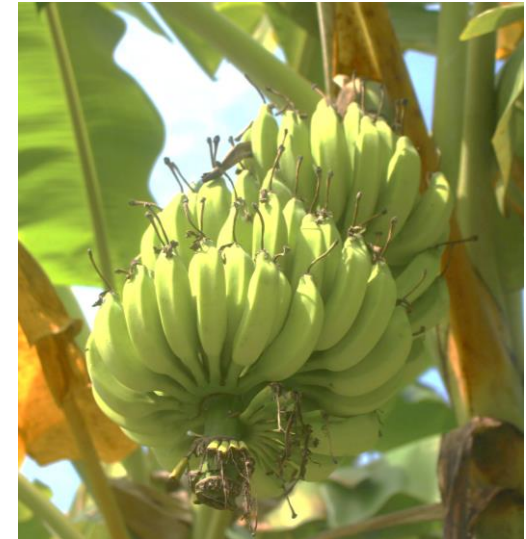


Photographing Food

- Cooked
- Raw
- Growing



Let's start with cooked



There are a small number of professional photographers who make their living just by photographing food

Their job is not to show the outcome of their readers efforts but to show the food in its most appealing way.

Publishers believe that when it comes to sales, pictures are more important than recipes or even authors on occasion.

For a vegetable soup this has clearly been assembled from oversize and partly cooked parts resting on an invisible support.

The above is not always the case

Trust the BBC, but who carefully placed those particles of Carrot that sunk to the bottom in mine?

BBC



Mine



In France they know how to cook a cake, make it look more than just edible and how to present it.

In the UK you might just find a cake like this, but would it be served like this?





Does it look tasty,
edible even?

Background?

Beige?

Plate not wiped?

Change Background



Add colour –
“A serving
suggestion”



Raw Food

Colour

Lighting

Arrangement



Colour

- What interest would this lemon hold without the green leaf?
- We don't tend to eat things coloured blue, neither do birds. We share with them excellent colour sight. Our hunter-gatherer forebears spotted yellow, red, orange and black fruits amongst green leaves.
- To us green is an important garnish to any food and makes it look safe to eat and connects us with nature.



Lighting

It is generally poor practice to light food from the front. With light from the side you will see the lovely shadows that give the food depth. Artificial lighting gives you more control over the light source, but you have to know how to use it. The flash on your camera will give you less-than-desirable results.

So position your (off-camera) light carefully, It can be a wander light or even a LED torch. One professional has his studio in a windowless garage. He opens the up and over door to admit light from only one direction.

Try diffusing the light with a semi-transparent plastic sheet.

Control your lighting



Top Lit



Flash



Side Lit



Back Lit



Arrangement

Watch Masterchef or similar programmes. They don't slap it on the plate, they arrange it. It helps if you have a natural instinct for art and design.



Growing Food

Anything goes, think outside the box.

You can look back 12 months for a picture



Or how about...

