

Expert Tips for Crave-Worthy Food Photography

September 8, 2022

About Oldways

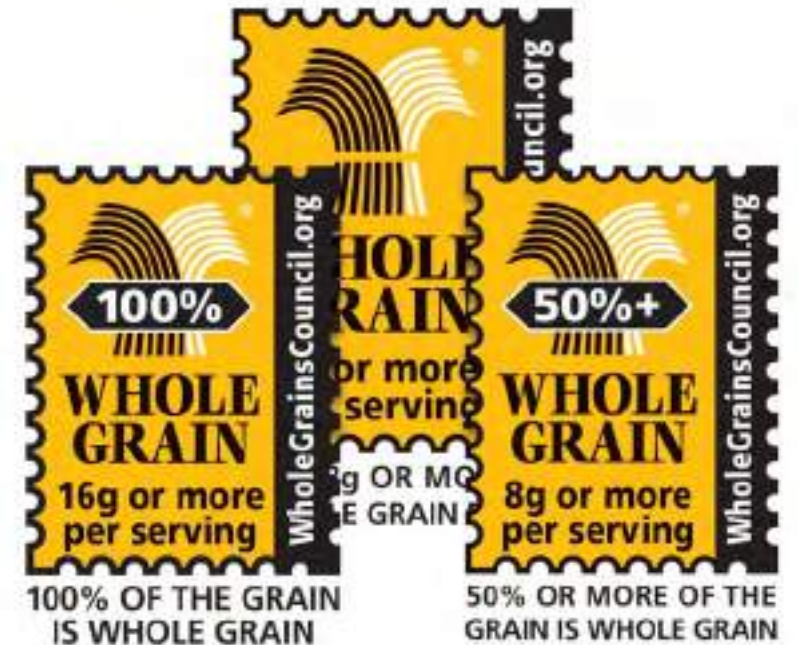
- **Our Vision**
A healthier, happier life through cultural food traditions.
- **Our Mission**
We inspire people to embrace the healthy, sustainable joys of the old ways of eating.
- **Best Known for**
Creating the Mediterranean Diet Pyramid and other Heritage Diet Pyramids, Creating the Whole Grain Stamp, Culinary Travel



About the Oldways Whole Grains Council

Our three-part mission:

- To help consumers find whole grain foods and understand their health benefits
- To help manufacturers and restaurants create delicious whole grain foods
- To help the media write accurate and compelling stories about whole grains



Housekeeping

- Attendees will receive an email within **ONE WEEK** with **CPEU certificate, slides, and recording**
- Visit **oldwayspt.org/CPEU** to register for upcoming webinars or view recordings of previous webinars
- Please submit any questions using the CHAT function in Zoom
- Join us for our next webinar on September 21!



Webinar

**The Secret's Out:
Sorghum is the Sustainable
Ancient Grain RDs are Buzzing About**

September 21 • 2:00 PM E.T.

OLDWAYS





WHOLE GRAINS MONTH / OLDWAYS

FOOD PHOTOGRAPHY TIPS WITH KRISTIN TEIG @KTEIG





Direction of light:

Think of light like liquid, pouring over texture - to show the most texture, food loves side light as opposed to front light (and backlight can be beautiful but requires overriding automatic camera exposure functions).

Finding the light:

Do you want sunny, crisp light or softer, calmer light? Look at shadows your hand makes on a surface and move to a place where the light is not flat

