



From Good to Great: Mastering the Art of Food Photography

Elevating your visual storytelling for the modern dining experience

Introduction



Chef Jodi-Ann Palmer





The Food Design Agency



Agenda

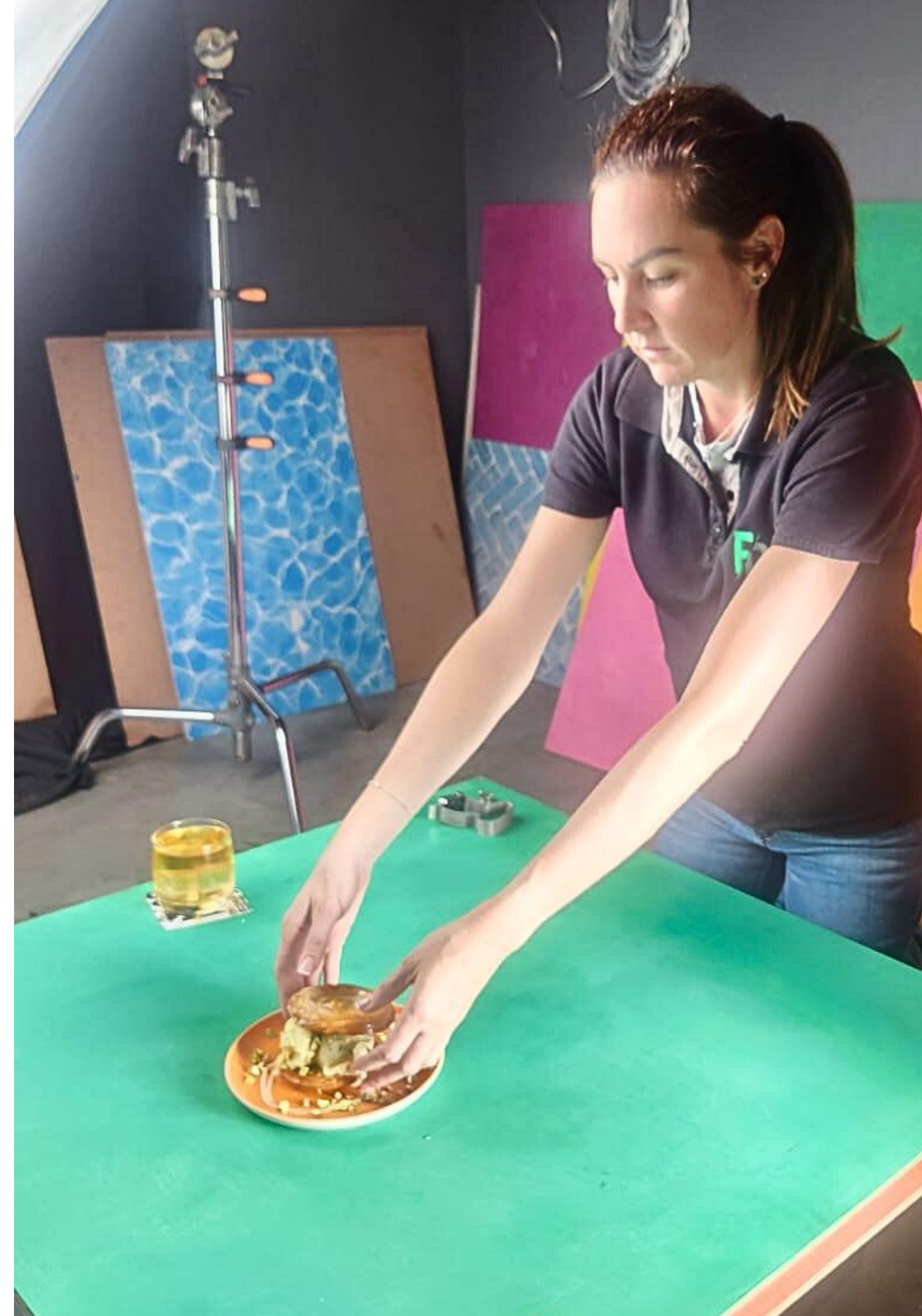
PRINCIPLES

PRACTICAL TIPS

TOOLS



Why food photography matters





93% of consumers
say visuals
influence their
dining choices





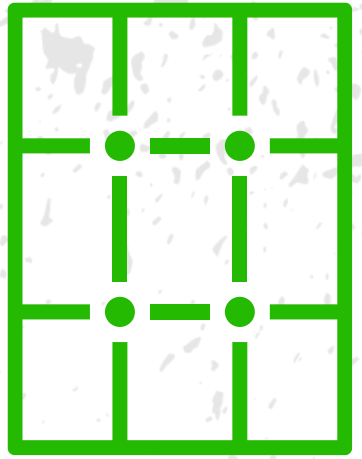
- Enhance brand identity and communicate quality
- Increase sales – influence purchasing decision
- Drive guest engagement and bookings
- Set your venue apart / differentiate from competitors
- Drive engagement
- Improve value perception with customers

