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Food styling and photography for dummies pdf

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Table of Contents Introduction to this book Conferences used in this book What you are not to read foolish hires How this book is organized Part I: Introducing Food Styling and Photography Part II: Everything in the Presentation (Styling) Part III: Shooting Food: Techniques with the Camera Part IV: And for Dessert: Managing Your Photos and More Part V: Part of Tens Icons Used in this book Where to Go From Here Part I: Introduction to Food Styling and Photography Chapter 1: Exploring Photography Food Styling Delicious Photo Food Starting from wallpapers Shore Fodder Positioning food and accents Following your focus Talking about technical bits Looking at the lighting Considering Camera Equipment Loading, Backups and Named Photos Working on the Business of Food Photography Chapter 2: Photography Know-How and Equipment Cameras 101: Choosing the Right Camera for You DSLRs All the Way Sorry, pinching pennies, you can't use tip e-shoot-cameras Lenses: Figuring Focal Length Finding the Right Lens for Work Using Manual Focus Lenses Stabilize Your Camera Tripods GorillaPods Turn Things On Reflections C-stands Choosing your ISO RAW Shooter and using other file formats that attach it to memory à Cards, which It's Chapter 3: Your Selection Toolkit Rising for Agility Packing Like a Pro Bring the Extras to Ride Chapter 6: Get Yummy to Translate on the Movie Focusing on the Drool Factor Capturing Highlights and Drops Getting Close and Personal Jaunty Accents: Making Your Ashes Look Interesting Introducing adding accents to your pictures Placing small accents in your pictures Handle the perfectly folded napkin Manage Reflections in your Photo Food Blocking unwanted reflections in your shot Adding light with reflective materials Exploringfor a unique feeling Create interest with the atmospheric woods Go modern chic with wrinkled paper, nubby fabrics, and more The Big Fake Out: Using non-food items instead of food Dress drinks with acrylic ice cubes and other fun illusions Fooling the eye with unavoidable foods Chapter 7: Ice cream is getting melting! Problem Solve for Tricky Foods The Problem with Producing Buttons Keeping products looking fresh Adjusting temperature for sensitive foods Cooling and heating chocolate Fighting the dangers of whipped cream Working with ice cream Shooting Meat, Poultry, and Seafood Keeping Proteins to Dry Removing Goo: Dealing with meats that congeal Part III: Shoot the Food: Techniques with the Camera Chapter 8: Composition Fundamentals Jump to Distance: Shoot Close-Ups and Over Get Close and Personal Pull Back from the tableau Using Repetition for a Pleasant Look Echoing the Main Food Subject Adding More Dishes Lightctcking Sheets and other household objects Placing your subject in the frame drawing your viewer with guidelines using composite graphic components Best meter for food photography Managing Highlights and Shadows Creating and breaking down contrast Playing with light using reflectors Chapter 10: Working with tips and corners Understanding the angle of approach eye level - 0 degrees Just-above angle à 5 to 20 degrees Up-and-over angle à about 20 to 45 degrees Top angle à 90 degrees Tackling unusual angles for a different look and feel Working with tips to spy on your subject Pull All Together Chapter 11: Exploring Focus on the point of interest Selective focus Deep focus Memory of comprehension Depth of adjustment of the field Focus control aperture in the images Considering the "Food Porn" look the technical aspects of the look Playing with the creative aspects of food porn Going for Crisp and Clean Part IV: And for Dessert: Manage your photos and More Chapter 12: Post-Processing Clean Up on Aisle 9! Removing imperfections Embrace the clone stamp tool Combining clone stamp and mold tools to solve problem areas Discover digital dodge and burning tools Make your images pop in subtle ways Keep post-processing at a minimum (gently) work with saturation Summoning Shadows too much cloning Chapter 13: Editing and saving your photos Finding the best software for your needs Ease of Use Image Access Prices Off-site Image Processing Your Images Identify your best images Understand what to do with your secondary images Basic Editing: Playing with White Balance Organize with Naming Conventions that take care of your images with backupsa hard drive Creating a CD library Storing images in the cloud Chapter 14: Making photos available in print and online Creating an online presence Going to the web Chat food and photo blogs Choosing a stock agency Shooting for stock quotes Targeting a big name agency Considering specialized agencies Printing your microstock Printing your photos Chapter 15: Getting started with your Food Styling and photography Portfolio selection Images Follow your instincts Indulge with variety View your wallet Go with printed images View digital options Choose a price model for your business Calculate your daily rate Understand prices Extend your online presence Advertising your business Part V: Part Ten Chapter 16: Ten tips to grow your business Creating a business Social Network Pages Take care of a blog Contributing to Photography Food Newsletters and Forums Buy Internet Ads Use Search Engine Optimization (SEO) Dive into Stock Agencies search Network Opportunities Send Postcards Doing Jobs Chapter 17: Ten Essentials for a Food Shoot Cloth Kitchen Towels Oil Duct Tape Extension Cord Extra Room Batteries and Me Memory Cards Bulbs Extra Foam Core Boards Portable Steamer Reflectors White Tablecloth Chapter 18: Ten Impressive Food Fittings Imm Basilio Leaves Topic Pieces Chopped Green Onions Double Drizzle Fresh berries fresh citrus peel Salt grains Microgreens Sesame seeds thin sliced cheese Food Styling & Photography For Dummies ÂÂ® by Alison Parks-Whitfield ÂÂ© 