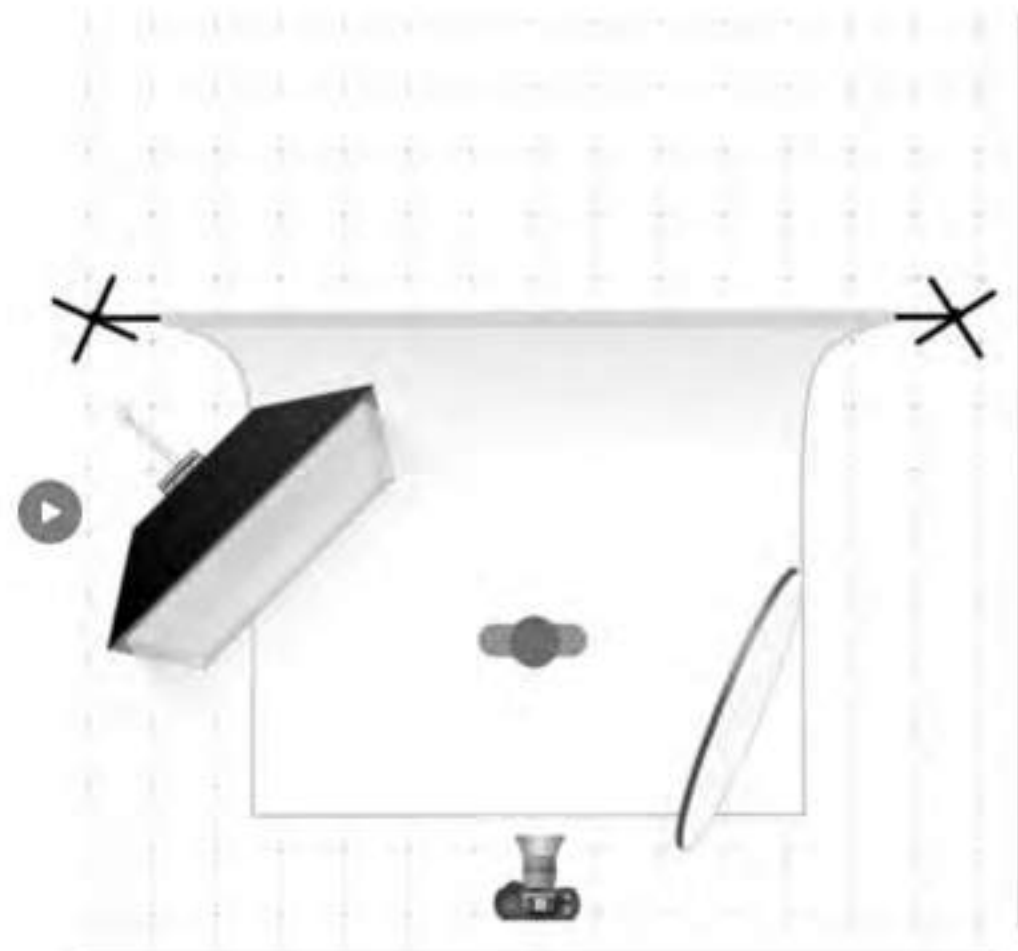
Color temperature:

is it all one color? If not, can you turn off competing light sources?

find the correct white balance - then make the decision to warm/cool based on food

Quantity of light:

Do you want to reduce light that's too bright or add light to dark shadows?





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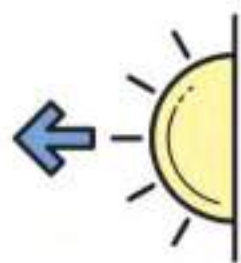
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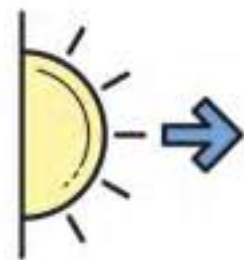
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twolovesstudio.com



Basic Setup

One good place to start - position yourself so that the light is on the left or right side of the food. Fill in shadows on the opposite side of your light source with foam core board or other reflective tool if needed, but it is also ok to embrace the contrast, which creates texture! Use black cards to soak up light if you want more contrast.

Open garage doors make amazing locations for food photos, or find a door where there's beautiful light, prop it open and shoot on the floor



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fstoppers.com



BASIC TOOLKIT

- White foam core board (scored or get a presentation board) - fill shadows, add light
- Black foam core board - subtract light
- Black/white plastic needlepoint screen - filter light without completely blocking
- Parchment paper, sheer curtain - filter light without completely blocking
- 5-in-1 round diffuser/reflector (I used this a lot when I started)
- A-clamps
- Tripod - for long exposures when using natural light



Composition

let your eyes go on a journey - travel through the frame, pay attention to where your eye starts, where it lead out of the frame, where it stops. There are rules but I like to just see how how feel when looking at a photo - if something distracts (and not in a deliberate way), remove it.

Explore angles - overhead, horizon level, high 3/4. Crop images to keep the eye in the frame where you want the focus. Try wide shots with more environment, tight shots where the food fills the frame. Use negative space thoughtfully. Find inspiration in paintings.





