



CERTIFIED

PROFESSIONAL PHOTOGRAPHER

A Proud **PPA** Member



The Funny Business of Food Photography

October 10-24, 2020

Why Photograph Food?



Creativity



Competition



Commercial

Creativity



Competition

Professionals, Amateurs, Students, Young Photographers

<https://photocontestguru.com/the-best-photo-contests-to-enter-in-2020/>

TOP 10 Photography Contest in 2020

1. Sony World Photography Awards
2. Fine Art Photography Awards
3. National Geographic Photography Competitions
4. Monochrome Photography Awards
5. International Photography Grant
6. Neutral Density Photography Awards
7. Nikon International Small World Photo Contest
8. ZEISS Photography Award
9. Chromatic Color Photography Awards
10. iPhone Photography Awards

Competition

Professionals

Texas Affiliates



PROFESSIONAL
PHOTOGRAPHERS
OF AMERICA



12 Elements of a Merit Image

1. Impact
2. Technical Excellence
 - Retouching
 - Manipulation
 - Sharpness
 - Exposure
 - Printing
 - Mounting
 - Color correction
3. Creativity – Imagination
4. Style
5. Composition
6. Presentation
7. Color Balance
8. Center of Interest
9. Lighting
10. Subject Matter
11. Technique
12. Story Telling

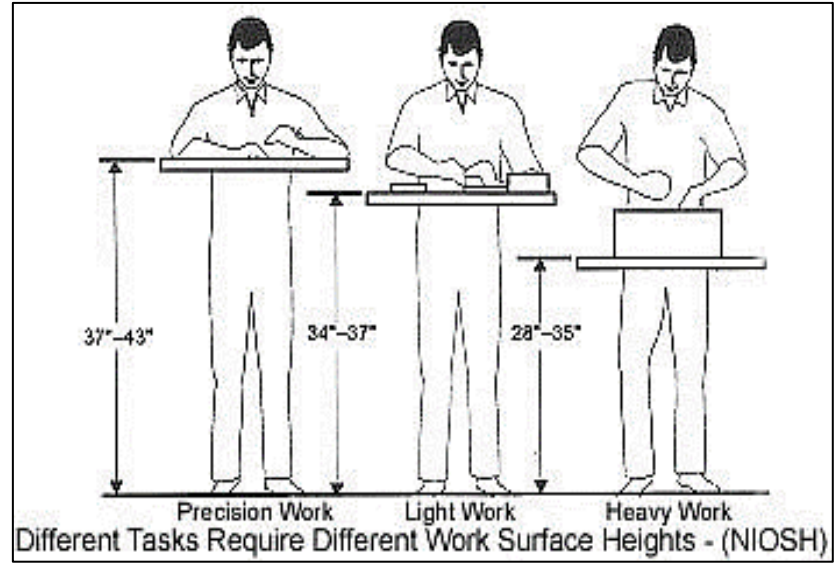
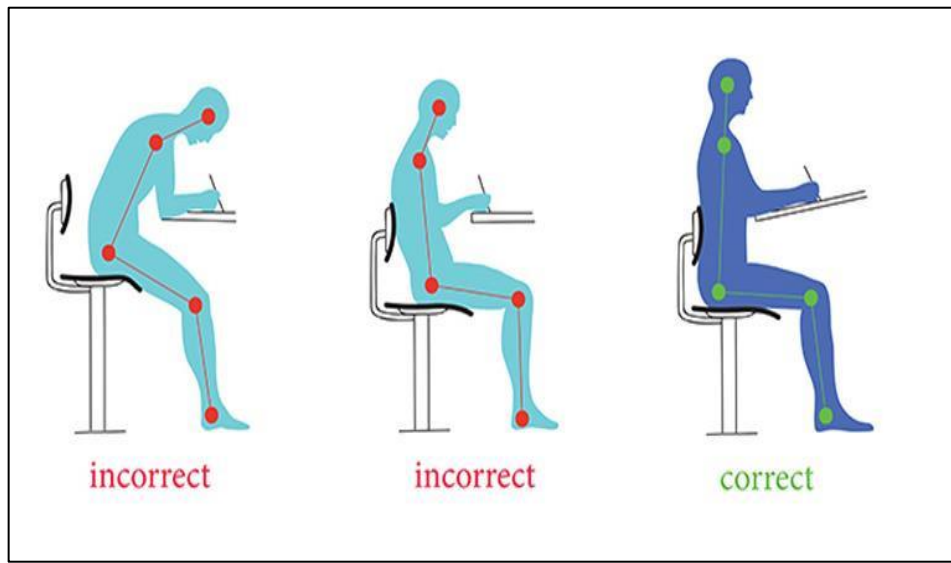
Commercial

