

THE ADOBE PHOTOSHOP FILTER FACTORY

In addition to the many filters included with Adobe Photoshop™, you can create your own filters using the Filter Factory. You determine how you want the filter to affect the channels (red, green, blue, and alpha) of each pixel in the image by specifying arithmetic expressions. Unlike some Adobe Photoshop plug-in filters, you can use the filters you create with the Filter Factory on both 68K and Power Macintoshes. The Filter Factory can only be used on RGB images.

The filters you create can also include Settings dialog boxes. The Settings dialog box provides up to eight sliders for adjusting the filter's effect. When you design a filter, you include user-supplied slider information in the expression. You also determine the number of sliders and whether they appear in the Settings dialog box individually or in pairs.

When you create a filter, you can save its expressions in a text file. Doing so lets you use the Filter Factory to edit the expressions later.



CREATING CUSTOM FILTERS

The procedures in this section explain how to use the Filter Factory to apply and save filters for use in Adobe Photoshop. For a complete discussion of using arithmetic expressions to achieve an effect, see “Expressions for Creating Filters” on page 3.

To create a custom filter:

- 1** Choose Synthetic > Filter Factory from the Filter menu. The Filter Factory Settings dialog box appears.
- 2** Specify an expression for each channel in the channel fields. Even if you specify the same expression in all three channels, their evaluations will probably be different. The dialog box will include channel fields for any alpha channels in the image. If you are working in a layer, a channel field will appear in the dialog box.

For information on how to use expressions to achieve a result, see “Expressions for Creating Filters” on page 3.

As you type an expression, a small yellow caution sign appears. It will remain visible until you have typed a legal expression. If the caution sign does not disappear, it means that there is an error in the expression. To see which part of the expression is in error, click the caution sign to select the incorrect portion.

3 If the expressions include user-supplied slider information, drag the appropriate Map sliders to preview the effects. The Map 0 sliders correspond to sliders 0 and 1; the Map 1 sliders correspond to sliders 2 and 3; and so on. For information on including user-supplied slider information in expressions, see “Providing User-Controlled Sliders” on page 7.

4 When you have correctly set up the filter, click Save to save the expressions in a text file. Saving the expression allows you to load and edit the filter in the future. The text file should have the same name as the filter, but save the text file in a folder other than the Adobe Photoshop Plug-Ins folder.

5 If you want to use this one instance of the filter only, click OK to apply the filter. If you want to use the filter more than once, see the next procedure, “To save a custom filter for additional use.”

To save a custom filter for additional use:

1 Follow steps 1 through 4 of the previous procedure, “To create a custom filter.”

2 Click Make. The Custom Filter dialog box appears.

3 Name the filter using the Category and Title fields. The name will appear in the Filter menu under the submenu specified in the Category field.

4 Use the Copyright and Author fields to include credits or copyright information in the filter’s About... dialog box; delete any information you do not want from the Copyright field.

5 If the filter’s expressions include user-supplied slider information, select the appropriate number of Control or Map options and specify labels for the sliders in the corresponding text boxes. The labels will appear with the sliders in the filter’s Settings dialog box.

To display the sliders individually in the Settings dialog box, use the Control options. To display the sliders in pairs, use the Map options. Whether you should use individual or paired sliders depends on the type of filter you are creating and the expressions you have written.

6 Click OK. A standard Save dialog box appears. Save the filter in the Adobe Photoshop Plug-Ins folder.

7 To make the filter available to users, restart the Adobe Photoshop program.

To edit a custom filter:

1 Choose Synthetic > Filter Factory from the Filter menu. The Filter Factory Settings dialog box appears.

2 Click Load. Use the Open dialog box to load the text file containing the filter's expressions. You must have saved the expressions in a text file when you created the filter to be able to edit it.

3 Follow the steps in the previous two procedures to edit and remake the filter.

EXPRESSIONS FOR CREATING FILTERS

This section explains how to set up the arithmetic expressions that describe what a custom filter will do.

About digital images

A digital video image is a conglomeration of tiny picture elements, called *pixels*. Pixels project the color and brightness of the image. Each pixel in an image is uniquely identified by its coordinates. The first coordinate is the horizontal position of the pixel, and the second coordinate is the vertical position of the pixel. The horizontal coordinates start counting at the left edge of the image and increase as you move to the right. The vertical coordinates start counting at the top of the image and increase as you move down. Therefore, the top left corner of the image has the coordinates (0,0). The range of coordinates for an image depends on its resolution.