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Content - Styling

Shoot the food at various stages - ingredients, prepared, broken into/in process of being enjoyed

Some monochromatic dishes can benefit from colorful surfaces/glassware, some are best with a clean, neutral palette to let the food pop - like composition, pay attention to how you feel and if your focus is pulled away from where you want it to be.

When finding the light, it can help to have surfaces you like that are easy to move! If you want to keep it light, there are some good marble contact papers you can stick to foam core, some scrapbook papers work well, or buy scraps of fabrics.





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Negative space and long shadows from late-day light

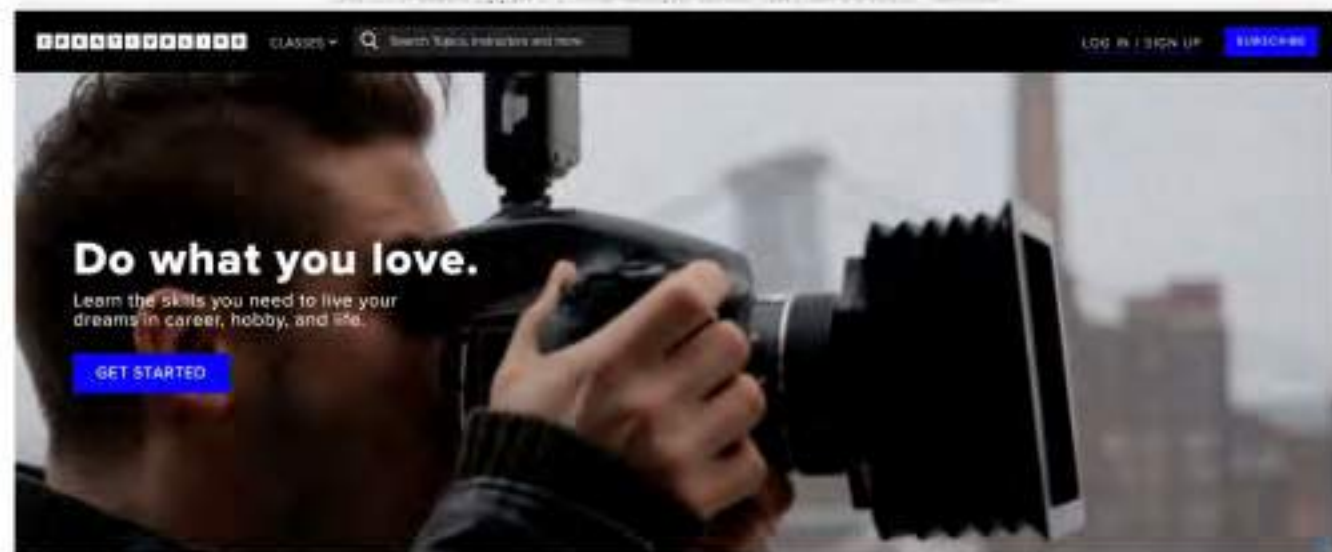
Last Bits

Whether on iPhone or camera, most images can benefit from a slight contrast adjustment, white balance adjustment to either correct or create a mood, and slight saturation (all depending on personal preference)

If using iPhone, adjust exposure or use Lightroom camera app for more manual control.

There are so many great resources online!

Creative Live has free classes (or offers a subscription if you don't watch classes live) and YouTube has many great instructors (**The Bite Shot** is great for beginners/iPhone tips)