- Restaurants
- Manufacturers
- Retailers
- Publishers
- Advertisers

- Websites
- Packaging
- Displays
- Signs
- Literature



Ergonomics



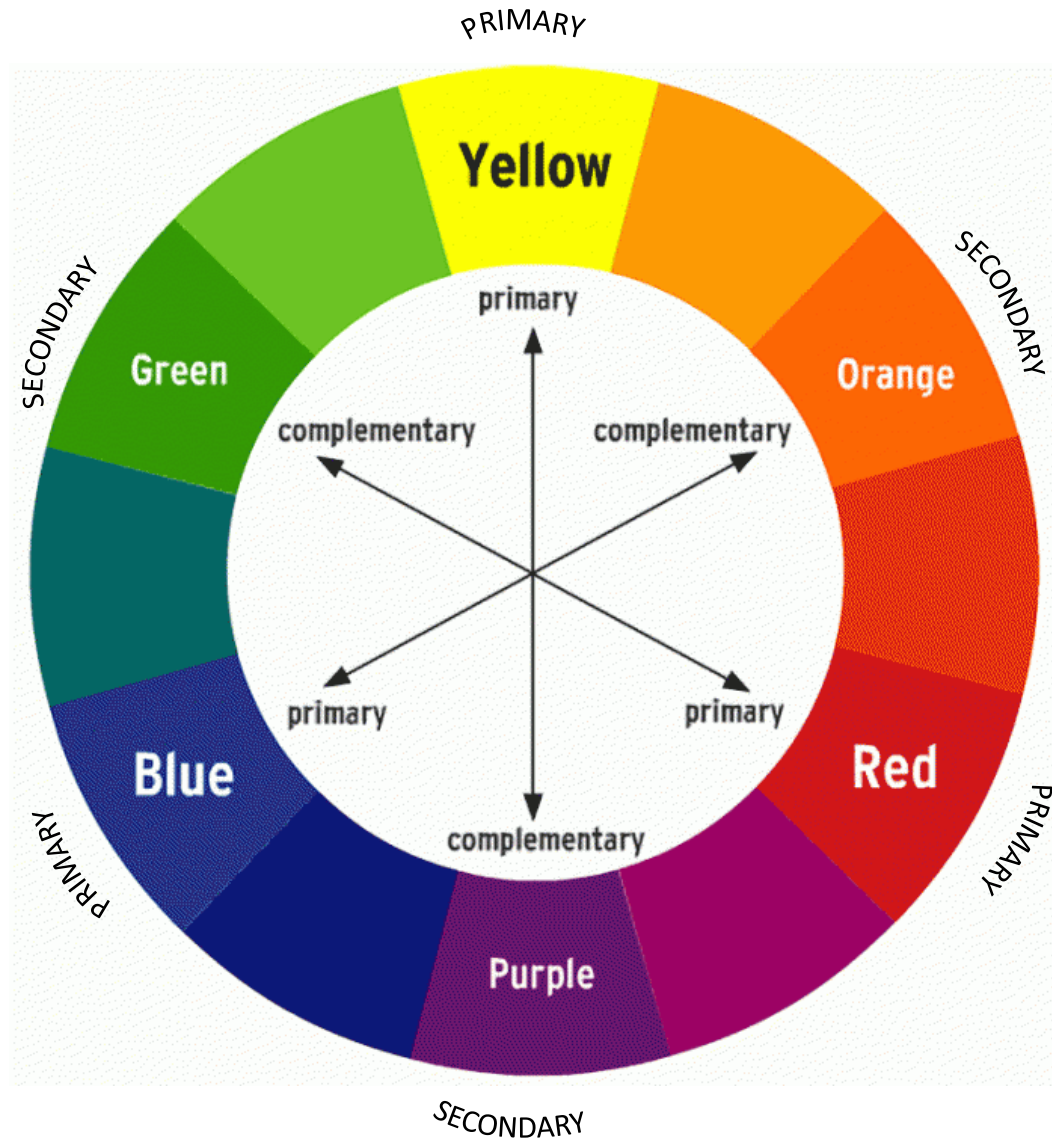
Color

Relationships



Color

Relationships



Color

Accuracy



X-rite

Color Checker Passport

Monitor Calibration

Equipment

Camera Equipment

- DSLR Camera
- 100mm or 105mm macro (prime) lens
- F45 or the highest f-stop (smallest hole) you can get
- Keep your distance to get the largest depth of field
- High ISO for high F-stops
- High shutter speed for freezing motion
