



© 2014 TMPHOTO, Inc.

Photography Tips and Tricks

- Use a simple background to display an item. Too much going on in the photo will distract from the message.
- Add color for added interest. If the color of the food is bland or monochromatic, add a colorful background to help make the food pop.
- Props. It's a good idea to add a couple of props to an image to add interest. Try using simple white dishes to display. Keep it simple. It is best to show a single item (or single tray with a couple of items) to display in a photograph. This gives focus to the item or items you are wanting to showcase.
- Use simple white plates or bowls for the recipes in place of styrofoam = more appetizing. It might be a good idea to create a basic photography kit consisting of a couple of simple white plates and bowls, some simple props to create themes, some backgrounds using simple colored crescent boards or paper, napkins, placemats, etc. Once the photo kit is created, it will be handy whenever needed to set up photos. This will help to simplify the photography process.
- Consider a theme or story when creating an image. For example, if the story is about fall recipes, enhance the photo with fall decorations (keep to a minimum) to add interest and to support the theme.
- In terms of lighting, window light or daylight is best. If indoor lighting (fluorescent) is used, make sure to expose the image correctly. If using a digital camera, it may have a fluorescent setting. This will keep the image neutral in color tone. Brighter images are more appetizing than underexposed or darker images.
- When featuring a specific food item in a recipe, use the fresh ingredient to emphasize the "story" - For example if the ingredient is broccoli, try using some fresh broccoli florets or stalks as decoration next to the finished recipe.
- Remember that people "eat with their eyes", so if it looks good to you, then it will likely look good to others. Be creative and have fun! The more interesting the photo, the more people will respond favorably. Conversely, make sure the image isn't distracting from the message. Have fun with it !