

Food Styling For Photographers A Guide To Creating Your Own Appetizing Art

"A complete guide to photographing food, from cooking to lighting"--

The must-have guidebook for creating great food photographs! The Complete Guide to Food Photography is a visually stunning, eminently useful, and comprehensive resource for creating fantastic food photographs. In this book, professional food photographer Lauren Short teaches you her entire image-making process, as she covers lighting, composition, styling, storytelling, editing, and processing great food photographs. In the first part of the book, Lauren covers the core concepts, where you'll learn: * How to work with both natural and artificial light (as well as modifiers) * The tools, guides, and rules of composition for food photography * Techniques, tips, and tricks for styling your food so it looks its best * How to build a story with the use of backgrounds, props, and other supporting elements * Processing, retouching, and compositing techniques to finish your image Additionally, Lauren explains the why behind her creative decisions. By understanding her decision-making process and walking through her problem-solving techniques, you'll become better equipped to make informed creative decisions so you can excel at food photography, no matter what scenarios you encounter. In the second part of the book, Lauren walks you through multiple case studies of complete, start-to-finish shoots so that you can see every aspect of her image-making process and understand how it all comes together. Each case study also includes a link to a full video for each shoot so that you can easily follow along. Filled with beautiful imagery as well as behind-the-scenes photos and helpful diagrams, The Complete Guide to Food Photography is a must-have for any food photographer looking to create images that stand out from the crowd.

Creating mouth-watering food images requires more than just a love of food and access to a kitchen. With the popularity of food blogs and photography how-tos, it's tempting to think that anyone can photograph food, but it's another thing entirely to shoot for a tight ad layout with the pressure of your client watching over your shoulder. Commercial food photographer Teri Campbell has been called a "lighting master," and in this beautifully illustrated book, he not only shares his detailed lighting set-ups and shooting techniques for a wide range of food and drink shots, but also offers candid advice on how to set up a studio, use the right equipment, market your work, find clients, bid on assignments, hire food and prop stylists, and communicate effectively with everyone on the set. Campbell shares his expertise on dozens of commercial assignments—from shooting beignets on location in New Orleans, to creating perfect ice tea pours, to photographing beans on real flames in his studio. Learn how he creates dynamic compositions, uses studio strobes, and arranges light diffusers, reflectors, fill cards, and mirrors, to create the perfect capture. Campbell also discusses his post-processing techniques in Adobe Camera Raw and Adobe Photoshop to create images that are irresistible. This guide for intermediate and advanced users provides the insider details to help you expand your photography skills or turn your passion for food and images into a professional career.

Explores the job descriptions, education and training requirements, salary, and outlook predictions for fourteen food-related careers that do not require a college education.

For food that's as beautiful as any photograph - and tastes every bit as good as it looks. 'A great book, full of unsurprisingly wonderful photographs... even the most lumbering home cooks can create beautiful dishes' The Sunday Times Magazine 'This ravishing book is a tribute to the passion, flair and creativity with which Frankie transforms my piles of recipes, bringing their 3D tapestry to life so brilliantly and palpably in my books. Revealing her tricks and tips, with delicious, achievable recipes, her book is as beautifully written as it is to behold' Michel Roux, O.B.E. It's true that 'we eat with our eyes'. This beautiful, clever book provides a fantastic toolkit straight from the world of professional food styling, and it promises to change the way you cook for ever. The recipes in The New Art of Cooking include all the little preparation, cooking and serving details that make a difference to the end result: without even trying you'll pick up tips that can be applied to the rest of your repertoire. Recipes include beetroot soup with cream clouds; sticky baked feta with radicchio cups; bittersweet salad with whipped goat's cheese; pork belly roast with shaken rhubarb; fancy puff-pastry fish pie; chocolate mousse with crushed praline; salted caramel wedding cake; and strawberries and cream ice lollies. From simple workday suppers to indulgent feasts for friends and family, this is an approach that will make your cooking look better than ever and taste wonderful too.

For amateurs and pros looking to add to their portfolios, How to Photograph Food makes food photography a piece of cake! How to Photograph Food is the gorgeous, informative photography book you didn't know you needed. For budding photographers and social media personalities, the perfect image has never been easier to capture, and How to Photograph Food puts it all within reach. Chapters include: Gear Lighting Frame and Balance Food Styling Photo Editing Thinking like a Pro You'll learn the essential equipment, how to keep food looking good on a shoot, how to work with props, managing lighting, and much more, all from a skilled photographer and teacher. With only a digital camera and a little practice, you'll be able to turn out images with great contrast, balance, and appeal that look as good as they taste.

