



PRESENTS

HOW TO SHOOT
Food photography

ON YOUR TRAVELS

**AND GET PUBLISHED IN
MAGAZINES**

Welcome! 😊

Are you struggling to capture the beautiful food you see and eat on your travels?

Food is such a fundamental part of travel but your images look **uninspiring** and **boring** even if the food was amazing?

Are you motivated to **create consistently great food images** whatever the place and occasion you find yourself in?

If you're a foodie traveller, blogger, content creator, social media expert or even a curious foodie then **this is for you!**

This is for you if you're motivated to **add a skill to your photography storytelling toolbelt!**

This is for you if you want to **feel excited** to capture your best work on your travels and **be proud of your images!**

Shooting food is a fundamental skill to master if you really want your travel photography to stand out.

It can powerfully tell the story of a place and culture and make the viewer connect with the place through your images. **This is powerful stuff.**

In this guide we'll show you how you can create stunning food photos, have a ton of fun shooting and get excited to go out and shoot on your travels. Stop shooting only in golden hour and wasting the mid hours of the day and stop getting frustrated

Once you start implementing these tips you will see **immediate improvements** whatever location and subject you encounter.

So let's dive right in!

About THE AUTHORS

We are Giulia and Laura, nice to meet you! We are professional food photographers with international clients and complementary skill sets.

Laura runs a successful food photography blog, collaborates with many brands and is the queen of social media.



Giulia has years of experience working in the advertising and commercial world with big projects and brands.

We worked for some amazing clients and our work was shortlisted and finalist at the prestigious Pink Lady Food Photographer awards for a few consecutive years in many categories.

Together, we combine the expertise of 2 professionals with different skillsets to bring you the full picture on the world of food photography!

OUR MISSION:

We coach food photographers at all levels to help them shoot images they are proud of and overcome their mindset challenges so they can build a thriving creative career and live a fulfilled life doing what they love.



DO YOU NEED
MORE HELP?