The BITE SHOT

MY DEAR LADIES AFFIRMATION GUIDES COOKING & WORKSHOPS SHOPPING VIDEOS & LOGS

The Bite Shot
FOOD PHOTOGRAPHY EDUCATION
With Joanie Simon



The Power of Food Photography in Nutrition Communications

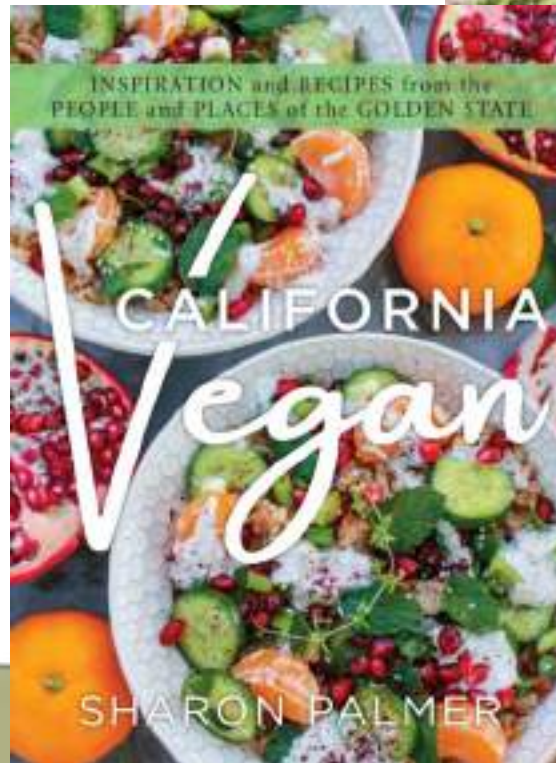


Sharon Palmer, MSFS, RDN



The Art of Food Photography

Whether you're a supermarket dietitian, blogger, clinical dietitian, or community nutritionist, the ability to develop beautiful culinary photos is a valuable skill in any RDN's toolbox. A well-crafted food photo is truly a piece of art, offering inspiration for your clients to enjoy a beautiful, delicious diet that promotes a healthful lifestyle. So, how can you finetune this skill?



*Shoot for California Vegan in Ojai, California,
Sharon Palmer*

Food Photos Make Connections



Vegan Tamale Pie, Sharon Palmer

Connect the mind,
body, and soul with
beautiful food photos,
which tell a story

Benefits of Food Photography

- Bring healthy nutrition lessons to life
- Use in cooking classes, workshops, community events
- Client education
- Publications: articles, blogs, magazines, social media, books
- Marketing tool

Artichoke on California farm tour, Sharon Palmer



Photos for Different Messages

- Education
- Cooking, recipes
- Social media
- Publication
- Marketing



Photos: Sharon Palmer

My Photography Set Up



Photos: Sharon Palmer

Lots of Photography Backgrounds

- Good lighting; natural, artificial
- Easy access, setup
- Nice backdrop & surface



Photos: Sharon Palmer

More Backgrounds



Photos: Sharon Palmer



Food Photography Equipment

- Camera
- Lighting
- Tripods, selfie sticks
- Backdrops, surfaces
- Props
- Equipment (napkins, towels, dishes, silverware, accessories)
- Editing software



Banana Coconut Muffins, Sharon Palmer

You Don't Need to Be Fancy!



Shot with iPhone, Sharon Palmer



Food Photos of You Too!



Photos: Sharon Palmer

Food Photography Angles



Photos: Sharon Palmer

Food Photography Angles & Dimensions



Photos: Sharon Palmer

Food Photography Composition



Photos: Sharon Palmer

Make it Colorful



Photos: Sharon Palmer

Include Themes



Photos: Sharon Palmer

Get Interactive



Photos: Sharon Palmer

Consider Serving Containers



Photos: Sharon Palmer

Show Process



Photos: Sharon Palmer

Get Messy



Photos: Sharon Palmer

Be “In” the Photo



Photos: Sharon Palmer

Photo Editing



Before....and After

Thank You!