1996-2014, Amazon.com, Inc. or its affiliates Learn how to shape and photograph food like the pros Whether you're taking pictures for a foodie blog, advertising, packaging, menu or cookbooks, Food Styling & Photography For Dummies shows you how to take the next step in your passion for food and photography. This interesting, informative and fun guide to the basics of food styling provides information on the tools and techniques used by some of the industry's most successful professionals. Food Styling & Photography For Dummies gives you the basics of food styling and gives you an inside scoop on the tools and techniques used by some of the industry's most successful professionals. Shows you how to translate taste, aroma and appeal through colour, texture and portion Includes techniques such as extreme close-ups, selective focus and unique angles to create dramatic effects Detailed lighting and composition coverage Tips for selecting appropriate equipment and managing camera, lens and post-production software settings Tips for creating a professional personality and Food Photography Business off the ground Whether you are an amateur or professional photographer, Food Styling & Photography For Dummies is a fun and informative guide to photograph and organize culinary topics. Do it.Do you want to photograph your recipes but don't know where to start?Food photography opens the door to many possibilities, such as food blogging, Instagramming, writing e-books, product photography and more! It is also a creative outbte and a fun way to play with color and express your style. As a food photographer, I'm often asked for advice on how to take beautiful pictures. Let's start with this introduction to food photography! Room First of all, you need a camera! If you're just starting out, we recommend you start with a point-and-shoot because of its low cost and ease of use. In a few minutes you can learn the basics of a tip-and-shoot. (As the name says, just aim and shoot.) A DSLR is steeper in both price and learning curve. I don't want to get too technical, but DSLR stands for "single lens digital reflection". This means that when you take a photo, the camera opens the shutter, the image is reflected on the inside mirror of the camera and then on the sensor. I started with a point-and-shoot, but switching to a DSLR made a huge difference in clarity and color representation. DSLR also gives you much more control in different light situations. For me, the price difference was really worth it. If you have someone in your life who is really good at finding deals online, this can be a great way to find a lightly used DSLR. However, whether you use a point-and-shoot, a DSLR or a phone, the basic principles of composition are the same. Create Bright Images Shutter speed, aperture and ISO are the three elements that affect the brightness of images. Let's talk about them in more detail. Shutter speed The opening speed of the shutter can be slowed down to allow more light to hit the sensor in low-light situations. I do it on dark, dark days or fall when it gets dark early. However, with the shutter open longer, there may be more blurring and a tripod may be needed. As a general rule, hand-shot at 1/125th of a second" You may have a firmer hand than mine, but below 1/100th of a second, I use a tripod to avoid shaking the camera (this causes blurry images). Aperture The aperture refers to the width of the lens aperture. Opening the diaphragm gives you more light and also creates a shallow depth of field, resulting in more blurring of the background. This effect draws the viewer's eye towards the camera's focus point. The lower the number, the wider the opening. So if you want a sharp focus in an area with a lot of background blur, you can choose a lower number, such as 3.2 or if you want the background objects to be more focused, a greater depth of field, you can choose a larger number, for example 11 or 14 (remember that this does not let in as much light and you will need to adjust the shooting time or ISO). Let's take a look at the sample photos. The photo on the left shows a shallow depth of field. The opening I used here was "It focused on the part of the photo where the sauce and avocado are located, while the herbs on the back and the surface on which the bowl is located are blurred. Compare it with the photo on the right, the opening I used was 10.0. As you can see, everything is on fire, including everything in the bowl and the bottom surface. Learn more about how to use the opening here. ISO ISO refers to the sensitivity of the camera to light. It is the element that I would rule last, after the shutter time and opening, because having a high ISO can affect the image quality, creating "noise" especially in the darkest areas of the photo. I try to keep ISO under 500, but in a dark situation, if I don't have a tripod and my opening is already open, I'll go higher. Use light in food photography My preference is to use natural light when possible. Professional lights are available to imitate natural light; However, I recommend to familiarize with the camera and use natural light before making this investment. The most important thing is to avoid the lighting going, the lighting of the interior of the kitchen as it throws a yellow glow on your food. If, however, you have some food you want to photograph and it is 5 pm in a rainy day of November, and you have no choice but to use your interior lighting, turn your white balance towards the Tungsten setting. This will add more blue to your shot and neutralize a little yellow. If you want to know more, take a look at my free low light food photography course that will help you to make the most of the light on dark days. Another thing to consider is from which direction you want light to come from. Backlit lighting is the technique I use most. I usually prefer to stand in front of my subject on a table with a