- Use a tripod
- Set layout table
- Shoot tethered with a PC or tablet

Set Equipment

- Natural light or modified studio light
- Soft boxes and strobe lights
- Gels & flags
- White & black foam boards
- Apple Boxes
- Small wood or metal blocks
- Poker chips & clamps
- Clay that stays moist
- Fishing line
- Pins

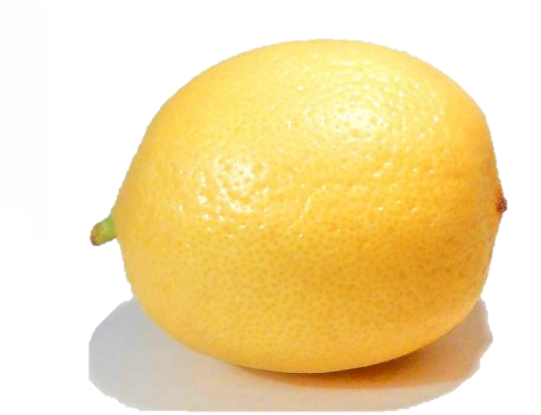
Light & Shadow

Shadow Intensity

Soft Shadow

Harder Shadow

Hardest Shadow



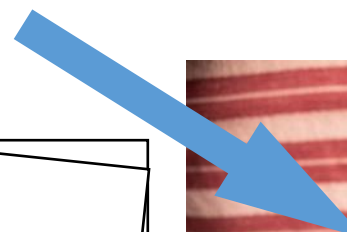
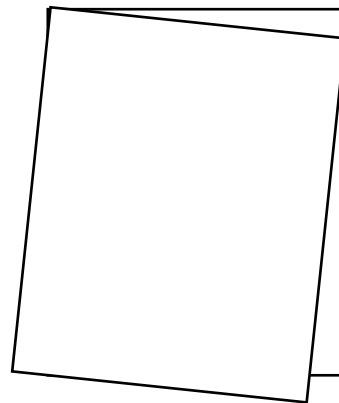
Light & Shadow

