

# Introduction to Food Styling

Photography 101

for Cheesemakers, Mongers and Bloggers

# The Excitement of Capturing A Beautiful Image



# Shoot today, use forever.

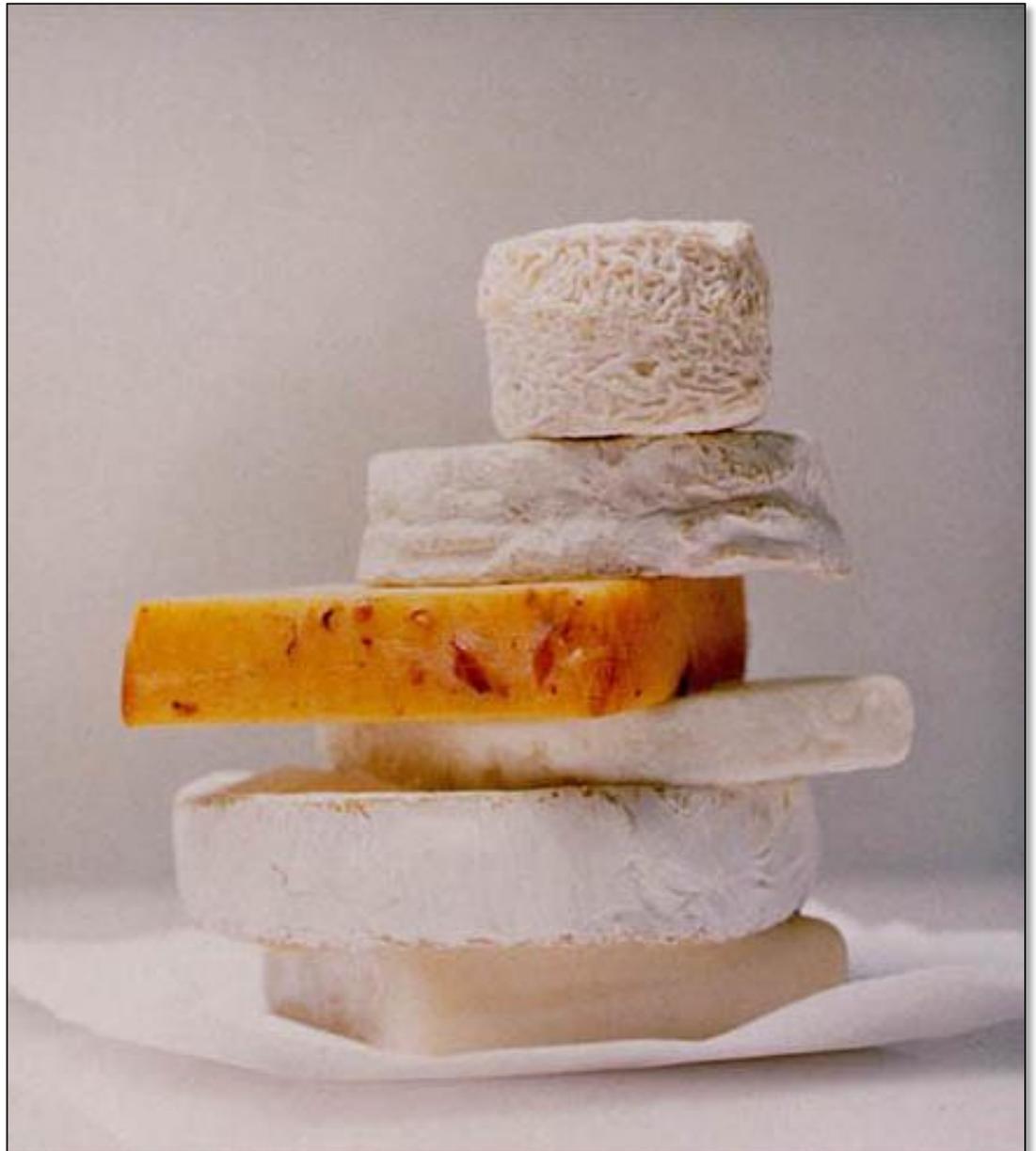
(or until your label changes!)