Follow me & sign up for free newsletters at
The Plant-Powered Dietitian

Blog: SharonPalmer.com



@SharonPalmerThePlantPoweredDietitian



@SharonPalmerRD



Basic Photo Editing for Food Photography

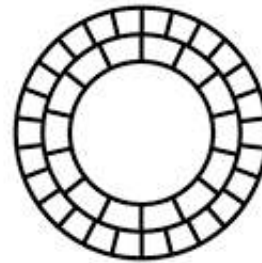
Editing Software



- Adobe Photoshop + Photoshop Mobile
- Adobe Lightroom + Lightroom Mobile



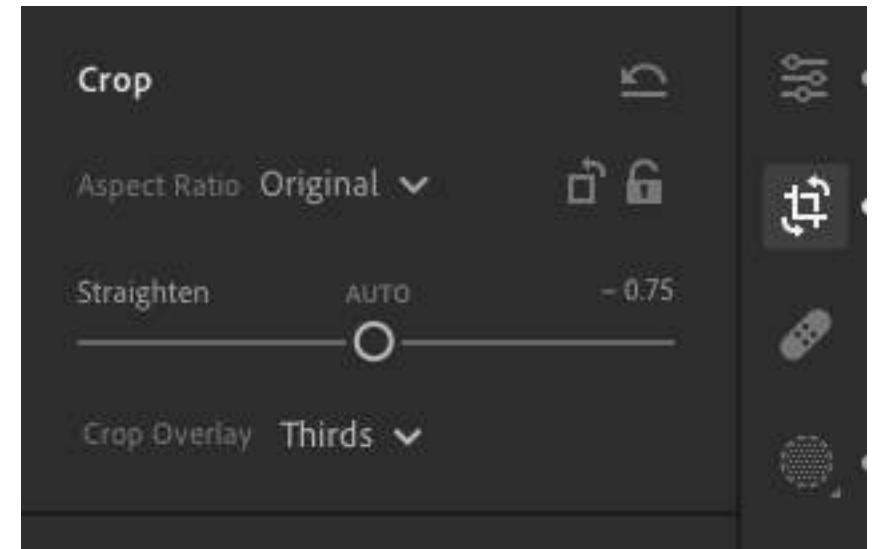
- Snapseed



- VSCO

Crop and Straighten

- Straightening:
 - Creates a more balanced, aesthetically pleasing composition
- Cropping:
 - Removes unwanted elements from composition
 - Allows for adjustment of the composition's focus





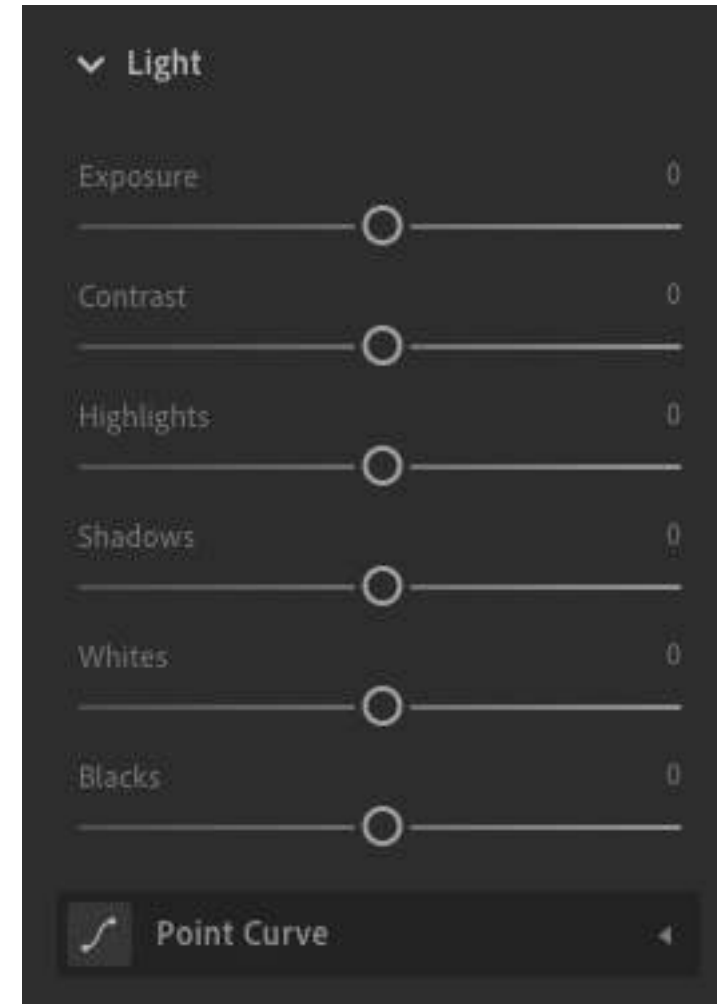
Straightening



Cropping

Adjusting Lighting

- Exposure affects the overall brightness or darkness of an image
- Contrast, Highlights, Shadows, Whites, and Blacks are more targeted adjustments
 - Contrast: the difference between light and dark tones of the image
 - Highlights & Shadows: the lightest and darkest tones of the image
 - Whites & Blacks: the white and black tones of the image