window on the opposite side of the table. I find that the way the light affects the subject is the most pleasant in my eyes. But try to let the light hit the front and side and see what you prefer more! Depending on the time and type of dish I'm photographing, sometimes my preference can change. Let's take a look at what I mean. Backlight: This photo above uses backlight. A You can see the light entering from behind the bowl for salad. Side lighting: Take a look at the pictures below. In the photo on the left, the light comes from the left side. In the right photo, natural light comes from the right side. On a dark day, if you use backlit lighting, you may need to bounce some light on the subject to reduce shadows on food. You can buy reflectors designed for this purpose in photography shops. You could also use foam core, poster board, orthing at hand that is white. In a pinch, I even used napkins and a roll of paper towels! Composition If you were to draw two vertical lines and two horizontal lines evenly on the image, dividing it into nine squares, then having the point of focus at one of the intersections adds adds interest in the photo. This is known as the third party rule and that is why you can see this on your camera or photo editing software. A possibility could be to place the main subject near the front and have other subjects blurred behind, to guide the observer's eye through the photo. Vertical or horizontal photos? Try to take a nice picture of each one. Vertical works well for Instagram and Pinterest, while horizontal is ideal for blogs, banners and Facebook. Angles There are some common angles you can use to successfully photograph food: a 45-degree angle shows the food as if you sat down to eat it. This is one of my favorite corners, as it shows a great texture. Usually there will be more attention to the front of the dish. Taking the whole dish from above down (directly above the head) can be seen on a uniform fire (if all is of the same height), but you lose part of the consistency. A straight angle can be used to indicate the height if, for example, you are showing a stacked sandwich or a drink. Let's take a look at some examples. The photo above was taken with an angle of 45 degrees. The photo above is a photo from above. It's a direct shot, direct. Styling A crucial point in food photography is to have the food that comes to the best. I like to add some raw vegetables or herbs along with cooked foods to add more freshness to the dish, especially if the meal is brown, like chili. I bathe herbs and microgreens in cold water for about 30 minutes before use and take away those dried. I add seals by color and interest, preferably those that show something that has entered the dish "like a basil leaf in a pesto. Take a look at this example, which has basil leaves, a slice of lemon and chopped nuts as a seal: These are simple additions, but add a touch of color, interest and excitement to the photo compared to the smooth dough salad in the bowl alone. Plaque Choose your hero "the most beautiful part of anything you are turning around. If you are preparing tempeh steaks and one is perfectly golden and looks more beautiful than the others, put that in front or on and put it on fire. In food photography, full bowls are desirable. Even if your normal portion of soup fills only half of the bowl, fill it for the photo! I stop before it reaches the overflow point, although you might want to experiment with drops - many people are this part of their style. It can be useful to use smaller dishes, bowls and other portions in food photography, since the larger ones can overwhelm the food and make it more difficult to prepare those full bowls. Because the sauces can soak inWhile you're preparing your shot, reserve some sauce to add once you understand your perfect angle. I always take a few shots before adding the dressing to a salad because the leaves can begin to dry quickly because of oil and acid. Best Food Photographic Accessories Use neutral scene objects that keep the attention on food. Avoid busy, distraction patterns upMy favorite dishes are gray or white and opaque, so there are no reflections on the camera and the food is what stands out. Take a look at the photo on the left that is simply taken in the background, without adding other elements. Compare this with the right image where I added a napkin to complete the purple hues of the cauliflower: This is a simple addition, but adds a nice level to the photo "but does not shy the tray as a whole. Another thing I highly recommend using is a wooden background card, which you can buy from Etsy, do using online tutorials, or have someone do one for you. My favorite table was made by an old barn door. With wooden boards, I try again a matt finish to reduce glare, as well as interesting textures. I prefer to use clean wallpapers, so the attention is all on my plate. However, it is recommended to display some of the ingredients around the food to show part of the cooking process. Other options to add interest include colored napkins, flowers or unique flow tools. Check second-hand stores for some great vintage finds. Also try to use a hand model to show interaction with food! 5 Suggested for beginners wood background board or large cutter Monotone plate and bowl (bonus points for mattes!) Vintage potato (check the shops of the used) cloth napkin or a canovaccio Wine glasses without stem or masonry jars for smoothies or perfect Do not let the lack of scene objects or a hand-me-down camera prevent you from creating. You can create amazing art on a plate only having fresh and colorful food displayed in your unique style. Remember that good food photography takes time to evolve and it's okay if you don't love your photos right away. Practice as much as possible and enjoy the process! Further readings All photos of: Anna Pelzer Pelzer

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