## **Cheesestack, 2000**

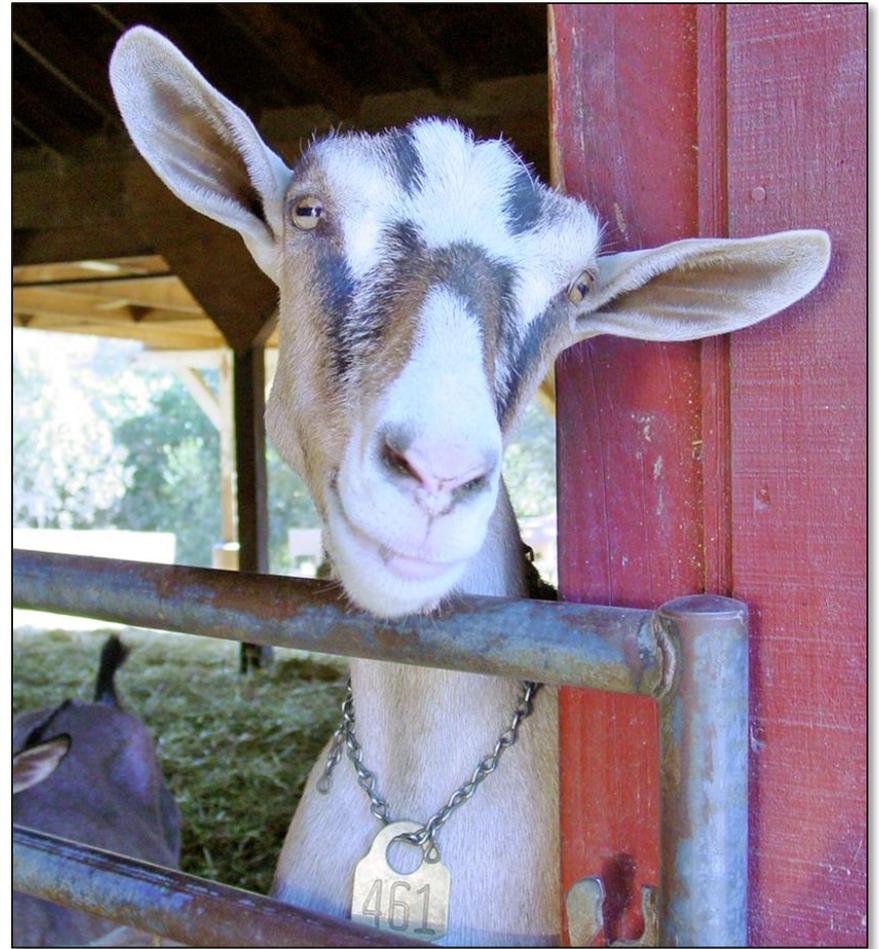
Lori Eanes

San Francisco, CA



# Sharon Bice

Photo Work and Food Styling for Redwood Hill Farm





## Helping my grandpa build a milking stand

Dad is in the photo too...see him?!

## Freelance Photography

High school portrait shoot outdoors  
using natural light



## Floral Photography

Natural light diffused through window





## **Jennifer Bice, CEO and head Cheese Maker**

One of my favorite images of Jennifer...making cheese is truly her passion

History and Trends in Styling:

