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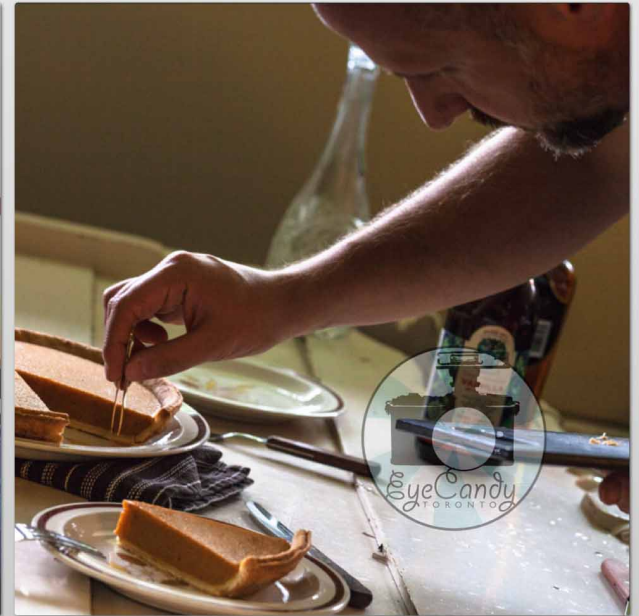
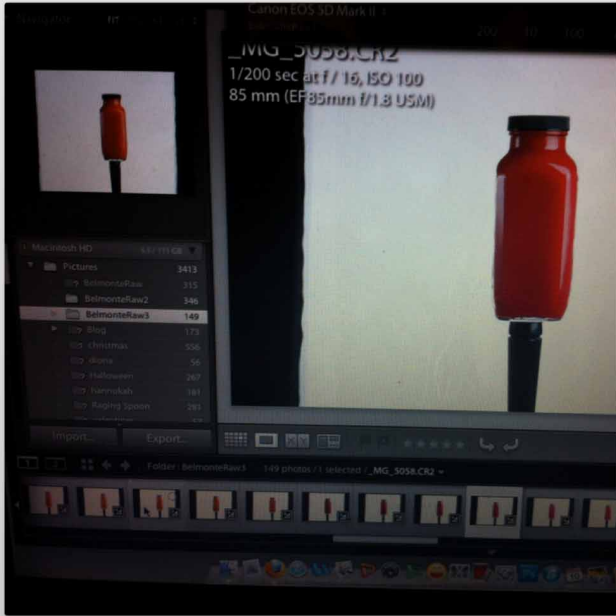
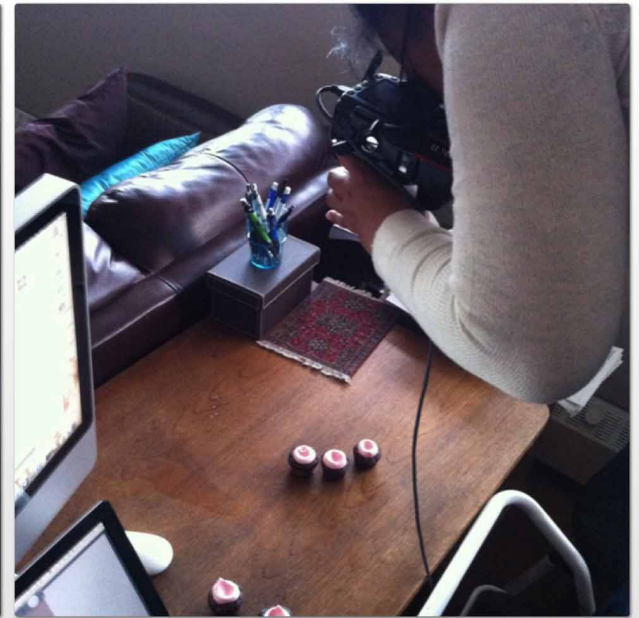
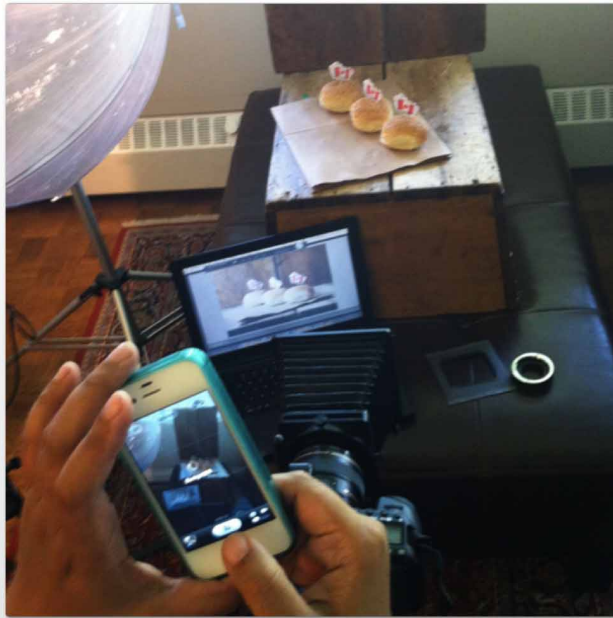
FOOD STYLING & FOOD PHOTOGRAPHY

