

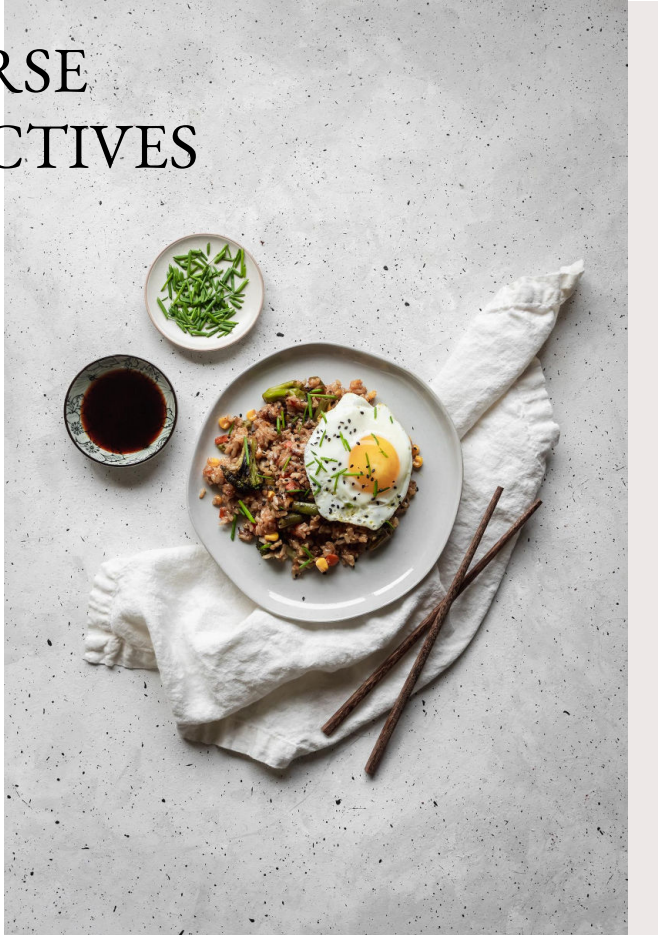


# FOOD PHOTOGRAPHY FOR BEGINNERS

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Basic Food Photography  
Composition & Techniques

# COURSE OBJECTIVES



- **Photography Styles:** Finding your personal photography style.
- **Lighting:** How to achieve perfect light every time.
- **Basic Food Photography Angles:** Overhead, 45°, Straight On
- **Three Simple Composition Techniques:** Rule of Thirds, Lines, Shapes & Patterns
- **Color Theory:** Analogous vs. Complementary Colors
- **Bonus Tip - Human Elements:** How and when to add human elements to your photos.

# Photography Styles



Detailed



Minimal

Style can refer to:

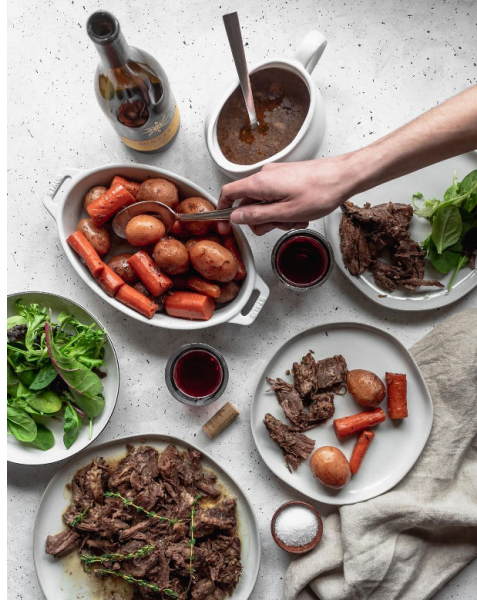
- Lighting (Dark or Bright?)
- Colorful vs. Monotone
- Warm Tone vs. Cool Tone
- Detailed vs. Minimal
- Types of Props
- Photo Angle
- Close-up or Scene
- And much more!



# Photography Moods



Bright, colorful, happy



Cozy, moody, serene



Dark, moody, bold

Photography style also refers to the mood of the photos. What do you want viewers to feel when they see your photos?

# How to Find Your Style!

- Look at food magazines, food photography social pages, and Pinterest for images you like.
- Notice the similarities between each image.
- Apply these elements in your photos.



# Light



## Soft vs. Hard Light

- Soft: Milky highlights, balanced shadows
- Hard: Distinct shadows, bright highlights
- Today, we are going to be discussing soft light, which is more commonly used in food photography.

# Basic Soft Lighting Set-Up



Remember: We only need one light source. Close extra windows and turn off all artificial lights!!!!