# **WHAT'S FRESH TODAY**

# Know Your Brand

**Urban: sleek, sophisticated or industrial?**

**Creative: colorful, fun? Rustic: grower & farmer?**

**Artisan? Farmstead? Commercial/International?**

# *Ready to learn more?*

Get started with a few fave links for great tutorials and inspiration

- **Lynda.com**  
Excellent resource! Subscribe for great video tutorials, general info, software app instruction cannot be beat...want to learn lightroom? It's there. Excel for cheese make worksheets? learn it there!
- **Taylor Mathis [www.photographingfood.com](http://www.photographingfood.com)**  
Good instruction with video and photo examples. I've purchased a number of his tutorials and will be sharing more with you later
- **MattBites.com**  
Food photography
- **CreativeLive.com**  
Christine turned me onto this one. Sign-up and watch free **live** online classes taught by pros from around the world on a variety of photo subjects
- **SmithBites.com**  
Husband and wife team photography team, some of the best photos and videography I've seen out there

# Food-Styling Trends

## Old style

- Overhead shots, rigid placement of utensils and props, lots of detail.
- Table set as if you were going to sit and eat.

## Today

- Simple, clean, fresh, natural, and a light approach.
- Overhead used but close-up, relaxed, showing textures or imperfections.



Cook it yourself or hire a chef?

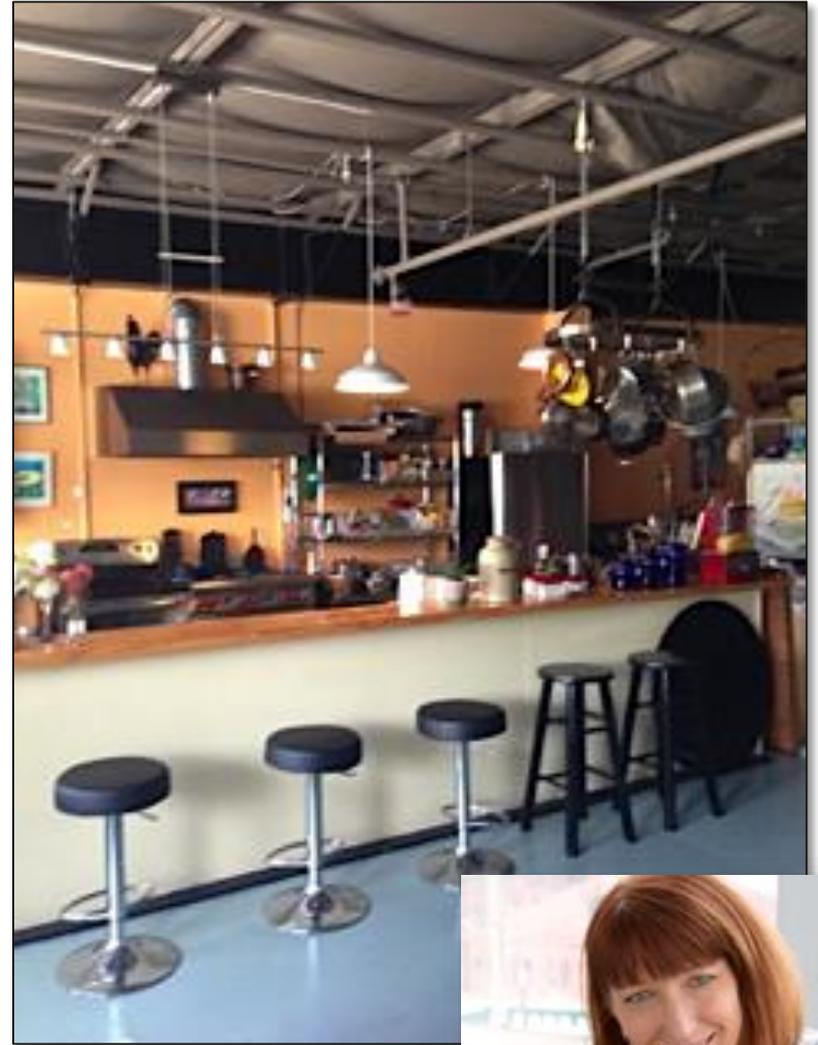
# **WHEN TO USE A PROFESSIONAL STYLIST**

## **Style and shoot photos or make cheese?**

Why use a professional photographer  
and prop stylist?