Exposure: original image



Exposure: -1.00



Exposure: +1.00



Exposure: +1.00
Contrast: -40



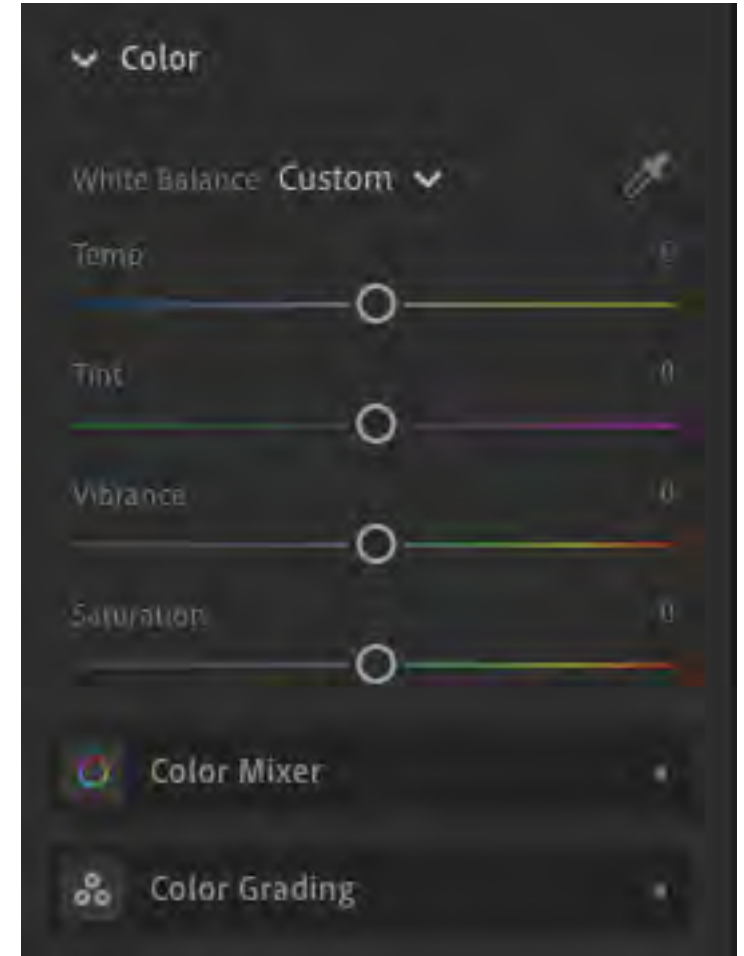
Exposure: +1.00
Contrast: +40

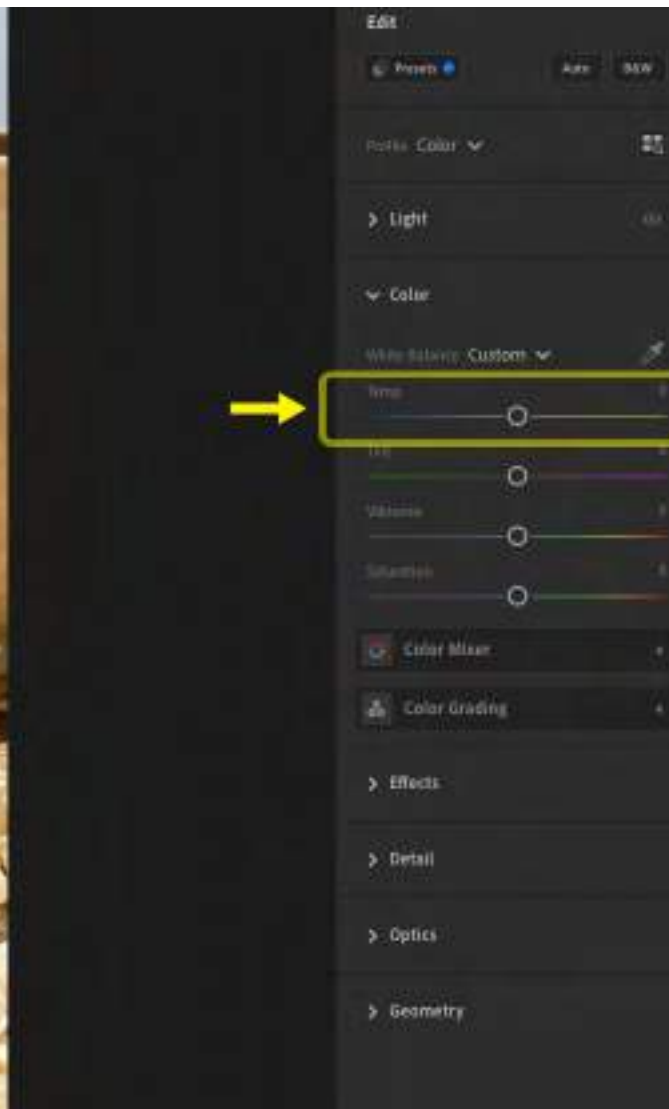


Exposure: +1.00
Contrast: +40
Highlight: -20

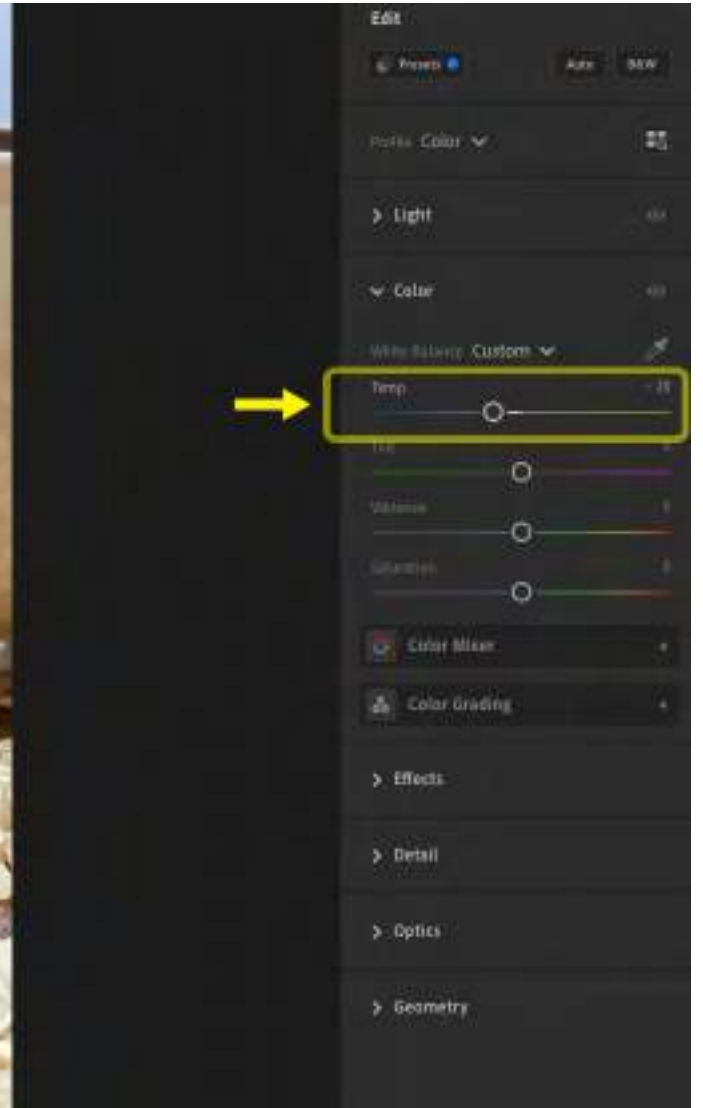
Adjusting Color

- Temperature affects how “warm” or “cool” the colors appear
 - Generally, food photography aims for “warmer” images, because they’re more appetizing.
- Saturation is how intense all the colors in the image appear
- Vibrance is also related to color intensity, but it targets the more muted colors in the image