August 28, 2013



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INTRODUCTION





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RULE #1:
Pick the freshest
ingredients

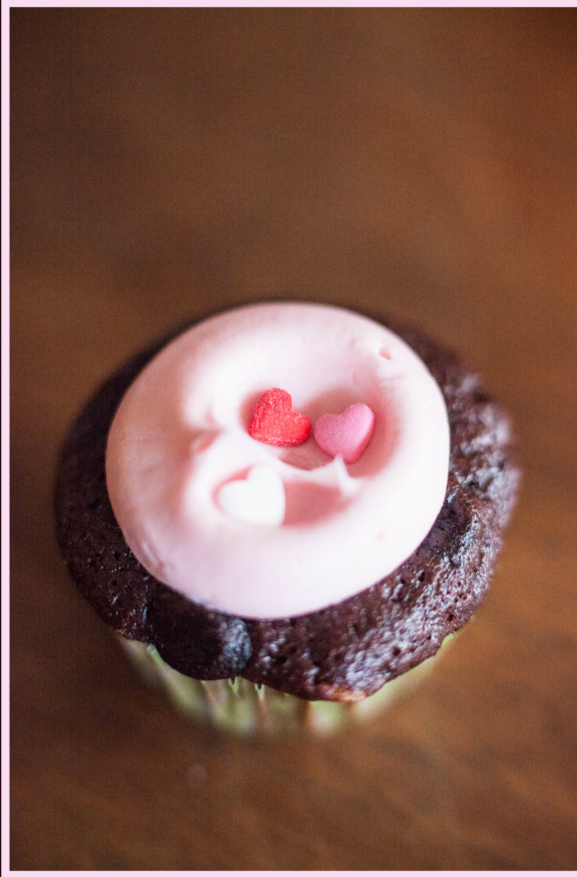






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RULE #2:
Keep it simple





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RULE #3:
Use simple props

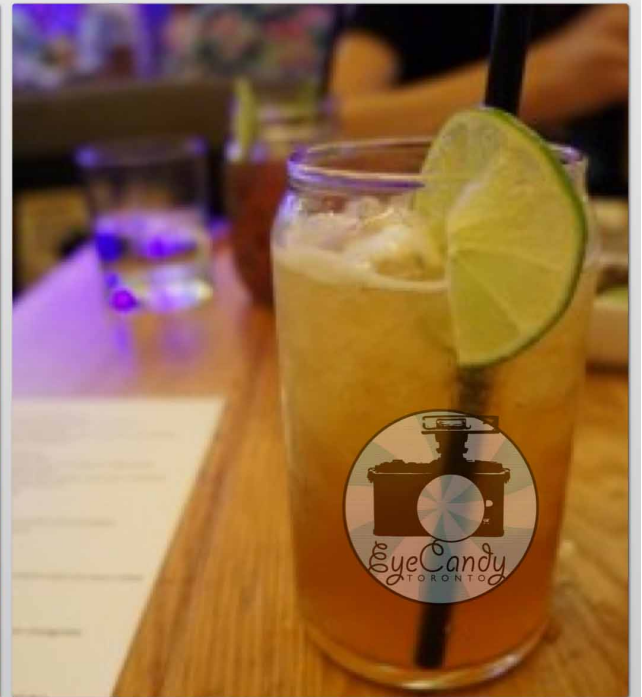






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RULE #4:
Lighting is
everything





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RULE #5:
Create a mood





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RULE #6:
Pay attention to
colors & tones, so
that they
complement each
other and not clash





RULE #7:
Use the
background to
enhance &
emphasize your
food

**and the use of white*





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RULE #8:
Create volume
(height, shape,
focus)





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RULE #9:
Keep the plates
clean







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RULE #10: Composition





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RULE #11:
Add a human
element







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RULE #12:
Don't let the food
sit around for too
long



EYE CANDY



RULE #13:
Post production
is an important
element





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RULE #14:
Make enough so
you can eat after
work ;)







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RULE #15:
When in doubt,
call a professional

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eyecandyto@gmail.com

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