What the pro can do for you...





**Jackie Slade Designs**  
San Rafael, California





BUCHERET  
LOVES  
PINOT

*Artisan Goat Cheese  
from Redwood Hill Farm*

bucheret@redwoodhill.com www.redwoodhill.com 707-823-8250

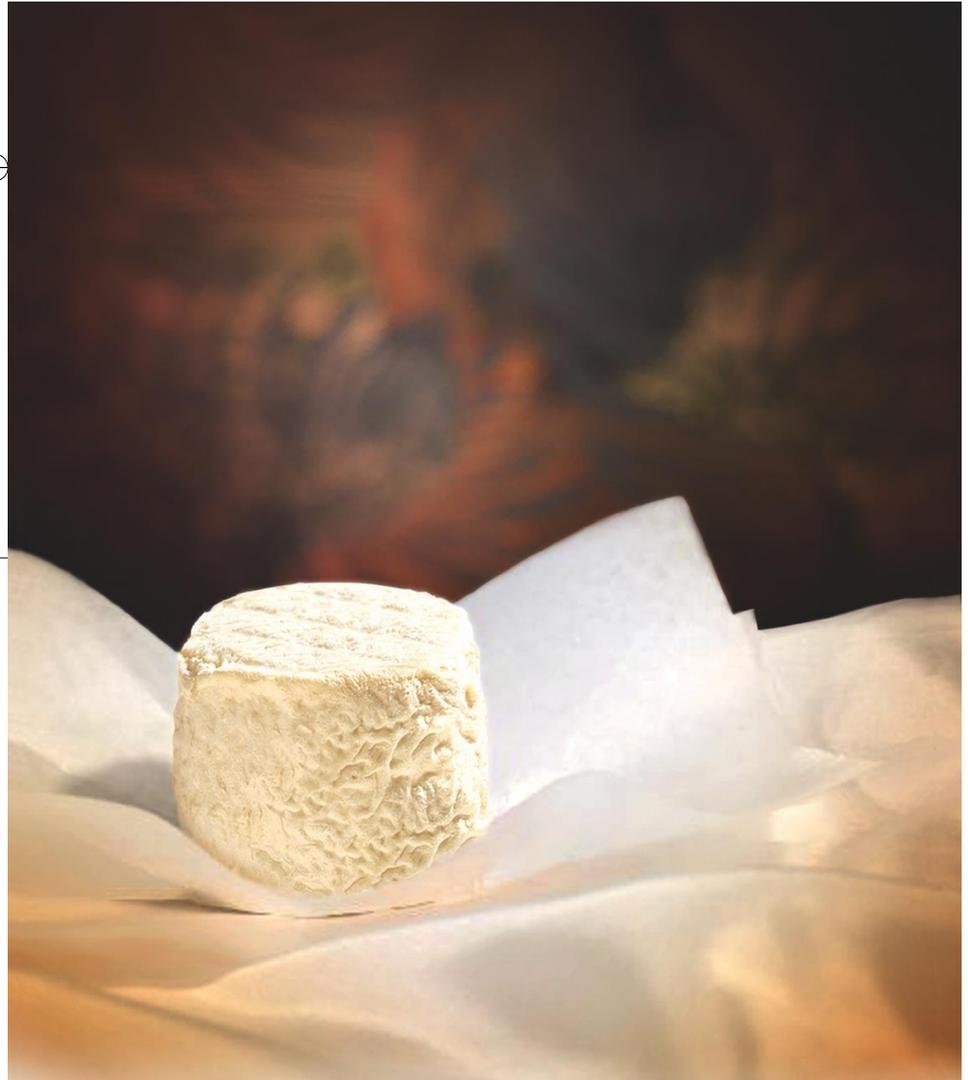
The image is a promotional graphic for Bucheret Pinot. It features a wine glass with a wedge of cheese and a dollop of sauce, similar to the image on the left. The text is overlaid on the right side of the glass. The background is dark with a blurred red object. The text is in a serif font, with the main title in all caps and the subtitle in italics. The contact information is at the bottom in a smaller, sans-serif font.