Key principles of great food photography

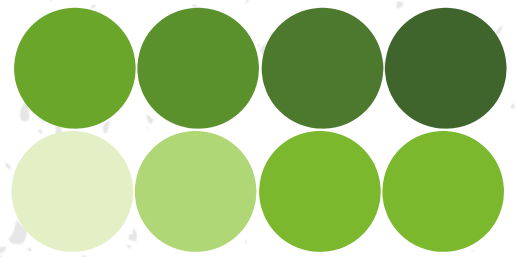




Lighting



Composition



Colour



Props and styling

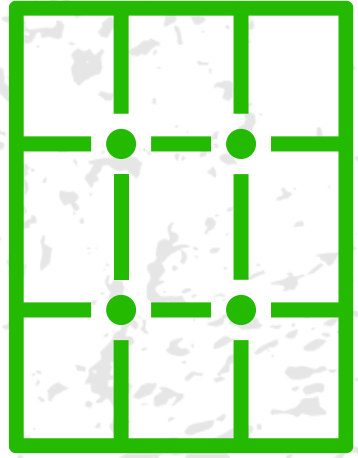


Visible texture



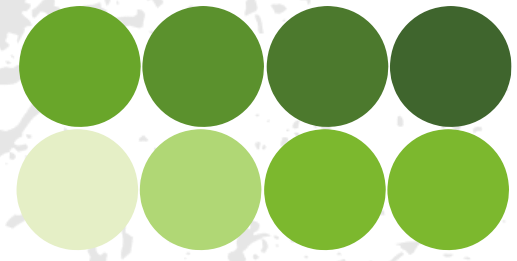
Lighting





Composition





Colour





Props and styling





Visible texture



Modern
plating
techniques:
Elevating
perception &
photography



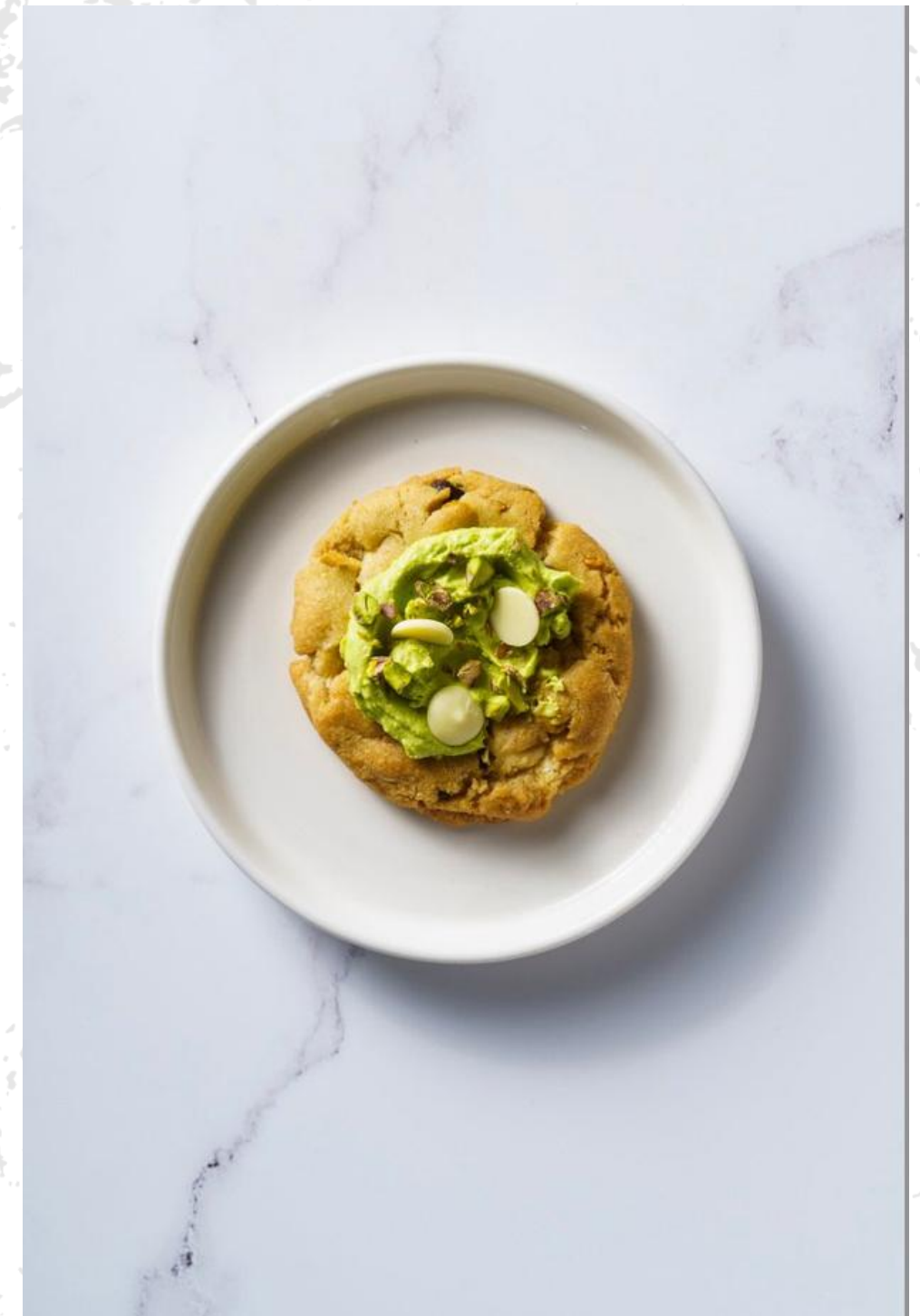
- **Introduction to modern plating**
- **Key principles:**
 - Symmetry and assymetry



