

OLIVE & MANGO WORKSHOP

Introduction to food photography

LESSON 1: INTRODUCTION TO PHOTOGRAPHY

- getting start up gear
- camera basics
- Shooting in manual and RAW



DO I NEED PRO GEAR?

- “Pro gear” is expensive
- Learning curve
- Smart phone?

Item Description	Quantity	Availability	Price	TOTAL	Details
 <p>EOS 5D Mark IV Body with Canon Log SKU: 1483C002AA ✔ \$200 Instant Savings Details</p>	1	Backordered	You Pay: \$3,399.00	\$3,399.00	✕ Remove

Add a CarePAK Service Plan [Learn More](#)

- EOS Body: CarePAK PLUS (3YR) for \$243.99
- EOS Body: CarePAK PLUS (2YR) for \$169.99

 <p>EF 100mm f/2.8L Macro IS USM SKU: 35543C02AA ✔ \$100 Instant Savings Details</p>	1	In Stock	You Pay: \$799.99	\$799.99	✕ Remove
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Add a CarePAK Service Plan [Learn More](#)

- Lens: CarePAK PLUS (3YR) for \$61.99
- Lens: CarePAK PLUS (2YR) for \$44.99

APPLY

Your order confirmation email will include shipment details, product availability and final sales tax.

Expected delivery dates vary due to carrier shipping practices delivery location and the items you order.

Please note Canon Online Store does not currently support shipments to P.O. boxes, APO, Puerto Rico, Guam, or US Virgin Islands. For more information view Canon [Terms of Service](#).

Merchandise:	\$4,498.99
Discounts:	-\$300.00
Estimated Shipping:	FREE
Pre-Tax Subtotal:	\$4,198.99

Check out with 


Buy Now. Pay Over Time.

SECURE CHECKOUT



What are all these dials for?

CAN'T I JUST USE MY PHONE?

