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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

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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.

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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

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ARTISTRY

1. Storytelling - 5 W's

2. Motivation - Why are we doing this?

3. Lighting - Driven by story

4. Composition - Authentic is a myth

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MAGAZINE SHOOT

Restaurant profile - Libbey's Coastal Kitchen

Assignment - 5-10 images to support a story on the chef, food, and concepts behind an independent restaurant on Kent Island. Highlight the food, decor and Chef responsible. Restaurant will provide a recipe to print, provide image of finished dish from recipe.

Deadline: 2 weeks

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

Style: Photographer's discretion

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COMMERCIAL SHOOT

Product Packaging - Snikiddy Snacks

Assignment - Digital images of 7 varieties of baked fries for product packaging.
Photography to fit within existing designs as provided by client.

Deadline: 4 weeks

Budget: $10k

Style: Tight adherence to approved designs.

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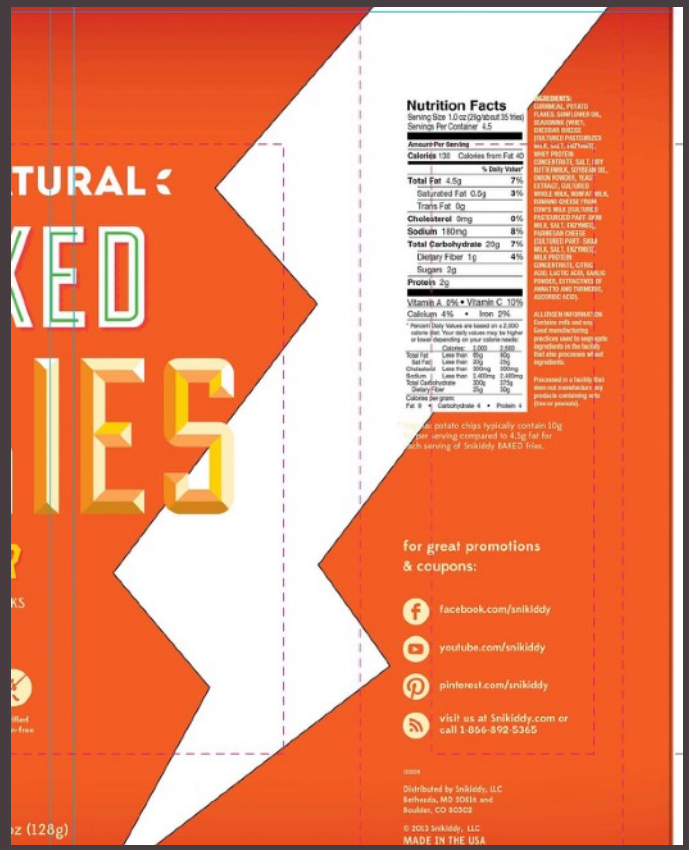

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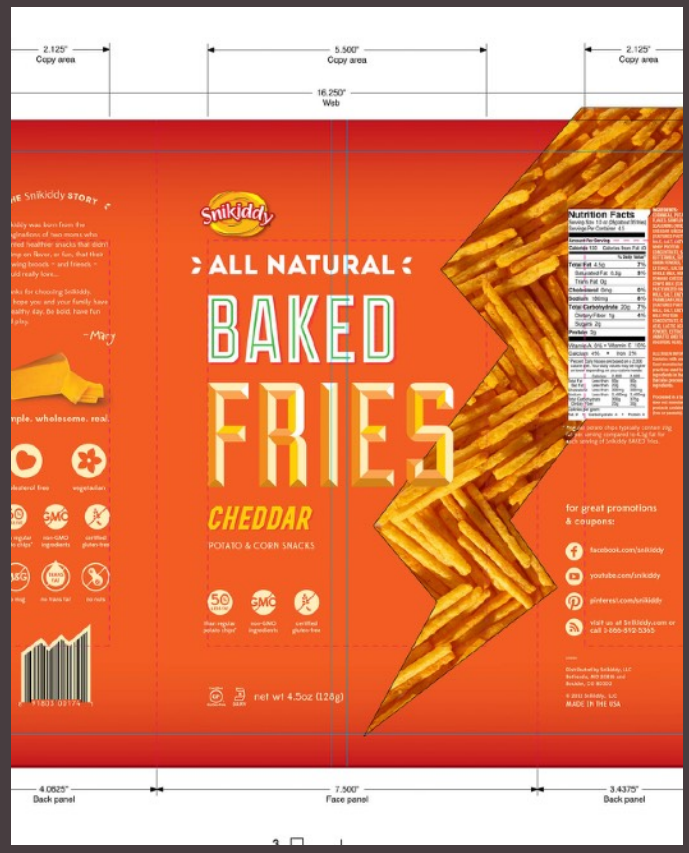

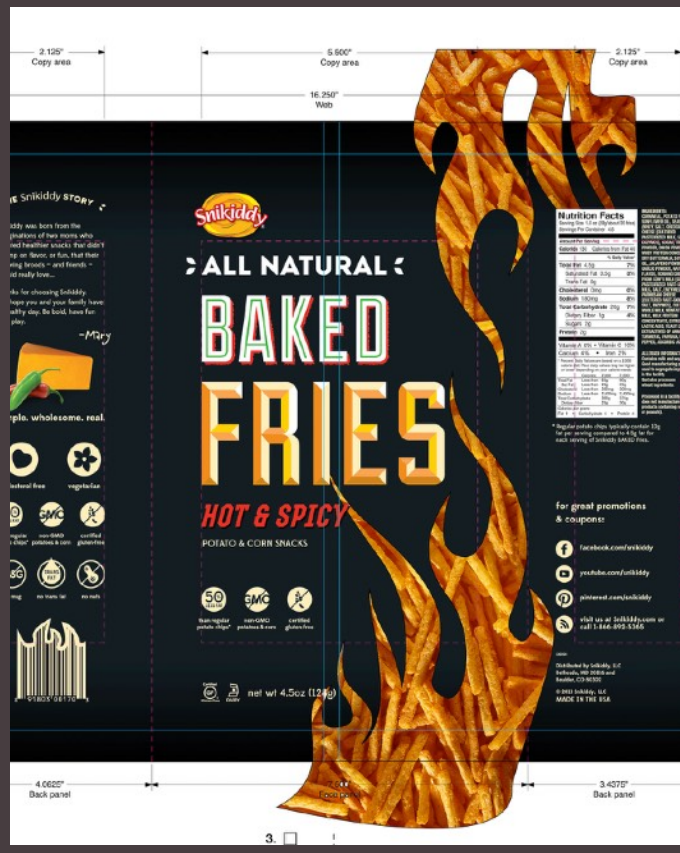

FOOD STYLING

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

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THANK YOU!

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