In RGB format, the color of a pixel is stored as three numbers: the amount of red, the amount of green, and the amount blue. The three color values are called *channels*. Channel values can range from 0 to 255. Pixels can have a fourth channel, an alpha channel, which controls the transparency of the image.

- If a channel value is set to 0, none of its color is present in the pixel.
- If a channel value is set to 255, the maximum amount of that color is present in the pixel. For example, if a pixel has the channel values (255,0,0), the pixel is entirely red: 255 red, 0 green, 0 blue.
- If all three channels have the same value, the pixel is a shade of gray. For example, (80,80,80) is a dark gray, (128,128,128) is a medium gray, and (200,200,200) is a light gray.
- If all three channels are 0, the pixel is black. If all three channels are 255, the pixel is white.

The filters you create affect the channel values of the pixels in an image. You specify an expression for each channel, and each operation is performed on the appropriate channel for every pixel in the image. Expressions can include specific pixel coordinates whose channel values are evaluated and used in the calculation.

Note: If an expression evaluates to a number greater than 255, the channel is set to 255. Likewise, if an expression evaluates to a number less than 0, the channel is set to 0.

Components of expressions

A filter performs an operation on the channels of each pixel in an image. These channel operations are described by arithmetic expressions. Expressions are made up of combinations of four types of components: constants, variables, functions, and operators. The following sections describe these four components. For a quick reference of all allowable variables, functions, and operators, see “Expression Reference” on page 10.

The Filter Factory allows only integer numbers in expressions—no fractions or decimal numbers are allowed. Variables and functions will always evaluate to integers.

Constants

A constant is a number that is supplied directly in the expression. Constants can be used to construct simple expressions such as $10+5$, and these expressions can always be replaced by another constant; in this case, 15.

Constants can also be written in hexadecimal form. To use hexadecimal values, prefix the number by 0x, as in 0xaf10.

Variables

A variable is a short name, such as x , that can be evaluated. The value of a variable can depend on the current image, the current pixel, or the current channel for which an expression is being evaluated. For example, the variable x always evaluates to the horizontal coordinate of the current pixel, and the variable y always evaluates to the vertical coordinate. The variables for the current pixel’s channel values are r (red), g (green), b (blue), and optionally a (alpha).

You can combine variables and constants to form expressions. For example, the expression $r+g$ retrieves the red and green channel values for the current pixel and adds them together.

Functions

Functions are short names that can be evaluated, and they require one or more arguments. For example, the `rnd` function requires two arguments. It evaluates to a number that is greater than or equal to the first argument and less than or equal to the second argument. The expression `rnd(1,10)` evaluates to a number between 1 and 10, inclusive. (The `rnd` function is called a random number generator, and it is useful for adding noise or texture to an image.)

Arguments are written within parenthesis and are separated by commas. The arguments can be expressions. For example, the expression `rnd(r-10,r+10)` evaluates to the red channel of the current pixel, plus or minus 10.

Another function, `src` (source), retrieves channel values for a particular pixel. It requires three arguments: the horizontal coordinate of the pixel, the vertical coordinate, and the channel index. (The index for the red channel is 0; the green channel is 1; the blue channel is 2; the alpha channel is 3.) For example, the expression `src(10,20,0)` retrieves the red channel value for the pixel at coordinates (10,20). The expression `src(x,y,0)` retrieves the red channel value for the current pixel. The expression `src(x+1,y,0)` retrieves the red channel for the pixel to the right of the current pixel.

The remaining available functions are described in the section “Expression Reference” on page 10.

Operators

The operators include all of the arithmetic that can be used in an expression. There are five types of operators: arithmetic, relational, logical, conditional, and bitwise.

- The arithmetic operators are `+`, `-`, `*`, `/`, and `%`. The `%` (modulo) operator calculates the remainder of a division. For example, the expression `11%3` evaluates to 2.
- Relational operators compare two expressions and evaluate to 0 (false) or 1 (true). For example, the `<` operator evaluates to 1 if the expression on the left is less than the expression on the right. The expression `r<g` evaluates to 1 when the red channel of the current pixel has a lower value than the green channel. Otherwise, it evaluates to 0. The set of relational operators includes `<`, `<=`, `>`, `>=`, `==`, and `!=`.