- + Simple to use
- + Already have one
- + Built in flash

- – Poor for macro/close ups
- – Fixed lens
- – Dynamic range usually poor

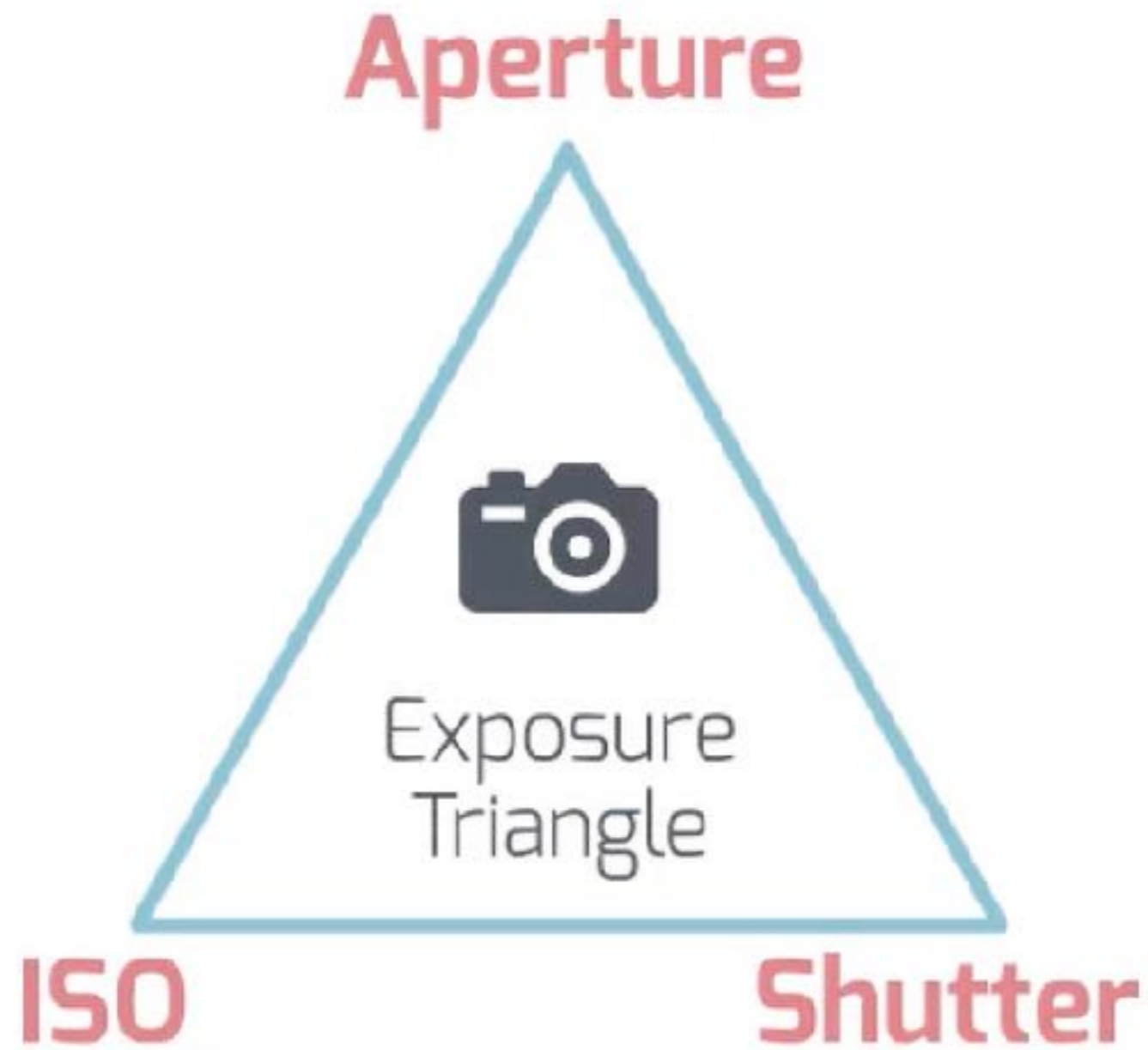




IF YOU ARE GOING TO USE A PHONE:

- Try to avoid using the flash
- Shoot in RAW if possible
- Using editing apps such as VSCO and Lightroom Mobile

Practise shooting in manual



LESSON 2: INTRODUCTION TO FOOD STYLING

- basic principles
- when to shoot at various angles



STRAIGHT ON

- Good for layers
- Pours, drips and dusting



ANGLED SHOTS

- ▶ Show more of scene
- ▶ Good to show depth



OVERHEAD

- ▶ Good for process shots
- ▶ Stop motion
- ▶ Table scenes

LESSON 3: UNDERSTANDING LIGHT PART 1

- shooting with natural light
- Understand the different types of light
- How light defines your look

“

Embrace light. Admire it. Love it. But above all, know light. Know it for all you are worth, and you will know the key to photography.

–George Eastman

PROS WHEN IT COMES TO USING NATURAL LIGHT

- Free
- Pleasing tones
- Easy to get started

CONS TO USING NATURAL LIGHT

- Not always consistent (changing weather)
- One directional
- Limited shoot window



LIGHT CAN DEFINE YOUR STYLE

- Bright with little shadow
- Dark/mysterious
- Dramatic/shadowy

FIND YOUR STYLE

Finding your style will give you your art direction.

It takes away some uncertainty and helps you to know when you “get it” in your shoots



BRIGHT WITH LITTLE SHADOW

- Good for commercial work
 - Easier with artificial light
 - Careful to not overexpose
 - Often strong colours work well
-
- Image from The Wooden Skillet