- **Introduction to modern plating**

- **Key principles:**

- Symmetry and assymetry
- Negative space

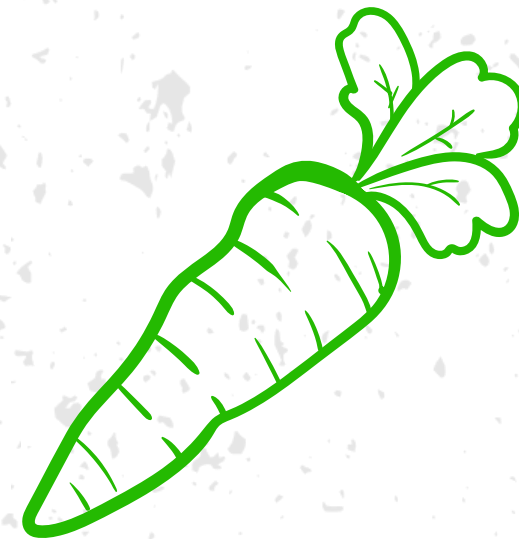


- **Introduction to modern plating**
- **Key principles:**
 - Symmetry and assymetry
 - Negative space
 - Heights and Layers



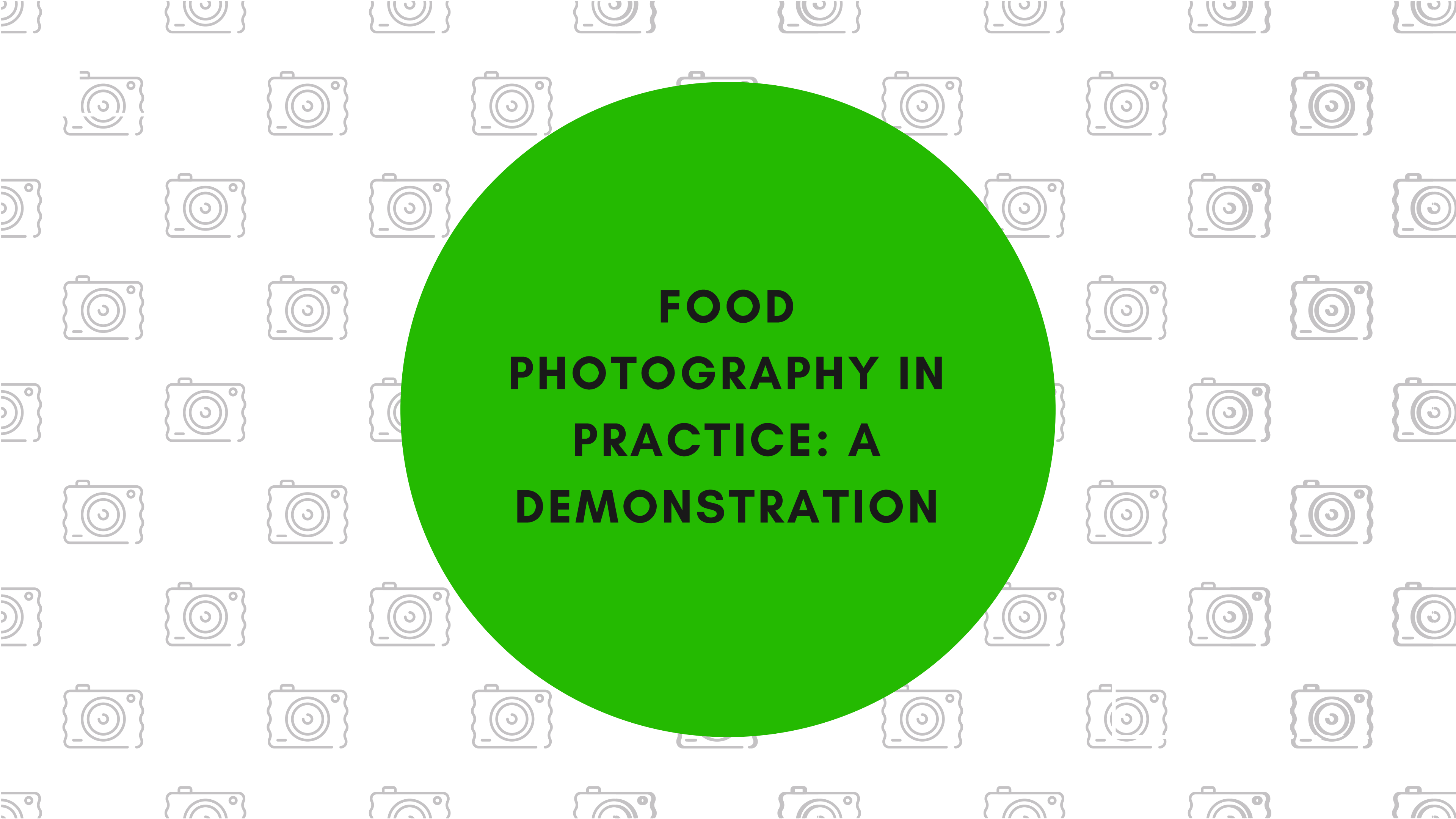
TRENDS

- Artistic culinary presentations
- Interactive food elements
- Sustainable and zero-waste plating
- Fusion cuisine presentations
- Focus on real



TIPS

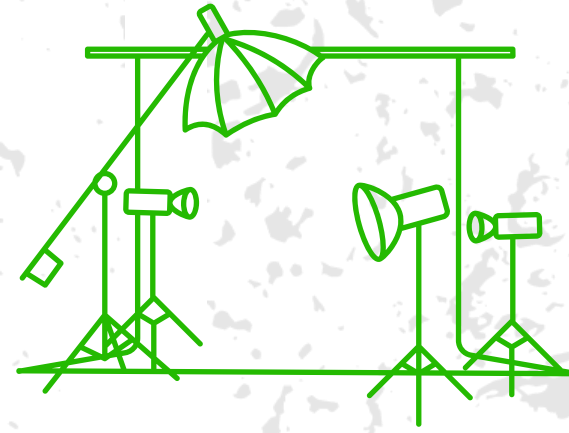
- Practicality meets aesthetics
- Consistency is key
- Use fresh, vibrant garnishes
- Plate like a story
- Use real food



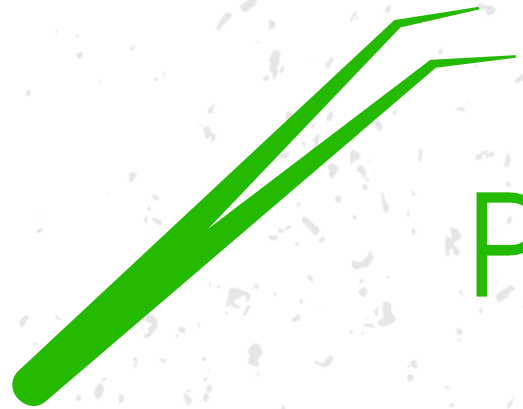
**FOOD
PHOTOGRAPHY IN
PRACTICE: A
DEMONSTRATION**



Cameras



Lighting



Props



Editing Apps/
Software



From Good to Great

The key take-aways



A picture is worth
a thousand
flavours



Plating is 

Focus on composition

Garnish and prop sparingly

 Leverage lighting

Practice makes **perfect!**

QUESTIONS?