The `==` (“equal-to”) operator evaluates to 1 when the two expressions surrounding it evaluate to the same thing. The `!=` (“not-equal-to”) operator evaluates to 1 when the two expressions surrounding it evaluate to something different. For example, the expression `1==1` evaluates to 1, and the expression `2==1` evaluates to 0. The expression `1!=2` evaluates to 1, and the expression `1!=1` evaluates to 0.

- Logical operators let you combine several relational expressions. For example, you could evaluate whether the horizontal coordinate of a pixel is between 10 and 30, inclusive. The appropriate relational expressions are `x>=10` and `x<=30`. You can use the logical `&&` operator to combine them into the single expression `(x>=10)&&(x<=30)`. The `&&` operator evaluates the expressions on both sides. If neither expression evaluates to 0, the `&&` operator evaluates to 1. If either expression evaluates to 0, the `&&` operator evaluates to 0.

The logical operator `||` is similar to the operator `&&`, but it performs a slightly different logical operation. The `||` operator is also placed between two relational expressions. If either of the expressions evaluate to anything but 0, the `||` operator evaluates to 1. If both expressions evaluate to 0, the `||` operator evaluates to 0. For example, the expression `(x>10||y>10)` evaluates to 1 when the horizontal coordinate is greater than 10. The only time this expression evaluates to 0 is when the horizontal coordinate is `<=10` and the vertical coordinate is `<=10`. The following truth table shows the difference between the `&&` and `||` operators:

LEFT EXPRESSION	RIGHT EXPRESSION	LEFT&&RIGHT	LEFT RIGHT
0	0	0	0
0	1	0	1
1	0	0	1
1	1	1	1

Finally, you place the `!` operator before an expression to invert the expression's evaluation. If the expression evaluates to 0, the `!` operator evaluates to 1. If the expression evaluates to anything but 0, the `!` operator evaluates to 0.

- The single conditional operator `?` lets you make a choice between two alternatives. A conditional expression includes a selection expression and two alternative expressions. The conditional operator evaluates the selection expression and uses the result to decide which of the two alternatives it should evaluate. If the selection expression evaluates to anything but 0, the first alternative is evaluated. If the selection expression evaluates to 0, the second alternative is evaluated.

For example, in the expression `(x%2)?r:g`, the `?` conditional operator separates the selection expression `(x%2)` from the two alternative expressions `r` and `g`. The alternative expressions are separated by a colon `:`. The selection expression divides the horizontal coordinate of the current pixel by 2 and returns the remainder of the division. If the horizontal coordinate is an odd number, the result is something other than 0, and if the horizontal coordinate is an even number, the result is 0. Therefore, if the pixel has an odd horizontal coordinate, the conditional operator returns the value of the red channel. If the current pixel has an even horizontal coordinate, the conditional operator returns the value of the green channel.

- Bitwise operators directly manipulate the bits in a value. The bitwise operators include `&`, `|`, `^`, `~`, `<<`, and `>>`. You place the `&`, `|`, and `^` operators between two expressions. The `&` operator performs a logical-and operation on the corresponding bits of the evaluated

expressions; the `|` operator performs a logical-or; and the `^` operator performs a logical-exclusive-or. The `~` operator takes only one expression, and it performs a logical-not on each bit of the evaluated expression.

The `<<` and `>>` expressions are placed between two expressions. Both operators shift the bits in the left expression's evaluation by some number, which is specified by the right expression's evaluation. The `<<` operator shifts bits to the left. The `>>` operator shifts bits to the right.

Providing user-controlled sliders

When you create a filter, you can provide up to eight slider controls for the user to adjust when applying the effect. Slider values can range from 0 to 255. You set up the effect's sliders by using the `ctl` (control), `val` (value), and `map` (mapping) functions in your expressions.

If you use these functions to retrieve slider information, you should set up the Control or Map options in the Filter Factory's Build Custom dialog box. For information on using the Build Custom Filter dialog box, see "Creating Custom Filters" on page 169.