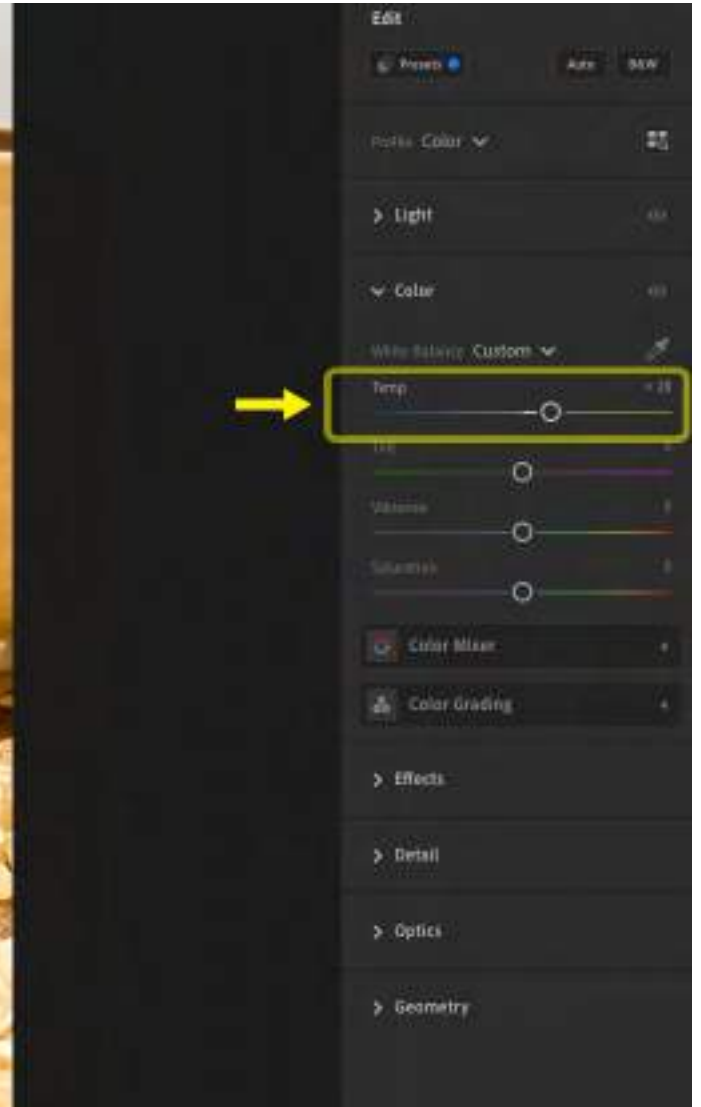




Temperature: original image



Temperature: -20 (cooler)



Temperature: +20 (warmer)



Vibrance & Saturation: original image



Vibrance: +30
Saturation: + 15

Final Tips

- Just by increasing **1) the exposure** and **2) the saturation** of your image, you can make significant improvements to it.
- There's no magical number – keep adjusting the sliders until it looks good to you!
- When editing, keep images looking natural.
 - Avoid heavy-handed edits; make them in small increments.

How to Apply Your New Skills During Whole Grains Month in September

September is Whole Grains Month!

- **Daily Whole Grain Challenges** – each completed challenge earns you a chance to win prizes
- **Weekly Whole Grain Conversations with Experts** – tune in on Instagram, full schedule on our website
- **Two Whole Grain Webinars** – see our website for details
- **One Winning Charity** – will receive 100+ cases of whole grain product donated by our WGC member companies



Daily Challenges

Challenges Include Activities Like:

- Make a whole grain recipe and share with a friend – post a picture on Instagram
- Post a picture to Instagram of your whole grain takeout
- Make a grilled cheese with whole grain bread and share a photo of it on Facebook
- Share a picture of a Whole Grain Stamped product on Instagram

Whole Grains Month is a great chance to practice and show off your new food photography skills!



Many Thanks to the Companies Donating 100+ Cases of Product to Charity!

- Bluebird Grain Farms
- Canyon Bakehouse
- Carl Brandt/Mestemacher Bread
- Catallia Mexican Foods/Frescados Tortillas
- Conifer Foods/Canterbury Naturals
- Dave's Killer Bread
- Goose Valley Natural Foods
- Homefree
- Lotus Foods
- Lundberg Family Farms
- Mary's Gone Crackers
- Pereg
- Riviana (Minute/Success Rice)
- Rockport Flour Mill/Coyote Pancake
- Sunnyland Mills
- To Your Health Sprouted Flour Company
- USA Rice Federation
- Wasa



Connect with Us!



- @wholegrains_council on Instagram
- #WholeGrainsMonth
- Email me with questions: caroline@oldwayspt.org