



FOOD PHOTOGRAPHY BASICS

TODAY'S AGENDA

1. The importance of taking a decent food photograph
2. How to take the perfect food shot with a phone OR camera
3. Tips & tricks
4. Practice time!



Oh, hi! I'm Maki

- Originally from... Guess the accent?
- Been living in New Zealand for 9 years (OMG!)
- And a professional working photographer for now 4 years.
- My business is named Echo Photography. I shoot a bit of everything, food, events, portraits – I like the variety!



Food Photography

The job is to make the person who sees the image of the dish to want to try the dish.

I'm sure you've seen a photo of a burger, or a pizza, or just about anything, and just thought "I need to try that".

and then you actually went and bought it.

That's what you want to evoke on your customers



Food Photography

So GOOD food photos-

1. Attract people to your cafe or restaurant.
2. Helps you tell the story by adding the right elements.
3. Helps you stand out from your competitors.



Food Photography

Food photography is not just for social media – oh no.

It's for your online menus and websites too.

And should most definitely be on your emails.



Basic equipment

- Your phone

(assuming you have one available that is less than 5 years old?)

- Any DSLR Camera



Settings

In most cases, you'll have access to a fairly modern phone.

Most have a setting in the camera that's called "Portrait".

Use it. It will do the heavy lifting (detect the subject, put it in focus, etc).... as long as you have LIGHT.

This works wonders for your food photos because it creates an artificial bokeh.

(that's the fancy word for blurry background).



Settings

Now if you have a camera....

Use your tripod. Shoot with 2 second delay.

Stay on the 50-70mm range for your lens.

My tip? Use manual focus (and double check with zoom)



Absolute basics

LIGHT.
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(Bur NOT direct sun – unless you are an absolute pro).

Soft light only. We don't want hard shadows.

Always, always get close to a window.





Absolute basics

ANGLE

Think WHAT you are trying to show for each dish/beverage.

Got layers? Then a side view is better (think of the background – use a wall).

It's flat? Top view works a charm.

All others? An angle makes it stand out. 45-60!

OH, and LIGHT



Top view –
no clarity!



45 angle



Flat shot

Italian pizza anyone?

(This shot featured in UNO magazine)



Side view (0 to 30) for sandwiches, layers and smoothies



45-60 angles are your best friends

Tips and tricks

Make it pretty – style the dish!

- Whole fruits, cut fruits, vegetables – related to the dish.

(make sure you vary the colors though)

- Big props – on sides or behind. Small props can be at the front (make sure they don't blend in the background)
- Drinks in the back :)







Use a subject if you can - a human element adds a lot to the story!



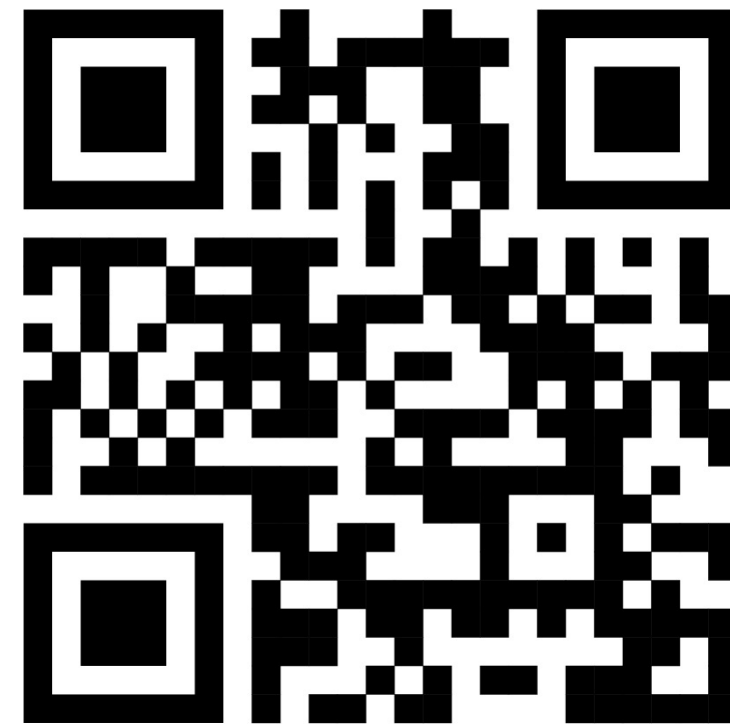
Generally close-ups while decorating, no faces

Donts

- Watch for reflective tables. That's a no-no. Instead use a CLEAN and UNpatterned table cloth (with no wrinkles)
- Check your MAIN dish is in focus (not the drink in the background or the plate)
- Single dish in a frame. Works *sometimes* but it's boring and doesn't tell a story.
- Avoid showing a bitten snack or whatever without showing a person with it.



Thank you!



www.echophotography.co.nz