A local Singaporean magazine dedicated to photography and videography.

• Definitive book on starting a career in photo styling • Essential information plus business forms and insider tips • Editorial, wardrobe, food styling—every specialty is covered. In real life, nothing looks as good as it does in magazines and on television. Who makes that happen? Photo stylists, that's who! Here's the definitive book on starting a career in photo styling, from choosing a specialty in editorial, wardrobe, soft goods, room sets, food styling, or another area, to working with the photo crew. Readers will learn how to create a portfolio, network, and market themselves, and interviews with real working stylists are packed with great advice and anecdotes. Business forms for proposals, job sheets, and invoices, plus top-secret tips like merchandise returns and retagging garments make Photo Styling the one-stop shop for everything the budding stylist needs. Allworth Press, an imprint of Skyhorse Publishing, publishes a broad range of books on the visual and performing arts, with emphasis on the business of art. Our titles cover subjects such as graphic design, theater, branding, fine art, photography, interior design, writing, acting, film, how to start careers, business and legal forms, business practices, and more. While we don't aspire to publish a New York Times bestseller or a national bestseller, we are deeply committed to quality books that help creative professionals succeed and thrive. We often publish in areas overlooked by other publishers and welcome the author whose expertise can help our audience of readers.

As a food photographer for 40 years, Joe Glyda has shot everything from appetizers to entrées to desserts. In Food Photography, author Glyda brings his experience as a teacher and professional photographer to the page, instructing photographers how to light food, use unique camera angles, and work with styles and trends to create timeless and mouth-watering images. Including setup diagrams, toolkits and instruction for editorial imagery, recipe and cookbook images, as well as images for packaging, this book is an essential resource for taking photographs that creatively meet your client's needs. Including invaluable advice on building your team and working with art directors and clients, this one-of-a-kind book is essential for students of commercial photography, food bloggers and professional photographers alike.

This invaluable career manual explores the numerous directions a career in photo styling can take. Starting Your Career as a Photo Stylist prepares new and working stylists with in-depth information on food styling, fashion styling, and six other areas of specialization. Readers will also learn everything they need to know about practical aspects of the profession, including production, casting, location scouting,

working with a photo crew, creating a portfolio, and marketing their work. Established stylists will benefit from tips on how to develop and sustain their freelance careers, and business forms will provide aspiring stylists with a head start on building their businesses. Interviews with working stylists offer insight into what it takes to thrive in their line of work. Written by a stylist with over twenty years of experience, *Starting Your Career as a Photo Stylist* is the ultimate guide to this little-known and exciting career!

Shoot Stunning, Professional Food Photography that Looks Good Enough to Eat! Snapping unbelievably gorgeous food photos has never been simpler than with *Picture Perfect Food*, your all-in-one guide to delicious-looking images from prolific photographer and educator, Joanie Simon. Whether you're an up-and-coming food blogger, looking to break into commercial photography or capturing food just for fun (and your Instagram account), this approachable collection of tutorials will have you taking tantalizing and tasty shots with every snap of the shutter. No matter if you're using your phone, your fanciest DSLR or any camera in between, you'll gain complete confidence as you expand your technical knowledge and grow your artistic eye, creating awe-inspiring images that dazzle the senses. With her cheerful teaching style, Joanie walks you through each element of a masterful food photo in chapters devoted to Camera Settings, Light and Shadow, Story, Props Styling, Composition, Food Styling and Finding Inspiration. Learn how to find the best light in your house for standout shots and to delve into the shadows to create a moody and mesmerizing atmosphere; discover how to compose the elements in your scenes through color theory and visual weight for unforgettable images that capture and hold the eye; and uncover the secrets of styling sensational salads and stunning soups and keeping your cool when shooting frozen foods, among other essential tricks of the trade. With camera in hand and Joanie's expert guidance at your fingertips, tackle every photography challenge with confidence and take your food photos from meh to mouthwatering in no time.