- The `ctl` function retrieves the specified sliders current value. This function requires one argument: the slider index, which is a number between 0 and 7. For example, the expression `ctl(0)` evaluates the current value of the first slider.
- The `val` function converts the range of possible slider values (always 0 to 255) into a range that you specify. For example, to get a value between 1 and 100 from a slider, you would use the expression `val(0,1,100)`. If slider 0 is set to 0, the `val` function evaluates to 0. If slider 0 is set to 255, the `val` function evaluates to 100. Slider values between 0 and 255 are converted into values between 1 and 100.
- The `map` function groups the sliders into pairs. Each even/odd slider pair sets the values in a table, which is accessed by the `map` function. There are four mapping tables—one for each slider pair. Sliders 0 and 1 set the values for mapping table 0; sliders 2 and 3 set the values for mapping table 1, and so on. Each table contains 256 entries, which are calculated each time the slider values change.

The `map` function takes two arguments: the table index and the item index. For example, the expression `map(1,20)` returns item 20 from table 1. The table index must be between 0 and 3. The item index must be between 0 and 255, inclusive.

Examples

This section provides several examples of using expressions to achieve a result. The examples are presented in the order of their complexity. The Adobe Photoshop program also provides some sample filter expressions. These samples have been saved as text files and are located in a folder in your Adobe Photoshop folder. You can use the Filter Factory to load a sample file and observe its effect.

Affecting a single channel (filter)

To make an image more red, you could use the following expressions:

R: r+100

G: g

B: b

A: 0

The first expression evaluates the red channel of each pixel and adds 100 to each one. The next two expressions evaluate the other two channels and leave them unchanged.

Affecting channels using sliders (filter)

To add a user-controlled slider value to the current channel values, you could use the following expressions:

R: r+ctl(0)

G: g+ctl(1)

B: b+ctl(2)

A: 0

The first expression evaluates the red channel of each pixel and adds the value of slider 0 to each one. The next two expressions do the same thing to the green and blue channels, using the values of slider 1 and slider 2, respectively.

Adding noise to channels using slider and random values (filter)

To use slider values to determine the range of random numbers, you could use the following expressions:

R: r+rnd(-ctl(0),ctl(0))

G: g+rnd(-ctl(1),ctl(1))

B: b+rnd(-ctl(2),ctl(2))

A: 0

The filter defined by these expressions adds noise to all three channels. The amount of noise in each channel is determined by the slider controls. The first expression evaluates the slider setting from slider 0. This value is used as the argument for the rnd function. If the slider setting is 0, the rnd function evaluates to 0. If the slider setting is 100, the rnd function can return any number between -100 and 100, inclusive. The result of the rnd function is then added to the current value of the red channel. As the slider setting is raised from 0 to 255, the random numbers are selected from a wider and wider range, resulting in more and more noise being added to the red channel.

The next two expressions perform the same operation on the green and blue channel, using sliders 1 and 2 for input, respectively.

Amplifying or toning down channels (filter)

To amplify or tone down a channel based on the values of a different channel, you could use the following expressions:

R: (b>100)?r+50:r-50

G: g

B: b

A: 0

The first expression evaluates the blue channel to determine if it is greater than 100. If it is greater than 100, the entire expression evaluates to the red channel value plus 50. If it is not greater than 100, the expression evaluates to the red channel value minus 50. The other two expressions do nothing. Therefore, this filter amplifies the red channel if there is more blue than you want, or it tones down the red channel if there is less blue than you want.

You could also use slider values in a similar type of filter, as follows:

R: (b>ctl(0))?r+ctl(1):r-ctl(1)

G: g

B: (b>ctl(0))?b-ctl(1):b+ctl(1)

A: 0

The first expression uses the setting from slider 0 as a “cutoff” value. If the blue channel is greater than the cutoff value, the red channel is amplified by the value of slider 1. If the blue channel is less than the cutoff value, the red channel is toned down by the value of slider 1. The third expression is the opposite of the first one, but it works on the blue channel instead of the red channel. The effect is that anything that is added to the red channel is subtracted from the blue channel, and vice versa.

Averaging the channel values of neighboring pixels (filter)

You can use the src (source) function to retrieve the channel values from neighboring pixels and average them together, as follows:

R: $(\text{src}(x-1,y,0)+\text{src}(x,y,0)+\text{src}(x+1,y,0))/3$

G: $(\text{src}(x-1,y,1)+\text{src}(x,y,1)+\text{src}(x+1,y,1))/3$

B: $(\text{src}(x-1,y,2)+\text{src}(x,y,2)+\text{src}(x+1,y,2))/3$

A: 0

The first expression uses the src function to retrieve the red channel value for three different pixels: the pixel to the left of the current pixel, the current pixel, and the pixel to the right of the current pixel. These three values are added together and then divided by 3. The next two expressions do the same thing using the green and blue channels, respectively.

