Contest	JPEG (check rules)	Dimensions, Fit	Screen	Follow the rules exactly
Archive	DNG or TIFF, 16-bit	Full size	None	All Metadata on

REMEMBER

Every export needs just two things:
a Destination and a File Type. Save
your favorite setups as presets,
and exporting takes one click.



1 Preset turned on 2 Export

Set it up once, then just click Export.