

THE 5 DON'Ts OF FOOD PHOTOGRAPHY



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PRINT SIZE: A5
14cm x 21cm /
5.83" x 8.27"

DIFFICULTIES

- Working with available light
- Working fast
- Keeping the food presentation palatable
- Color balance



You will need to establish place and mood. This is what sells travel photography. Prioritize scouting the shooting location. Go to the place the day before at the time you plan on shooting. Take note of lighting, background, and crowd control. Pick a dish or two off of the menu for your shoot. If you are in total control of the location, pick a spot that helps to tell your story about the travel location. Don't make it too generic.

This travel food photograph clearly shows the location. It highlights a food that is intimately tied to the location. It's visually interesting. **Plus**, it took only a couple of minutes to create. Notice the lighting! It's coming from the rear and to the side with a soft front fill. This lighting scheme is key to your success in travel food photography.

PRO TIPS!

- Scout the location first
- Keep the framing close
- Figure out the lighting first
- Keep the background simple
- Shoot Vertical and Horizontal

5 DON'Ts

1. Do not use front lighting.
2. Don't start without a plan. Pre-plan so that you can work fast.
3. Don't compose with a lack of mood and setting. Include a mood setting background that gives some indication of place.
4. Don't photograph without proper color balance.
5. Don't work slowly. Work fast so that your food doesn't appear unappetizing



PRO TIP!



If working quickly causes you problems, the standard go-to technique is "GET CLOSE". Watch out for distracting background details. When 'getting close', it is often more advantageous to look downward versus out across a table.

◀ This photograph attempts to address the 5 Don'ts. But, it forgets a key element. The food is the subject.