Window with natural light

Diffuser

White bounce board reflecting light

Subject

- Table
- Backdrops (as desired)
- Large window
- Light diffuser, sheer white curtains, a white bed sheet, or parchment paper
- White and black bounce boards or foam core boards. (White will bounce light onto your subject, black will add shadows).
- [Light Video 1](#)  
[Light Video 2](#)



# 3 Simple Photography Angles



Overhead



45 Degrees



Straight-On



# When to Use Each Angle

## Overhead

- Flat foods such as salads, cookies, and dishes full of food.
- Sets a scene
- Tablescape shots
- Prep shots

## 45 Degree

- Very common in commercial food photography
- Shows all aspects of the dish
- Shows off texture and layers in the scene

## Straight On

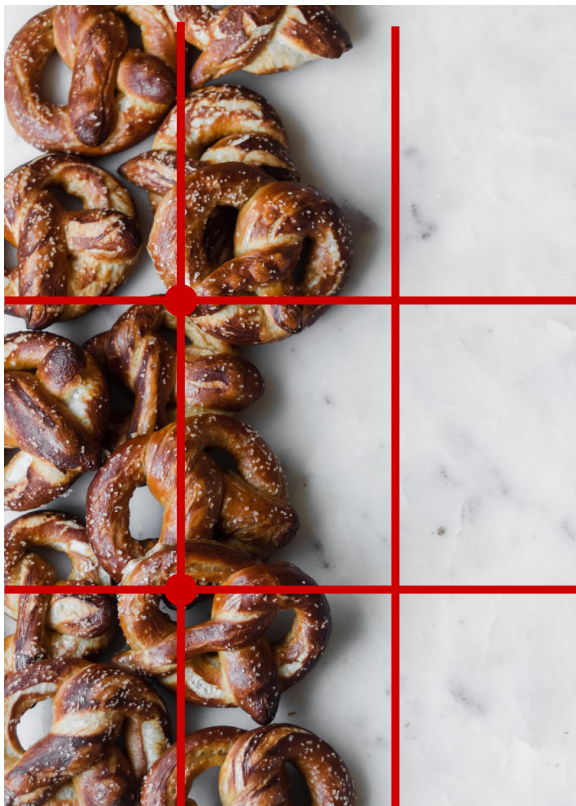
- Good for tall subjects like cocktails, burgers, and a stack of pancakes
- Action shots
- Focuses on subject

# The Rule of Thirds

- A grid that divides photos into thirds (9 equal squares)
- We want to place our main subject on one of the intersecting points (a.k.a. junctions).
- Other items of interest can be placed on the intersecting points as well.
- Helps draw our eye to the main subject.
- A lot of phones have this grid as a feature!



# Rule of Thirds





# Lines

- We use props and food to create lines in food photography.
- Leads the eye through the photograph and to the focus of the image.
- Can also create symmetry.
- Lines should be placed in different angles throughout the image, pointing toward the subject.



# Shapes & Patterns

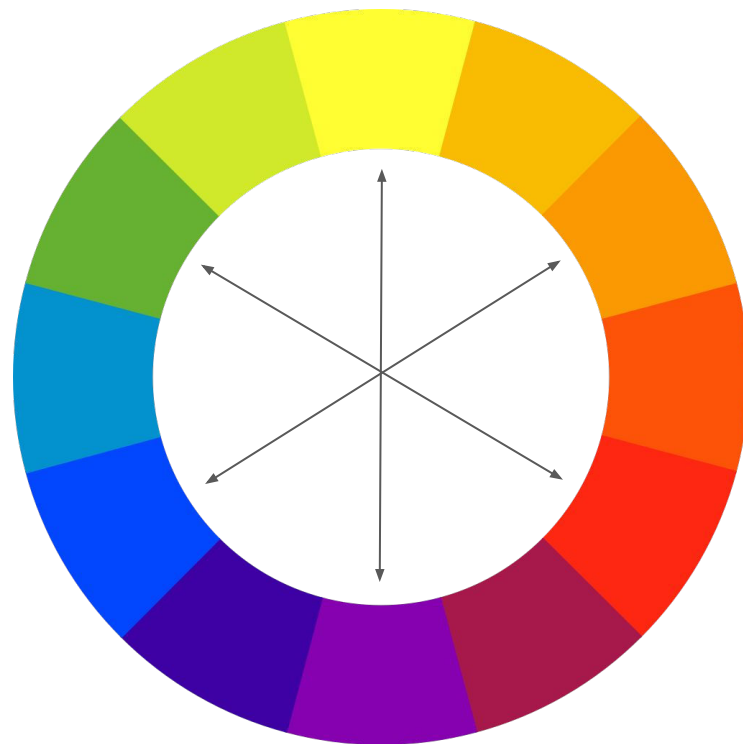
- Add interest to a photo.
- Grabs the viewer's attention
- Using patterns with food gives importance to your subject
- Play with shapes, patterns, and different textures to add layers to the photo and tell a story.
- **Rule of Odds:** Group your subject into odd numbers (3 plates, 5 cupcakes, 7 grapes) which is more visually appealing.



# Color



Analogous



Complementary



# Analogous vs. Complementary Colors



Complementary: Purple, Yellow, Green



Analogous: Oranges & Yellows



Complementary: Orange & Blue

## Bonus Tip: Add Human Elements!



# Thank you!!

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