DARK & MYSTERIOUS

- Moody
- Textures important
- Generally muted tones
- Strong shadows

- Image from *Stems and forks*



DRAMATIC

- ▶ Contrasting light
- ▶ Whites & darks
- ▶ Shadows

LESSON 4: GETTING THE RIGHT COMPOSITION

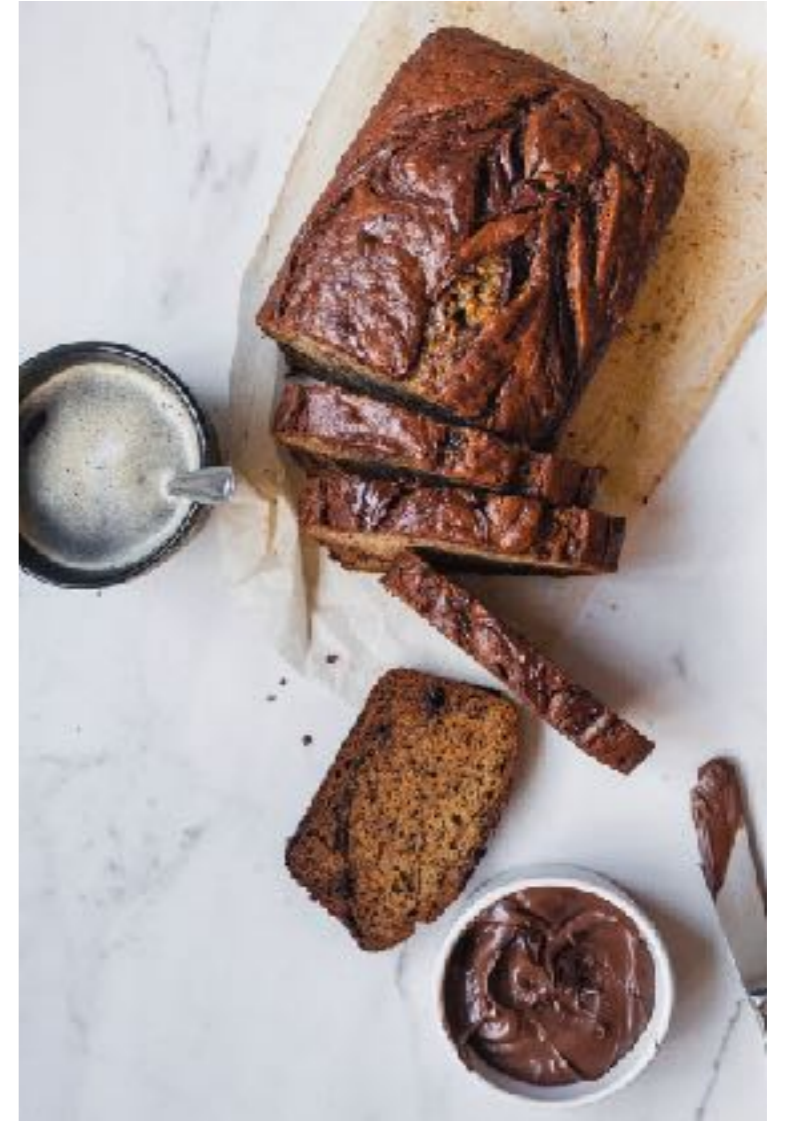
- Balance
- Leading lines
- Patterns

BALANCE



LEADING LINES





PATTERNS





BREAK

LESSON 5: GET THE RIGHT LENS & THE RIGHT ANGLE

- Getting your flat lays in focus
- Getting the details
- Choose the angle the best accentuates the food



NAIL YOUR FLAT LAYS

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- Use this angle when trying to show a scene
- Can leverage the overhead shapes and leading lines
- Composition must be strong
- Great for table spreads
- Usually you want everything in focus
- Use a standard - wide lens (50mm or below)
- Shoot at a high F stop (5.6 or higher)



