

# Food Photography course

Aim- the aim of food photography course is to present any food in the most attractive manner. The most common application is in advertising food or related products. With the growth of blogging and social media, many food bloggers are getting into food photography to support their work.

Objectives – Food photographs are used for various applications, ranging from recipe books, hoardings for a restaurant, food packing, menu card , press ads and social medias. The objective of the photographer is to take mouth watering photographs to allure the appetite of the consumer. This is achieved by the efforts of a team of expert chefs, food stylists, art director and an expert photographer who understands the delicate nature of food and knows how to bring them out in his photograph.

Colour and textures of the food rightly presented in a pleasing manner are the key to taking these shots. The photographer should also have a basic knowledge of cookery and many times he needs to clip in his or her knowledge during styling and layout.

## Unit I

- 1)Intro to Food Photography
- 2)Understanding need of food styling
- 3)Equipments used for photography
- 4)Equipments used for food styling

## Unit II

- 5)Basics of camera
  - types of cameras
  - types of lenses
  - types of lights

## Unit III

- 6) Understanding 3 main functions of camera
  - ISO
  - Shutter speed
  - Aperture

## 7) Importance of Composition

- rule of thirds
- leading line
- frame within frame

## Unit IV

- 8) Understanding light and shadow
  - principals of lights
  - using natural light
  - one key lighting
  - two key lighting
  - three key lighting
  - hard and soft lights
  - low key
  - high key
  - inverse square law

- back light
- side light
- filler

### **Unit V**

9) Food styling for capturing tempting images

- a) cereals with milk for breakfast
- b) chilled fruit juices
- c) vegetable salad
- d) ice cream scoops
- e) burger
- f) pull chesses pizza
- h) panner tikka
- i) sea food gravy (prawns)
- j) chicken biryani

### **Unit VI**

10) Post Production

- use of Adobe Photoshop editing software
- opening image and basic colour corrections
- cropping
- selecting specific area and changing it
- working on layers
- benefits of masking
- sharpening the image using Highpass
- resizing image for various applications
- understanding types of formats and its uses
- using filters
- creating portfolio