SEND US A DM

@foodphotocircle

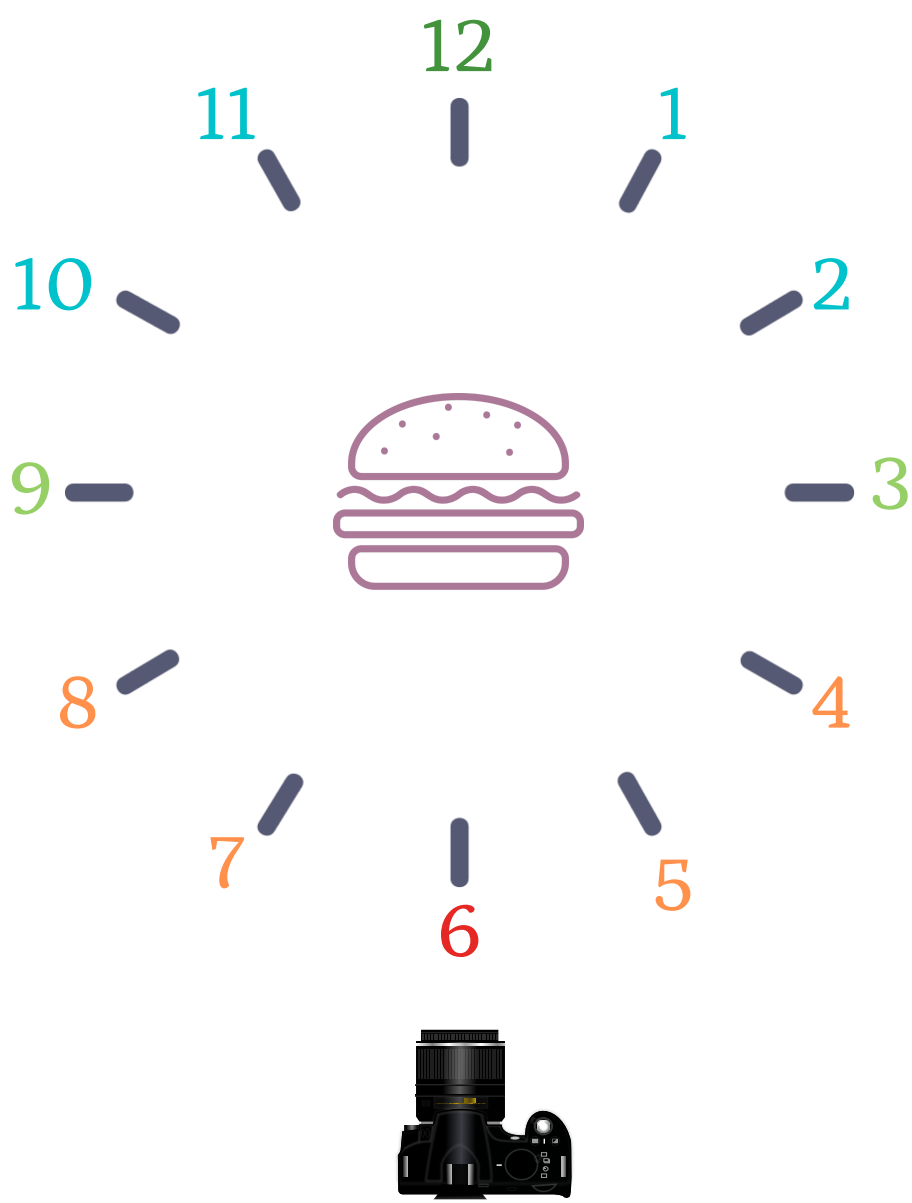
info@foodphotocircle.com

www.foodphotocircle.com

LIGHT PRINCIPLES FOR SHOOTING FOOD



BEST LIGHT FOR FOOD PHOTOGRAPHY



- 1 & 2 - right back side light
- 3 - right side light
- 4 & 5 - right front side light
- 6 - front light
- 7 & 8 - left front side light
- 9 - left side light
- 10 & 11 - left back side light
- 12 - backlight

Imagine light direction like a clock, the best light comes from between 9 and 3. This is side light or back light, it emphasizes the textures and shapes of food making it look three dimensional

BEST LIGHT FOR FOOD PHOTOGRAPHY



the best and easiest light to shoot with is soft and diffused, directional and from a single source coming from either of the sides or the from behind the subject.

HOW I SHOT THIS IN A CAFE IN ICELAND



Find a table by the window and place the light on the side of your subject. Here, the light is diffused and coming from the right hand side of the plate.
f 2.8 - ISO 800 - 1/160 sec

GET CREATIVE WITH
THE LIGHT



Hard light is fantastic for food. It's more tricky to manage because there's more contrast between highlights and shadows. Be careful with your exposure so you don't burn the highlights

COMPOSITION PRINCIPLES FOR SHOOTING FOOD



RULE OF ODDS, THIRDS AND TRIANGLES



Odd numbers are more pleasing to the eyes and creating triangles adds movement, dynamism and flow. The eyes travel from element to element so they look at the whole frame.

NEGATIVE SPACE TO
EMPHASIZE THE SUBJECT



It leaves breathing room for the eyes and reduces clutter while adding emphasis to the subject. When shooting for magazines it is also important to leave space for copy and text

LEADING LINES TO GUIDE THE EYES



Your eyes read the image following the lines and you can use props to create intentional but subtle lines. Start your lines from the corners of the image going towards the subject

COMBINING COMPOSITION RULES



Combine rules to create really powerful images. Here I used the golden ratio, rule of odds, triangles, leading lines, frame in the frame, repetition, layers and the triadic colour scheme for harmony

TIPS FOR SHOOTING STREET FOOD



AVOID RUSH HOUR

EL SAZÓN DEL COMAL
CALDO DE GALLINA . ORD. DE HUEVO AL
POZOLE . COMAL . MEMELAS
ENMOLADAS . QUESADILLAS
ENTOMATADAS . ATOLE DE
ENCHILADAS . PANELA Y-
ENFRIJOLADAS . CHAMPURRADO



75
Tatajo \$80
Huevo \$75
memel
• Ques
• Ques
- Tatajo
- Fico
- Chapu
- Champ
\$50 - Blanco \$25
75 - Champurrado
5 - Panela

The market will be empty-ish so you have more opportunities to get wider shots of the stalls, chat to the vendors and start building rapport with them

SCOUT THE MARKET
AND EXPLORE BEFORE
YOU SHOOT



This will help you pinpoint the best street food stalls and what food they serve, you can understand the light and find the best angles and spots to set up your food shots

FIND AND CHASE THE RIGHT LIGHT



If the market is indoors, find a spot with good light where you can shoot the food. It could be a bench just outside (like in this shot). Get your food and move to your designated shooting area

FIND THE RIGHT BACKGROUND



Find a table, counter, stool or bench next to a wall or a textured background. Bricks, concrete, plaster, cushions, tiles, grass... Even people can act as a background!

