Square

Food Photography: #5 Tips for Enhancing your Digital Presence

Lead by Leela Cyd August 18, 2020

Lighting

- turn off any tungsten lights
- place subject near a window for diffused light, soft shadows
- in direct sun for high contrast, dark shadow light
- use the in-app exposure to adjust, make it brighter or reduce highlights if too bright.
- shoot a few to get to one good one -- EDIT
- best time of day morning and late afternoon



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



Props

- use what you've got
- consider adding little details (menu, papers, to go boxes, flowers, cooking equipment)
- help tell the story of your biz
- origin story items (what's in a name)
- character in your photo as much as food





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!



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3 classes





Thank you!

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