Ahh... Delicious Unwrapped,  
**CROTTIN**



*Artisan Goat Cheese from Redwood Hill Farm*

[crottin@redwoodhill.com](mailto:crottin@redwoodhill.com) [www.redwoodhill.com](http://www.redwoodhill.com) 707 823 8250



Your next date...  
**CAMELLIA**

*Artisan Goat Cheese from Redwood Hill Farm*  
camellia@redwoodhill.com www.redwoodhill.com 707 823 8250



What is the purpose of the photo?

**WHO'S DIGESTING IT**

# The tone of your shoot

Have a clear idea

Importance of the thumbnail or storyboarding—the shot list is essential

**FOOD PHOTOGRAPHY SHOT LIST**  
Assignment:

DATE

SHOT NUMBER	DISHNAME	Camera Angle Image Orientation/Crop	Color Scheme Props	Additional Notes

Check your kitchen first!

# **SOURCING YOUR INGREDIENTS**

## Check your kitchen first!

*Unlikely places to find styling props include:*

- Consignment stores, or thrift stores
- Flea markets and garage/estate sales

*Favorite pieces may include:*

- your personal cheese boards and platters used at events or in your home
- Ditto for personal tea towels, kitchen gadgets, placemats
- Specialty cheese knives/spreaders
- French ageing mats (check Artisanal in NYC)
- Beautiful papers from scrapbooking supply and/or art stores
- Need it quickly? Local chef's supply or hardware store



## Essential Tools

Saw horses

Light box

Clamps

Foam Core

5 in1 reflector

Dulling spray

Q tips

Tweezers

Safety pins

Pastry brushes

Moist wipes

Duct Tape

Etc.

Etc.

Etc.



Keep in mind that anything can be a background!

# **BACKGROUNDS**

# Camera Angles & Backgrounds



# Backgrounds and Color





Remember:  
Anything can be a background!



# Fabric Backgrounds



# Tile and Stone Backgrounds



# Creating a Simple False Wall



## Creating a sweep

- A sweep is not complicated. It is a material that you can curve to fit between the horizontal and vertical backgrounds.
- Paper is good material to create a sweep with, placemats or table runners work well too. Also, try poster board. It is inexpensive, flexible, and light weight. Choose white or a wide range of colors.