SHOOT FOOD IN ACTION



If you want to freeze the action and get jaw-dropping shots of flying ingredients, drizzles and drops, you need a fast shutter speed – anything faster than 1/300sec

SHOOT RAW FOR EASIER COLOR CORRECTION



In markets there are often mixed light sources so your colours might be off balance. Shot RAW, shoot in auto white balance and fine tune it in post-production, making selective adjustments to different areas.

ADD THE HUMAN ELEMENT



Having hands in your photos really makes them stand out and adds interest. If you're travelling with friends or family, ask them to hand model for you in exchange for some yummy food.

FOCUS ON
STORYTELLING



To tell the whole story, you need a variety of shots. The market, the stalls, close ups of the food, portraits of the chefs etc. Don't forget actions shots and shots of textures, ingredients and local utensils.

TIPS FOR SHOOTING FOOD IN RESTAURANTS



GO WHEN THEY ARE NOT BUSY



You will not disrupt the other guests and the staffs' service time. Which means they won't rush you, they can be more helpful and even strike a pose for you!

CHASE THE LIGHT



Going early allows you to pick from all the available tables. Ask to sit at the table by the window, the best spot for light. Another option is their outdoor area if they have one.

CONSIDER YOUR BACKGROUND



You want to capture the atmosphere of the restaurant without distracting from the food. A table in the corner with a wall as a background generally works. You can try the floor too!

INCLUDE THE STYLE
AND PERSONALITY OF
THE RESTAURANT



Use elements of the restaurant's design in your story like chairs, walls, table corners, napkins and cutlery.

Convey a sense of place and show the unique style of the restaurant!

GO CLOSE AND MAKE
THE VIEWER HUNGRY



Close up shots are very effective at capturing your viewer's attention and make them hungry. You can use this technique when the background is not the best to as little of it as possible

PLAY WITH YOUR FOOD



Once you're done with your close-ups, ask one of the servers or your travel buddy to help you make some mess! Pull, drizzles, cuts, add some movement to your food!

TELL THE WHOLE STORY
WITH SPREADS



Accompany your close up shots with wider frames that include multiple dishes, abundant spreads with drinks and the lot.

TELL THE WHOLE STORY WITH INTERIORS



While you're waiting for your next dish, look around the room and spot some nice interior shots, details of the decor, an interesting menu on a table.

TROUBLESHOOT CEILING LIGHT



When you notice a double shadow under your plate or lights reflected in your plate, hold your menu above your dish to block the harsh yellowish spotlights coming straight down from the ceiling.

SHOOT DIFFERENT CROPS AND ANGLES



foodism

FEATURES GUIDES REVIEWS FOODISM 100 RECIPES MAGAZINE WIN

25. Sabor's new cocktail list 35-37 HEDDON STREET, W1B 4BR



Shoot the same subject with different crops and angles to fit different media! Leave plenty of negative space if you're planning to pitch your work to magazines or sell it to the restaurant

Sabor is launching a cocktail list inspired by Spanish ingredients, inc

GET PUBLISHED IN MAGAZINES



MEXICO

OAXACA

In the city often described as Mexico's food capital, some of the best culinary experiences can still be found on the streets in the form of antojitos — traditional snacks sold from carts, stalls and baskets carried by roaming vendors

