

# How To Take Better Food Photos

We all know that how a dish looks can leave a lasting imprint in our memory, and therefore highly influence the food choices we make on a daily basis. That is why, we carefully selected a number of tips that are simple, smartphone-based and where each has the ability to enhance the look of your dish tremendously!

## BACKGROUNDS

What's behind the dish is just as important as the dish itself. There are plenty of relatively cheap, and easy-to-carry photo backgrounds that you can buy online. You may need a few to avoid having similar-looking images, but the good news is that a lot of backgrounds are available as 2-in-1. Just pick the ones that will best suit your images' colours, texture and mood.



## PROPS

Use props to give more personality to your dish, but to put it in a context or tell its story.

## INGREDIENTS

Raw ingredients help you show what's in the dish. Not only that: they add colour and texture to the image. Vegetables, herbs and fruit are a great example. Some might look best whole, while others are better chopped and placed in side bowls. Just remember to always pick the freshest ingredients.



## PLATES & CUTLERY

When it comes to plates, its best to stick to smaller, matte-coated plates, as they help draw the focus on the food, as opposed to their colours, patterns or empty spaces. Then, consider placing your cutlery in a way that their holding edges are sticking out from the image's frame, as if the viewer is about grab the fork or spoon and taste your dish. And go easy on quantity. You will rarely need more than a few single plates and a full pack of single cutleries.



## EXTRAS

Some extra props that can be great for adding character to your images include, but aren't limited to:

- Tablecloths and napkins
- Glass containers (e.g. bottle of orange juice, jar of dry fruits or pasta)
- Cup of tea or coffee
- Plants and flowers
- Books and magazines
- Kitchen utensils (e.g. chopping boards and sheet pans)





## COMPOSITION

Composition is the way you position elements in a photo. Using the most common principles will help you communicate what's important.

### RULE OF THIRDS

Imagine your photo is divided into three equal parts, both vertically and horizontally. The four intersection points of these lines, are where you should place the subject of your dish. Doing so, will most efficiently attract your viewers' eyes.



### RULE OF ODDS

Odd numbers convey balance. As such, you can either, surround your subject with an even number of other elements, or have an odd number of the same element. Just keep in mind that this only applies to single-digit quantities; anything larger and it probably won't make a difference.



### BREAK THE PATTERN

While patterns convey harmony and rhythm, a perfect pattern can result in quite a dull image. Instead, breaking the pattern, is what makes it truly powerful.



## FILL THE FRAME

If your food is really big, get close to it either physically or zoom in, thereby filling (or even spilling out of) your frame.



## LEADING LINES

Horizontal and vertical lines give your image a sense of stability, and you can use things like cutlery or ingredients to build lines. Just make sure they point at your subject.



## LIGHTING

Use natural light whenever possible. It's the best kind of light to achieve natural-looking results, as well as, show the true features of food. Shoot only during the day, preferably in the morning and near a big window. But make sure you avoid direct sunlight, as it creates harsh shadows and can make your food look quite unappealing.

If it's too bright, then pull the shades to diffuse the light or pull the dish further away from the window. And don't worry if you don't get much sunlight in your part of the world.



Fun fact: a cloudy sky is the perfect time to shoot because it lights up your dish evenly. Lastly, don't forget to turn all artificial lights off, to avoid mixing between sunlight and bulb light.



## CAMERA ANGLES

### 0 DEGREES - STRAIGHT ON

In a straight-on shot, the camera is at the same height as the dish. Great for food with details along the side such as burgers, sandwiches, pancakes and even drinks.



## 45 DEGREES - 3/4 ANGLE

In a 45 degree-shot, the camera is a bit higher than the dish. It's the way we naturally see food, so it's the most instinctive camera angle for us, and therefore has the potential for a strong narrative.



## 90 DEGREES - FLAT LAY

This angle is very graphic, eye-catching and best suits dishes with details on the top surface such as pizzas and soups. Actually, every kind of food looks great from this angle. Flat lay is great for capturing table scenes too.



## CLOSING

That's it for now! We hope you try some of these tips and if you have any questions, feel free to contact us. And if you have a photo tip that we haven't covered, we'd love to hear about it. After all, sharing is caring.