The Top Chef's Favorite

# **STYLING TIPS AND TRICKS**

# What cheese and food styling for Redwood Hill Farm & Creamery has taught me...

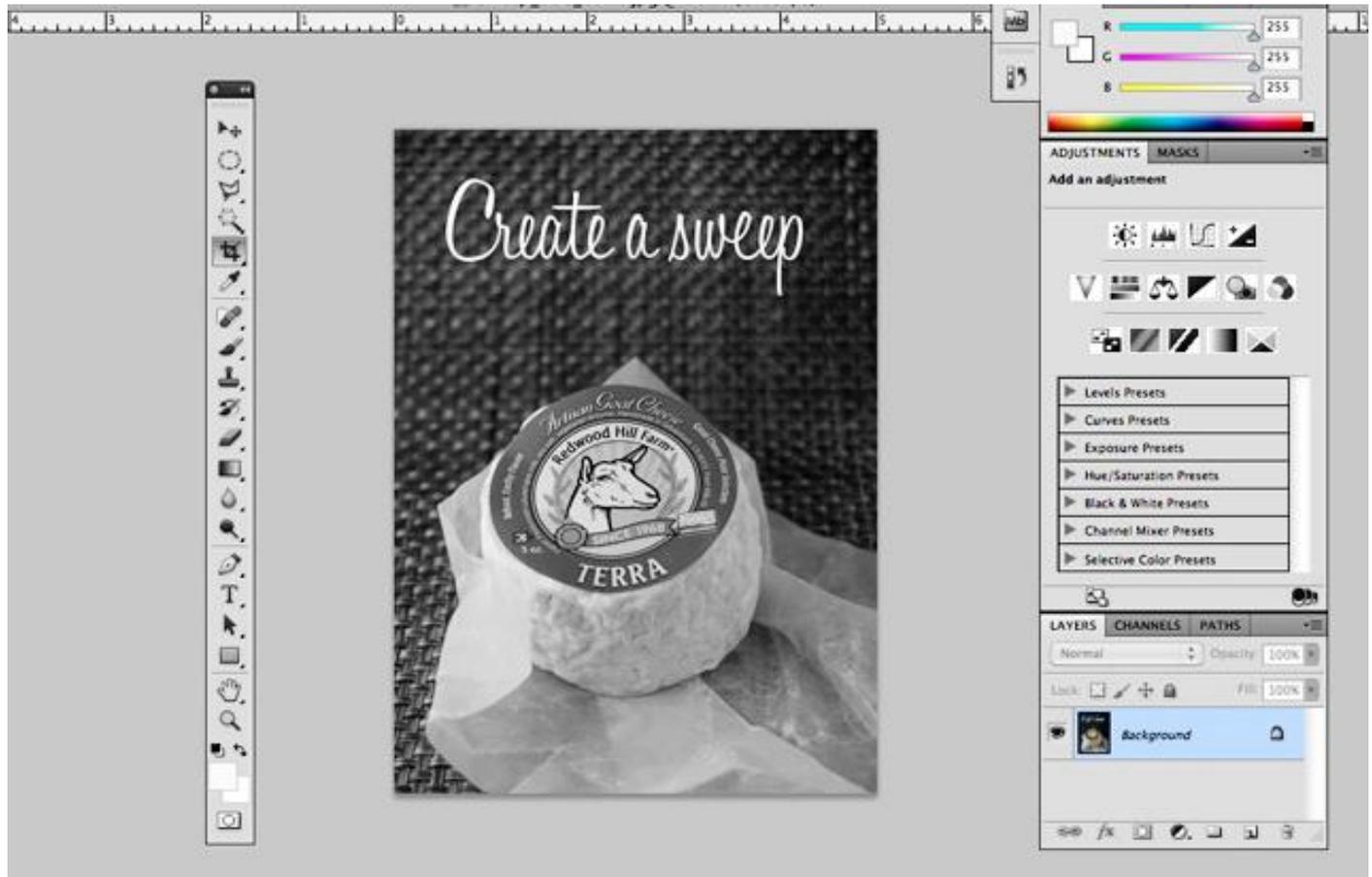
- Create a natural lighting “look”
- Try a different camera angle
- Embrace color!
- Use a tripod
- Remember: Less is more
- Shoot with your final use in mind
- Style from your shooting angle  
*and finally...*
- Shoot a lot of photos!

Retouching:

# **THE DIGITAL SPICE**

# The Art of Retouching

Using Adobe Photoshop or  
Photoshop Elements



# Photoshop

Nearly every photo can use some retouching, though less is more. Rule of thumb: correcting more than 25%?

*You might need to use a different image*

1. Open image, do a 'save as' depending on use.
2. Correct exposure if needed.
3. If not fully saturated: Image > adjust > vibrance (+ saturation)
4. Use Adjust > shadows/highlights if shadows are too deep
5. Any bits of dirt/dark spots: 'erase' by using the clone tool.
6. I add just a bit of contrast to most every shot: Image > adjust > curves.
7. Lastly: Filter > sharpen > unsharp mask
8. Save and archive!



# Photoshop: before and after

**Before retouching**



**After retouching**



Any questions?

**NOW GET SHOOTING!**