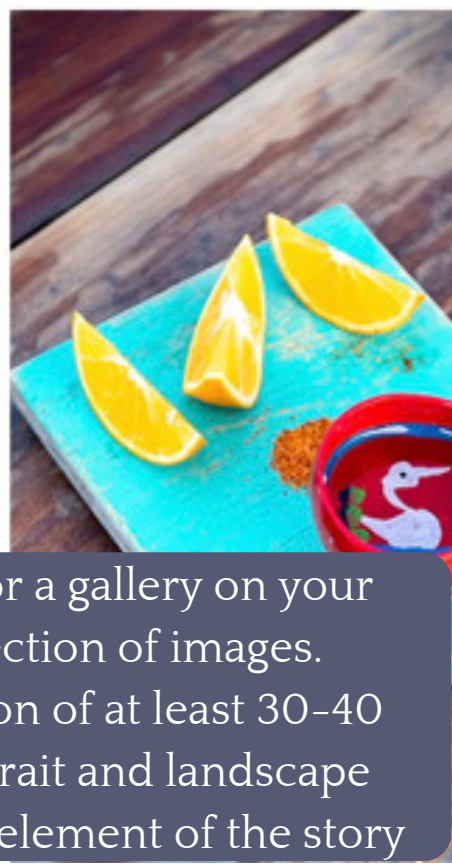
WORDS AND PHOTOGRAPHS: GIULIA VERDINELLI



PRE SHOOT - RESEARCH AND IDEATION

Research the magazine you want to work with to see what stories they publish and their photography style. Come up with a story angle that will fit that magazine. Plan the trip and the shotlist accordingly

PUT TOGETHER THE STORY



Create either a PDF or a gallery on your website with a selection of images. Give editors a selection of at least 30-40 images. Include portrait and landscape orientation and every element of the story

Hi [magazine editor]

My name is [your name], I am a [your photography specialization] and my work has been published in [your past clients]. You can find my work on my portfolio www.yourportfolio.com.

I have a story idea that would be a great fit for [specific feature of the magazine] in your magazine.

STORY OUTLINE

LINK TO GALLERY

Thanks and I look forward to hearing your feedback

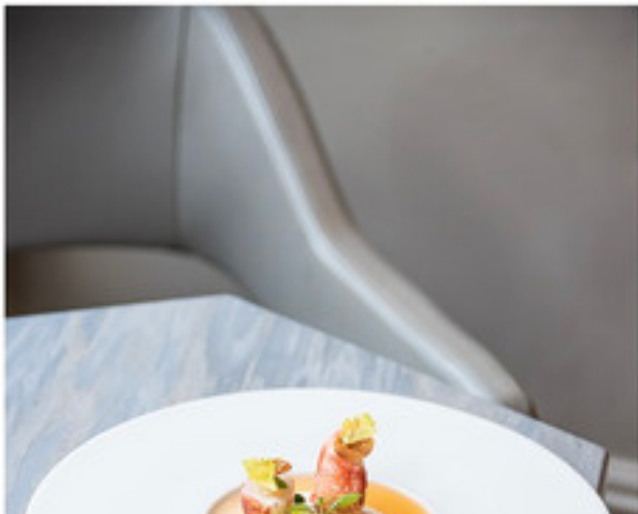
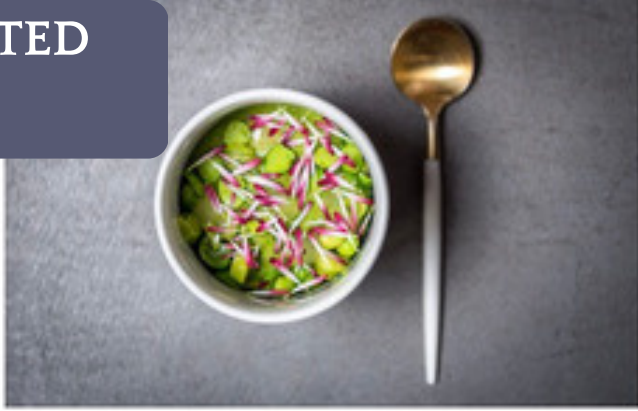
[signature]

Write the outline of the story and send a cold pitch email. Include a short intro to describe who you are and a link to your portfolio, the outline of the story and a Link to the photo gallery. Follow up after 1 week.

WORK WITH RESTAURANTS



CREATE A DEDICATED PORTFOLIO



You can create this portfolio in two ways. By ordering and paying your own food or on a service exchange base where the restaurant gives you the food for free and you provide them with the images.

Hi [restaurant owner]

My name is [your name], I am a [your photography specialization] and I have worked with [client list].

You can find my work on my portfolio www.yourportfolio.com.

My photography style would fit perfectly with your brand and I believe I could help you attract more guests to your restaurant and therefore increase your profits.

I would love to have a call to discuss how we can work together.

When are you available in the next few days/weeks?

