

SPEEDY REFERENCE GUIDE TO GREAT FOOD PHOTOGRAPHY

1. **Natural Lighting:** Shoot near a window with diffused light for soft, natural tones.
2. **Simple Backgrounds:** Use neutral or textured backgrounds to avoid distracting from the dish.
3. **Fresh Garnishes:** Add fresh herbs, microgreens, or edible flowers to enhance visual appeal.
4. **TOP TIP:** Use real food. Avoid tampering with elements on the plate with fake items, sprays, paints, varnishes. The days of over styled "fake food is over. Natural, free flowing dishes are much more appetizing, even through a lens.
5. **Negative Space:** Leave space around the dish to draw attention to the food.
6. **Angles Matter:** Use top-down angles for flat dishes and 45° angles for layered ones.
7. **Texture and Layers:** Highlight textures (e.g., crispy, creamy) to add depth and interest.
8. **Small Portions:** Plate smaller portions to make the dish look elegant and focused.
9. **Colour Contrast:** Pair vibrant ingredients with complementary backgrounds or props.
10. **Avoid Overcrowding:** Keep the plate clean and minimal for a polished look.
11. **Add Movement:** Use steam, drizzles, or spills to create dynamic shots.
12. **Edit Wisely:** Use apps like Lightroom or Snapseed to adjust brightness and contrast.
13. **Engage the Viewer:** Include utensils, hands, or action shots (e.g., pouring, cutting).



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