

FOOD & DRINK WORKSHOP

Photography Summary Sheet

1. Approach – Overview

- Storytell don't just sell
- Show your audience;
Behind the Scenes
Source of ingredients
Raw ingredients
Preparations
The process to creating a dish/product
Your environment
Your team

* Don't give away your trade secrets but just enough to keep your audience intrigued and encourage them to buy into your brand a little more.

*Promote fresh, local and sustainable produce where feasible.

2. Approach – Set the Scene

- Allow your audience to imagine they are just about to eat your dish or product by setting the scene.
- People buy emotions. So try and make them hungry with your imagery.
- Use props such as cutlery, complimentary food/beverages i.e wine, side order etc to paint a picture.
- Pouring, dripping and general action in your imagery is often gold!

3. Approach – The Team

- Showcase the team/individual that make your business a success.
- Capture them in the environment to support what they do.
- Incorporate the products that you sell where possible.
- Don't want to show your face? No trouble! Just add a human element to the photo. i.e neck down, close up on hand prepping or holding a product.

4. Lighting

- Try and find soft diffused light. Overcast days are your friend.
- Avoid direct sunlight to minimise harsh shadows.
- Utilise windows when indoors. If it's a sunny day try to use a window/door away from the direct sunlight.
- If you can't avoid then use diffusion. i.e net curtains or shower curtains (Dunelm) or collapsible diffusion panels (Amazon).

*Remember the phrase "Find the Light". It's the key to creating a good image.

5. Angles and Positions

- **Birds Eye View**

Great angle to showcase everything on your plate.

Add multiple props i.e the raw ingredients in the dish, utensils, side dishes, beverages.

Great for deep dish shots.

Hides the environment around you.

- **45 Degree Angle**

Best of both worlds in that you can see the side of the dish but also on top.

Creates more of a 3D effect.

Hides environment around you.

- **Front On**

Great for dishes/products that have height i.e pancakes, burgers, drinks, packaged products.

Showcases environment.

Gives depth to the photo.

6. Angles and Positions – Landscape and Portrait

- Try to capture your photos in both landscape and portrait.
- Landscape is ideal for all platforms.
- Portrait can be used on all platforms but remember Instagram feed will crop your images slightly.

- Portrait is also ideal for Instagram Stories but you can also crop a landscape image if the composition allows.
- Remember if you do capture both landscape and portrait to move any elements of the shot to accommodate the framing. i.e raw ingredients, props, sides etc.

7. Angles and Postitions – Negative Space

- Give your photo a different feel every so often with the use of negative space. So off set your subject to the top, bottom, left or right to create negative space in the frame.
- This also allows you to easily incorporate logos and text in your images.
- Applies to Instagram Stories to allow for text, locations, mentions, emojis and GIFs without having to cover any of your image.

8. Props

- Gives context and helps tell a story better.
- Incorporate RAW ingredients, cooking utensils, cutlery etc.
- Not always essential but good to give diversity in your content and sometimes make your image more interesting.

9. Editing

- Find your style – not something that comes over night but play around with styles that you like.
- Utilise your in phone editing software by clicking on the menu for your selected photo and then edit. This will allow you to apply correction if the image is too light or dark, needs more colour, contrast etc.
- Recommended editing apps are; Snapseed, Afterlight and VSCO but don't forget that Instagram has its own filters too.

*Don't go overboard with your editing. Show friends and family first and once you have a style you're happy with try and stick with it to help with brand identity.

10. Resizing

- Use Image App to resize images ready for social media.
- For general feed use;
Landscape: 2048x1536px
Portrait: 1536x2048px
- For Instagram Stories use;
1080x1920px

As mentioned at the Food & Drink course, please do not hesitate to contact me on bradley@thecontentcreators.co.uk if you have any queries and I'll always get back to you when I can.

Feel free to follow me on any of my social media platforms below and good luck!

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