



# Food Photography: #5 Tips for Enhancing your Digital Presence

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# Angles

- overhead for bowls of food, salads, pasta, pizza (flat foods)
- straight on for burger/drinks/sandwiches that have height
- get close, get even closer! experiment with different crops
- 3/4 can be an experimental look, might be better than you think
- try horizontal and vertical
- mobile or dslr camera, doesn't matter - whatever you're most comfy with



# Adding a Human touch

- add a hand
- try a table with a few staff members, people/hands make things come to life
- take a bite out of something
- pull a cheesy thing
- holding food at apron level
- adds movement and interest
- self timer







# Editing

- *For social & web*- edit a little insta app, performs better
- add contrast, brightness, warmth
- use all the hashtags in the next comment
- tag everything (if you feature other purveyors, ie) - b/c cross pollinating is great
- write comments in notes app or in email and copy
- clear, bright image will help consumers find you across aps and online
- photoshop, adobe spark, app on your phone
- goal is the same - beautiful, clickable!



# Learn more

[www.LeelaCyd.com](http://www.LeelaCyd.com)

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**Thank you!**

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