Filling In Light

Left side of the subjects
in deep shadow



Add a white
board to fill in
the shadows a
little bit



Light & Shadow

Mixing Shadow & Light



Light & Shadow

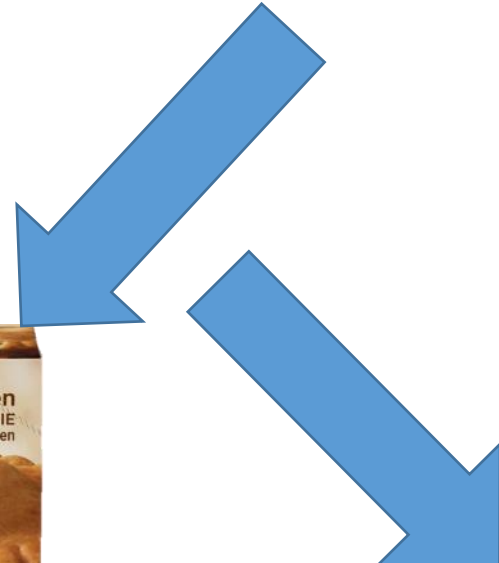
Direction



Packaging



Packaging

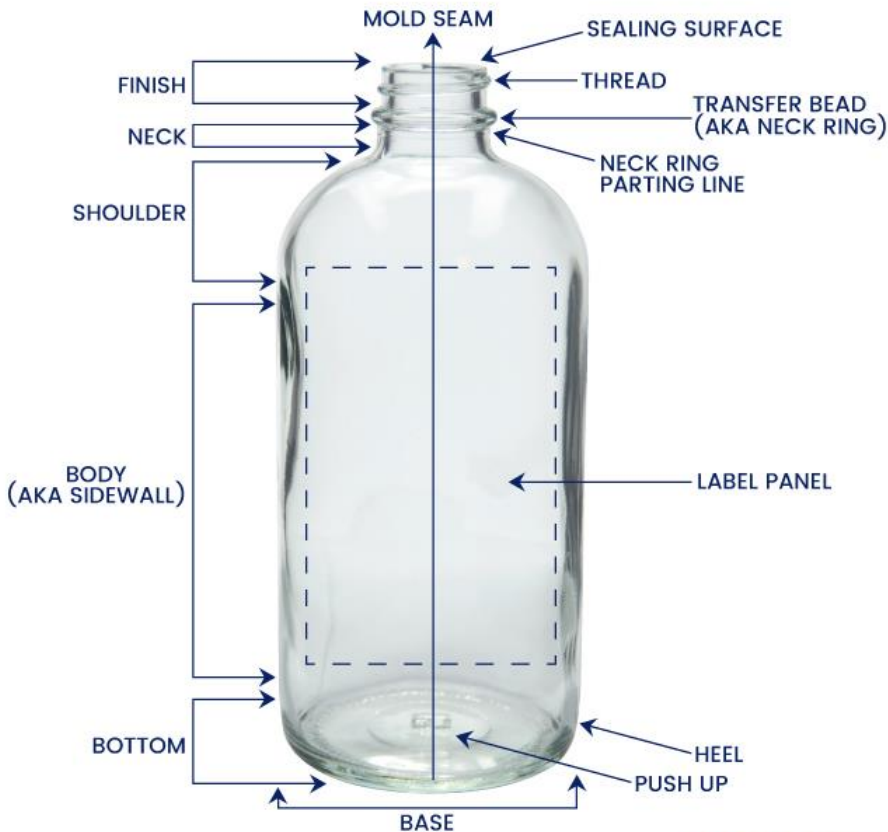


Packaging



Packaging

ANATOMY OF A BOTTLE



- Bottles have seams
- Remove front label if it's pasted over the seam
- Remove the back label because it can reflect through transparent product
- Reattach labels with a small amount of oil
- Use flags to block out reflections and composite multiple images

