



BUCHANAN
— PHOTOGRAPHY —



Goddard Photo Club

FOOD PHOTOGRAPHY

10 APRIL 2024



ABOUT

Steve's been a commercial photographer, pretty much his entire adult life. He graduated from RIT in 1995, started pretty immediately as a digital technician in a catalog house. He quickly progressed to primary photographer, and in 2002 he went out on his own.

In the years since, he's photographed everything from mummies, to machine guns - but these days spends most shoots with food and beverages, and the occasional beautiful waterfront home.

He and his family (and a scruffy Jack Russell Terrier) live on Maryland's Eastern Shore.

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OVERVIEW

A - Why is this so hard?

B - Technical skills

C - Artistic skills

D - Case Study - Magazine Shoot

E - Case Study - Commercial Shoot

F - Food Styling

G - Q & A





APPROACH

Food is visceral, it's emotive, it's necessary. Our job as image makers is to connect with the viewer on an emotional level. Food does that naturally. But there's so much more to food than what can be conveyed in images. Flavor, aroma, ambiance, circumstances - none of these are available to us as image makers. Therefore, we need to turn the visuals up to eleven.



TECHNICALS

1. Lighting - texture is King
2. Props - complement, not conflict
3. Composition - Fibonacci Spiral, Golden Rectangle, S-Curves
4. Post - texture and clarity up on food, down elsewhere
5. Photographic Mastery - color balance, sharpness, focal length





ARTISTRY

1. Storytelling - 5 W's
2. Motivation - Why are we doing this?
3. Lighting - Driven by story
4. Composition - Authentic is a myth

MAGAZINE SHOOT

Restaurant profile - Libbey's Coastal Kitchen

Deadline: 2 weeks

Assignment - 5-10 images to support a story on the chef, food, and concepts behind an independent restaurant on Kent Island.

Budget: as little as possible (ie no crew or food stylist)

Highlight the food, decor and Chef responsible. Restaurant will provide a recipe to print, provide image of finished dish from recipe.

Style: Photographer's discretion





COMMERCIAL SHOOT

Product Packaging - Snikiddy Snacks

Deadline: 4 weeks

Assignment - Digital images of 7 varieties of baked fries for product packaging.

Budget: \$10k

Photography to fit within existing designs as provided by client.

Style: Tight adherence to approved designs.

5.500" Copy area

2.125" Copy area

16.250" Web



ALL NATURAL

BAKED FRIES

SEA SALT

POTATO & CORN SNACKS



net wt 4.5oz (128g)

Nutrition Facts

Serving Size 1.0oz (28g/about 15 fries)	
Servings Per Container 4.5	
Amount Per Serving	
Calories 120	Calories from Fat 40
% Daily Value*	
Total Fat 4.5g	7%
Saturated Fat 0.0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 140mg	8%
Total Carbohydrate 21g	7%
Dietary Fiber 1g	4%
Sugars 2g	
Protein 2g	
Vitamin A 50% • Vitamin C 12%	
Calcium 4%	Iron 2%

*Percent Daily Values are based on a diet of other people's secrets.

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HOT & SPICY

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the Snikiddy story
Snikiddy was born from the imaginations of two teens who wanted healthier snacks that didn't taste like there, or feel like they were going to sick - and friends - would really love.

Thanks for choosing Snikiddy. We hope you and your family have a healthy day. Or both. Have fun and play.

Simple, wholesome, real.

Snikiddy
ALL NATURAL
BAKED FRIES
SEA SALT
POTATO & CORN SNACKS

Nutrition Facts
Serving Size 1.5oz (42g)
Amount Per Serving
Calories 100
Total Fat 2g
Sodium 100mg
Total Carbohydrate 18g
Dietary Fiber 1g
Total Sugar 1g
Protein 2g

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net wt 4.5oz (128g)

4.0625" Back panel | 7.500" Face panel | 3.4375" Back panel

2.125" Copy area | 5.500" Copy area | 2.125" Copy area | 16.250" Web

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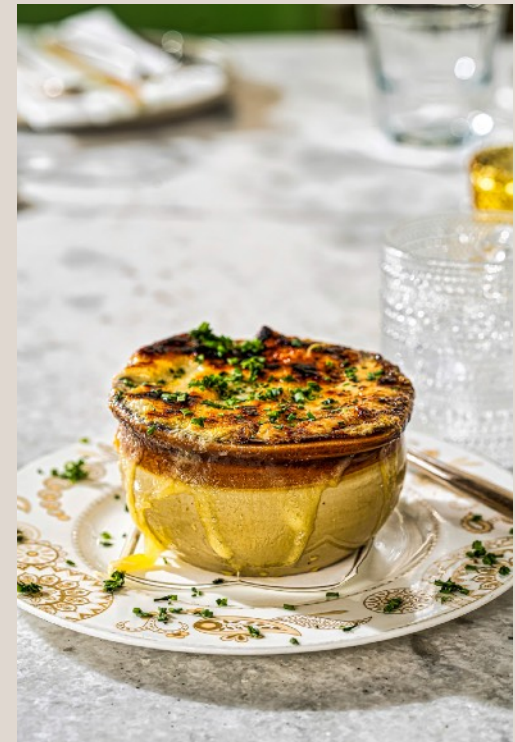
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FOOD STYLING

1. Tweezers are your friend
2. Cooking oil and a paintbrush make everything look fresh
3. Misting right before shooting
4. Cleanliness is key
5. Have twice as much on hand as you think you need
6. Go slow when building the hero
7. Use stand in's when needed - not all food will last on set
8. Dice, building blocks, dominos, toothpicks, jewelers wax, scissors, x-acto knife, cotton swabs, foaming glass cleaner, makeup wipes



THANK YOU!

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