[signature]

In your email include a short intro to describe who you are and a link to your portfolio and then highlight the reason why they should work with you and a call to action. Follow up after 1 week.

High-Five, you made it!

What's next?



Congratulations for completing this guide!

We are sure that this knowledge and some practice will bring a significant boost to your amazing food photography as well as your photography income!

We put a huge amount of effort into creating this guide and breaking down these insights from our years in the industry – we truly hope you got a lot out of reading it :)

THERE'S MORE! KEEP READING!

Now you know some food photography basics but of course, that isn't even half of the story...

What's missing is understanding food photography & styling in depth and learning the business side of photography so you can use your skills to start a thriving business and make money doing what you love.

JOIN US IN THE CIRCLE!!

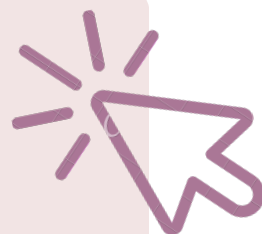
You will get all our expert knowledge and unparalleled support boiled down into courses, mentoring programs, live calls, webinars and masterclasses.

Learn with the help of a supportive and encouraging community of talented photographers.

It's time to master food photography, learn all the skills you need to feel confident, achieve incredible results easily and get support and motivation on your journey.

HOW??

*I'm ready to level up
my skills and
build a thriving business!*



From Zero to Pro with our courses



food photography 101

Create stunning food photos that will have your audience and your dream clients drooling.

Turn your skills into income & freedom



Business Roadmap FOR FOOD PHOTOGRAPHERS

Make thousands \$\$\$\$ doing what you love
Work with your dream clients and big brands
Be your own boss and thrive in your life

Meet our students

"Food Photo Circle is just what I needed to help me out of a creative rut. I now feel inspired again! The course provides assignments and actionable tips that can be implemented to improve your photography immediately"

Emily @resplendentkitchen



BEFORE



AFTER

"Food Photo Circle gave me the tools for fast and steady improvement. The interaction with the community is great, Giulia & Laura are very experienced and always available!"

Valeria @thesweetbit



BEFORE



AFTER

"I made \$42,000 from photography this year!!

Thank you for all your help at the beginning, you set me up with such a good foundation.

My goal for next year is \$100k, I'm so excited to quit my day job!



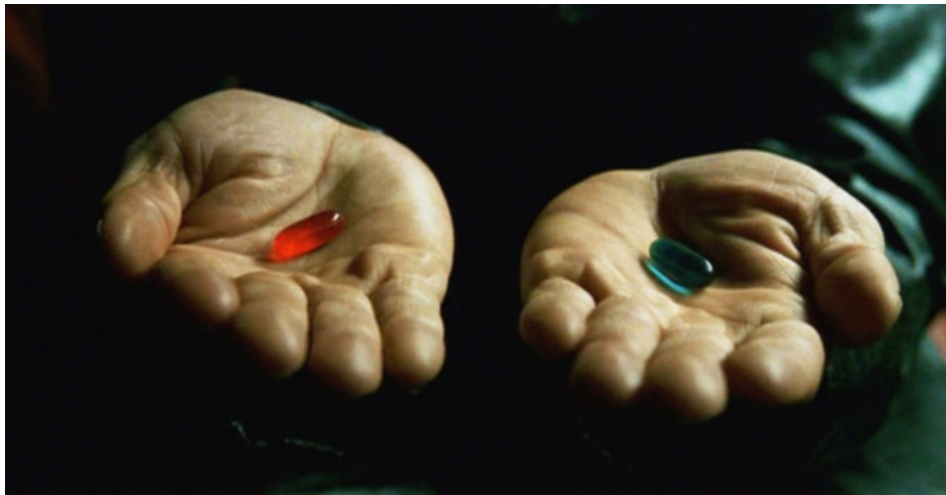
Lauren @LaurenMullalyPhotography

Now you have a choice

Listen, many photographers don't know the techniques we talked about in this guide and there's so much more.

Right now, you can get your hands on all the secrets to build the fulfilling creative career you've always dreamed of and live a life of freedom and joy doing what you love.

You can get paid to travel, eat your way around the world and take amazing photos that set your soul on fire



All you have to do is take it

*I'm ready to level up
my skills and
build a thriving business!*