Reflective Surfaces



Reflective Surfaces



Angle too high
Jar not full
Muted glass



Reflections top & bottom
Jar base too thick
Muted glass



Jar not full
Muted glass
Reflections top & bottom



Glossy glass
Full Jar
Best of the bunch

Reflective Surfaces



Hidden in Shadow

Rear Label

Specular Highlights

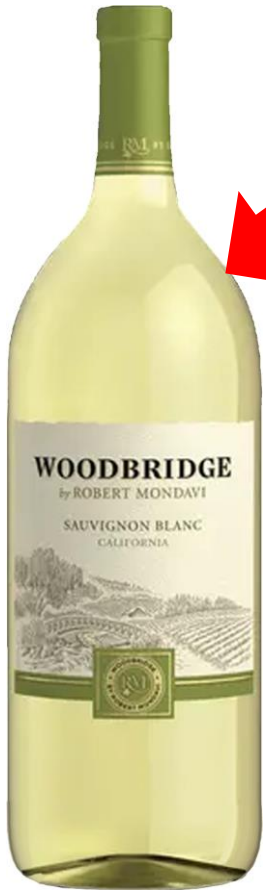
Box Hiding Label

Multiple Shadows

Hot Spot

Shadow across box

Reflective Surfaces



Soft Reflection

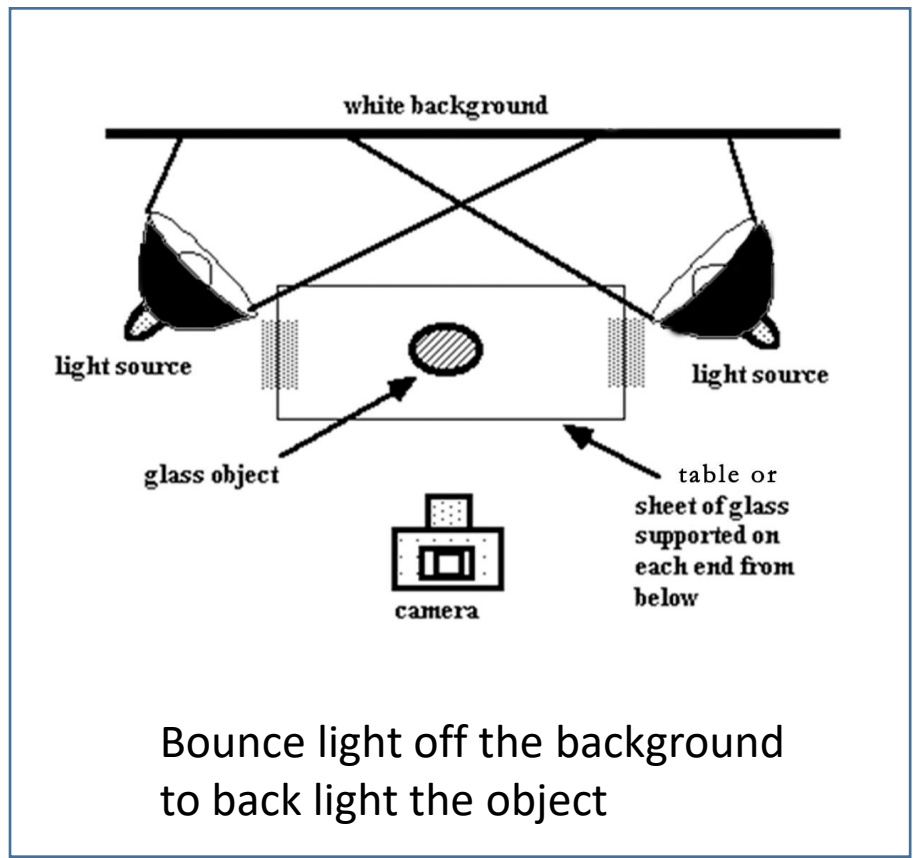
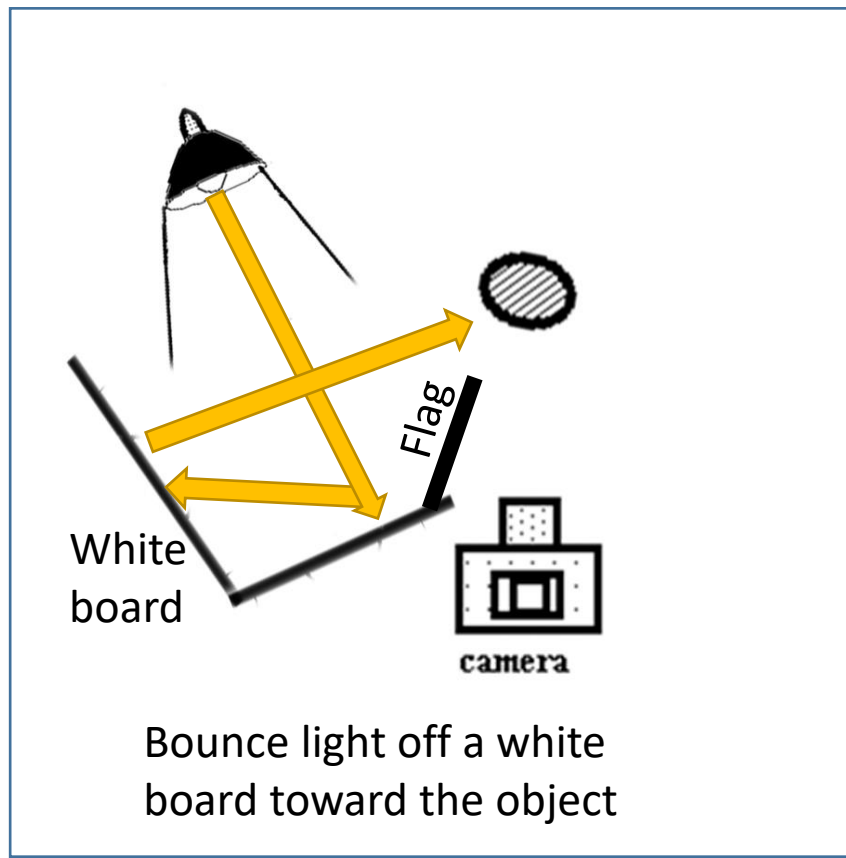