Some rules can be broken



STRAIGHT ON SHOTS

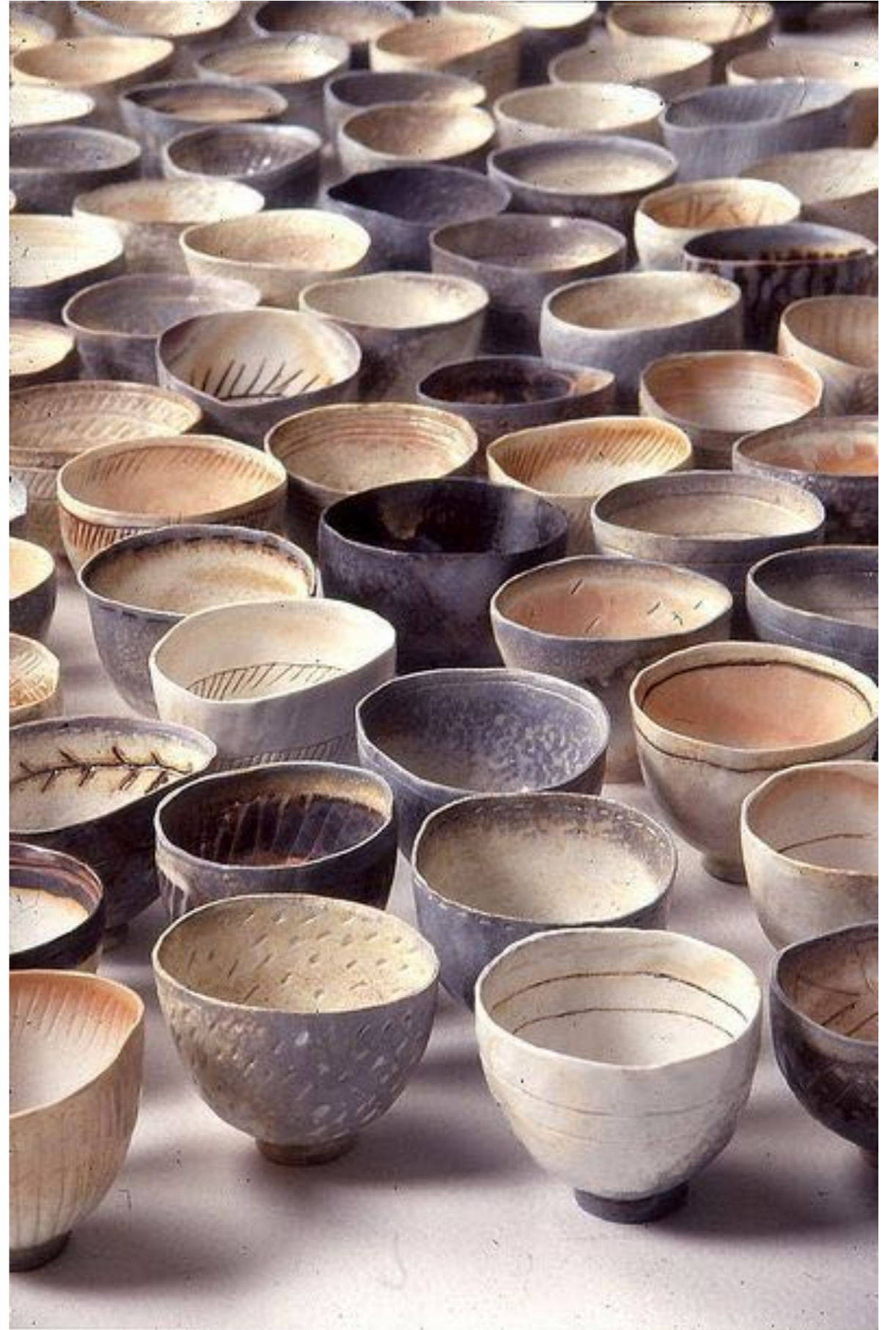
- Emphasises the height or width
- Can isolate subject with depth of field
- Often can get in tight to show details
- Great for stacking

LESSON 6: LET'S TALK ABOUT PROPS

- Creating your mood
- Accessories
- Backdrops
- Where to get props

CHOOSE PROPS THAT MATCH YOUR AESTHETIC

- Consider textures
- Colours
- Shapes
- Newness





LESSON 7: THE EDITING PROCESS

- Why use editing software?
- Which ones to use?
- How to go about learning how to edit

LESSON 8: INSTAGRAM – A LOVE/HATE RELATIONSHIP

- Preparing your image for Instagram
- Best practices
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