Expression reference

This section provides a summary of all operator, variables, and functions that you can use in Filter Factory expressions.

Operators

You can use the following operators in your expressions. The operators are presented in their order of precedence. Precedence determines which operators are evaluated first within an expression when the order of evaluation is ambiguous. For example, in the expression $2+3*4$, the * operator is evaluated first because it has higher precedence than the + operator.

OPERATORS	DEFINITIONS
,	Sequence
?:	Conditional
&&,	Logical and, logical or
&, ^,	Bitwise and, bitwise exclusive or, bitwise or
==, !=	Equal to, not equal to
<, <=, >, >=	Less than, less than or equal to, greater than, greater than or equal to
<<, >>	Shift left, shift right
*, /, %	Multiply, divide, modulo
+, -	Add, subtract
!, ~	Logical not, bitwise not

- The arithmetic operators $+$, $-$, $*$, $/$, and $\%$ operate on signed, 32-bit integers.
- The logical operators $\&\&$, $\|\|$, and $!$ treat all expressions as either true or false. Any value other than 0 is considered true, and only a 0 value is considered false.
- The shifting operators (\ll and \gg) perform logical, not arithmetic, shifts so the sign of the shifted operand is not preserved.
- The comma operator evaluates both the left and right expressions and returns the value of the right expression.

Variables

You can use the following variables in your expressions.

VARIABLES	DEFINITIONS
r, g, b	Red, green, and blue channel values for the current pixel
a	Alpha channel value for the current pixel
c	Value of the current channel, whichever channel the expression is defining
i, u, v	Calculated channel values for the current pixel in YUV space
x, y	Coordinates of the current pixel
z	Channel index for the current expression
d	Direction (angle) of the current pixel from the center of the image, where d is an integer between 0 and 1024, inclusive
m	Distance (magnitude) from the center of the image to the current pixel
X	Range of horizontal coordinates over the width of the image
Y	Range of vertical coordinates over the height of the image
Z	Range of channel indexes within one pixel
D	Range of angles within the image, where d_{min} is always 0 and D is always 1024
M	Range of magnitudes with the image, where m_{min} is always 0 and M is always one half the diagonal size of the image

- The i , u , and v variables do not exist in an RGB image, so they are calculated from the RGB channels. Because this calculation takes some time, using these variables is slower than using the r , g , and b variables. The following formulas are used to convert from RGB to YUV:

$$i = ((76 * r) + (150 * g) + (29 * b)) / 256$$

$$u = ((-19 * r) + (-37 * g) + (56 * b)) / 256$$

$$v = ((78 * r) + (-65 * g) + (-13 * b)) / 256$$

- The X variable represents the largest possible value for the x variable. The Y variable represents the largest possible value for the y variable. The Z variable represents the largest possible value for the z variable. These ranges are closed on the minimum and open on the maximum: $0 \leq x < X$, $0 \leq y < Y$, and $0 \leq z < Z$.

Functions

You can use the following functions in your expressions. Many functions place restrictions on the possible values of their arguments. If an argument is out of range, the expression will return a 0. For example, the expression `ctl(8)` evaluates to 0 because the `ctl` function requires an argument between 0 and 7.

FUNCTIONS	DEFINITIONS
<code>src(x,y,z)</code>	Channel z for the pixel at coordinates x,y
<code>rad(d,m,z)</code>	Channel z in the source image, which is m units away, at an angle of d , from the center of the image
<code>ctl(i)</code>	Value of slider i , where i is an integer between 0 and 7, inclusive
<code>val(i,a,b)</code>	Value of slider i , mapped onto the range a to b
<code>map(i,n)</code>	Item n from mapping table i , where i is an integer between 0 and 3, inclusive, and n is an integer between 0 and 255, inclusive
<code>min(a,b)</code>	Lesser of a and b
<code>max(a,b)</code>	Greater of a and b
<code>abs(a)</code>	Absolute value of a
<code>add(a,b,c)</code>	Sum of a and b , or c , whichever is lesser
<code>sub(a,b,c)</code>	Difference of a and b , or c , whichever is greater
<code>dif(a,b)</code>	Absolute value of the difference of a and b
<code>rnd(a,b)</code>	Random number between a and b , inclusive
<code>mix(a,b,n,d)</code>	Mixture of a and b by fraction n/d , $a * n/d + b * (d-n)/d$
<code>scl(a,il,ih,ol,oh)</code>	Scale a from input range (il to ih) to output range (ol to oh)
<code>sqr(x)</code>	Square root of x