Staggered placement

Light the Same On Each Bottle

Reflective Surfaces

- Walk around the object to see where the light and shadows are coming from
- Use reflectors and flags to direct light and to prevent it from directly hitting your lens
- Never aim your light source directly at the subject
- Practice with shiny objects to see where you need to reflect or block light



Angles

Top Down



Angles

Table View



Angles

Different Perspectives



Angles

Close up



Food Styling



Food Styling



Food Styling



Food Styling



- Food substitutes for food
- Non-food substitutes for food

- | | |
|--------------|--------------|
| Motor Oil | Elmer's Glue |
| Paper Towels | Hair Spray |
| Shoe Polish | Dish Soap |
| Glycerin | Cotton balls |

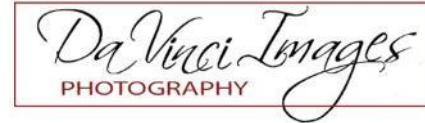
Food Styling



Food Styling

Tool Box

- Toothpicks
- Skewers
- Paper Towels
- Soap Bubbles
- Lipstick
- Cardboard
- Tweezers
- Paint brushes



- Lard
- Shaving Cream
- Blow torch
- Cotton Balls
- Superglue
- Paint Stripper
- Scotch Guard
- Baby Powder
- Dish Soap



Food Styling

- A chef will style food very differently than a professional food stylist.
- Determine in advance how commercial clients plan to use their images.
- Select “hero” elements
 - Sort berries, beans, seeds, mushrooms, whatever
 - Group the best for heroes
 - Second best for background
 - Use rejects for dummy food
 - The rest is unusable



- Get the best produce
- Get a lot of it
- Keep it fresh
 - Refrigeration
 - Cooler & Ice
 - Cold Water
- Minimize handling
- Have fun

Summary

- Food photography is a fun, creative challenge
- Competition helps you improve your photography.
- Keep your work space comfortable for everyone.
- Consider color relationships in your set.
- It's all about shadows and light.
- Packaging presents more challenges.
- Consider different angles for your photos.
- Get as much as you can in camera with on set techniques.
- Food has to look the part, even if it's not to be eaten.
- Food stylists help photographers get the look clients want.



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