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

Artisan Goat Cheese from Redwood Hill Farm
crottin@redwoodhill.com  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

<table>
<thead>
<tr>
<th>SHOT NUMBER</th>
<th>DISH NAME</th>
<th>Camera Angle</th>
<th>Color Scheme</th>
<th>Props</th>
<th>Additional Notes</th>
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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!