FUNCTIONS	DEFINITIONS
sin(x)	Sine function of x, where x is an integer between 0 and 1024, inclusive, and the value returned is an integer between -512 and 512, inclusive (Windows) or -1024 and 1024, inclusive (Mac OS)
cos(x)	Cosine function of x, where x is an integer between 0 and 1024, inclusive, and the value returned is an integer between -512 and 512, inclusive (Windows) or -1024 and 1024, inclusive (Mac OS)
tan(x)	Bounded tangent function of x, where x is an integer between -256 and 256, inclusive, and the value returned is an integer between -512 and 512, inclusive (Windows) or -1024 and 1024, inclusive (Mac OS)
r2x(d,m)	x displacement of the pixel m units away, at an angle of d, from an arbitrary center
r2y(d,m)	y displacement of the pixel m units away, at an angle of d, from an arbitrary center
c2d(x,y)	Angle displacement of the pixel at coordinates x,y
c2m(x,y)	Magnitude displacement of the pixel at coordinates x,y
get(i)	Returns the current cell value at i
put(v,i)	Puts the new value v into cell i

oThe src (source) function is slow compared to the other operators and functions. Several evaluations of the src function in one expression can noticeably slow down the processing of an image. The coordinates passed to the src function should be within the ranges specified by the X, Y, and Z variables; otherwise, the coordinates will be pinned.

oThe val (value) function converts the requested slider setting into a value in the requested range. The slider setting is multiplied by the size of the range (b-a) and offset by the start of the range (a). This function is useful when the range returned by the sliders (always 0 to 255, inclusive) does not match the range of values you want to use. For example, if the requested range is 1 to 10, a slider setting of 0 returns a value of 1, a setting of 255 returns a value of 10, and a setting of 127 returns a value of 5. The start of the requested range does not have to be less than the end of the range. For example, the expression val(0,10,-10) returns values between 10 and -10.

oThe map (mapping) function uses tables that are constructed according to the slider settings. Each table uses a pair of sliders: table n uses sliders 2n and 2n+1 for the high and low values, respectively. The table is constructed as follows, where L is the value of the low slider, H is the value of the high slider, and I is an entry: if $I \leq L$, use 0; if $I \geq H$, use 255; if $L < I < H$, use $(I-L) * 255 / (H-L)$.

oThe rnd (random) function returns a different random number each time it is called, but the entire function resets each time an image is processed. As a result, a filter that uses the rnd function will have the same effect each time it is used on the same image.

- The mix (mixture) function combines the two input values using the specified fraction. A fraction of 1/2 returns the average of the two input values. A fraction close to 1 returns the first input value, and a fraction close to 0 returns the second input value. The mix of (a,b,n,d) is defined as $a*n/d+b*(d-n)/d$.
- The scl (scale) function maps a value from an input range onto an output range. For example, an input range of 0 to 255 could be mapped onto an output range of -100 to 100 by the expression `scl(c,0,255,-100,100)`. In this example, channel values close to 0 are mapped starting at -100, and channel values close to 255 are mapped up to 100. Note that `val(0,a,b)` is equivalent to `scl(ctl(0),0,255,a,b)`.
- The r2x and r2y functions convert radial coordinates to cartesian coordinates. The c2d and c2m functions convert cartesian coordinates to radial coordinates.
- The get and put functions can be used to store intermediate values into one of the cells (indexed from 0 to 255). Because the channel expressions are evaluated in order (R,G,B,A), the cells can be filled with values in an expression, and the values are available for the following functions. For example, the following expressions:

R: `put((76*r+150*g+29*b)/256, 0),get(0)`

G: `get(0)`

B: `get(0)`

A: `a`

are an efficient way to convert a color image into a monochrome image. Using get and put in this case speeds things up because the expression “ $(76*r+150*g+29*b)/256$ ” is only evaluated once per pixel, rather than for every channel of every pixel.