Sharing your kitchen concoctions on your personal food blog has never been as popular as it is right now, but if you've ever had trouble getting your tasty temptations to look like pretty plates on camera, you know how difficult it can be to take amazing pictures of food. Matt Armendariz, of *Mattbites* food blog fame, shares his experiences and best practices for creating wonderful food photos in *Focus On Food Photography for Bloggers*. Written specifically for you the blogger, Matt discusses the ins and outs of equipment, lighting, composition, propping, sparking your inspiration, and getting creative, all with what you have on hand at home! Learn how to avoid common pitfalls with foods that are notoriously camera shy, how to successfully snap your dinner at a restaurant as well as on your kitchen table, and how to style your food with what you have in your cupboards. He also includes advice on post-processing, posting, and protecting your prized images. As well as on his blog, Matt's photography has been featured in *The Skinny Bitch Cookbook*, on Martha Stewart, Paula Deen's *Best Dishes*, and Gordon Ramsay's *Hell's Kitchen*, along with numerous food magazines and newspapers. Let this seasoned blogger give your food photography the boost it needs to really make your readers salivate!

Describes more than eighty jobs in the food and beverage industry, including position descriptions, salary ranges, employment outlook, and tips for entry.

Are you a blogger, chef, cake maker or someone that just loves food and wants to master the art of taking stunning food images? Are you a "foodie" and wants to share culinary delights with the world? Do you need help taking your Instagram shots to the next level? Then I can help! In *The Ultimate Guide to Food Photography*, photographer and food blogger Sarah Jackson takes you through the ins and outs of food photography and how to step up your food styling game. She takes you all the way through camera basics to food styling and where to find the best props. This book offers everything you need to know about making beautiful food images in a compact and easy to follow format. Beautifully illustrated with amazing food images, this book offers practical advice to those just starting their food photography journey and guides you through the process of creating Insta worthy food photos.

Acclaimed food stylist Denise Valardo shares the tips and secrets of the trade with cooks and foodies alike who want to become master stylists. It takes a steady hand to arrange the chocolate curls and drizzle the caramel sauce in elaborate designs on top of that sumptuous tiered cake. Whether for food blogs, television, books, magazines, movies, menus, or advertising, food stylists and photographers learn to slice, plate, tweak, and arrange so the dish becomes less a bit of food and more the work of an artisan. With Denise and coauthor Cindie Flannigan's help, you'll find out how to get started, what equipment you'll need, how to find clients, tips to staying successful in the business, and—most importantly—how to craft and style food (and products that appear to be food) so it all looks delicious from every angle. This paperback edition of *The Food Stylist's Handbook* has been fully updated and revised to help current culinary professionals, armchair chefs, bloggers, and food photographers understand how to make every picture tell a story.

Do you need help making your food look as delicious as it tastes? Are you a "foodie" hungry for more tantalizing photos of your culinary creations? Do you have a food blog that you'd like to take to the next level, with better images and a stronger business strategy? Then this book is for you! In *Food Photography: From Snapshots to Great Shots, Second Edition*, photographer Nicole Young returns to dish up the basics on everything you need to know to make great food images, from getting the right camera equipment to mastering the key photographic principles of aperture, ISO, and shutter speed. She offers tips on styling food using props, fabrics, and tabletops; and she explains how to improve your photos through editing after the shoot. This new edition features many brand-new images and examples, accompanied by up-to-date discussions on achieving good lighting and composition. In addition Nicole covers developments in the industry that have emerged since the publication of the first edition, such as the entry of mirrorless cameras on the scene, and more. She also provides a brand new post-processing section focusing on Photoshop Lightroom, showing how to improve your photos through sharpening, color enhancement, and other editing techniques. Beautifully illustrated with large, vibrant photos, this book offers the practical advice and expert shooting tips you need to get the food images you want every time you pick up your camera.

- Style your dishes and make photos for your social media - A practical guide for anyone who wants to learn more about food photography with a camera or smartphone - For everyone who loves cooking and sharing their inspiration Foodie and food photographer Evelien Boone shows you how to style a dish and make it look tasty, how you can take the most beautiful food photos with your camera or smartphone and the different composition techniques you can apply. With this book she proves that anyone can learn to take mouth-watering photographs as long as you have the right tools at hand.

An inspiring journey into the world of culinary art, *1,000 Food Art & Styling Ideas* showcases food styling photos by photographers, food stylists, chefs, and bloggers from around the world. Buku ini adalah lanjutan buku *Food Photography For Everyone* dari penulis yang sama. Jika dalam buku tersebut dibahas mengenai dasar-dasar fotografi makanan, secara teknis maupun konseptual, maka buku lanjutan ini berisi panduan bagi mereka yang memutuskan mengambil langkah lebih jauh, yaitu menjadi seorang fotografer makanan profesional. Di dalam buku ini dijelaskan mengenai langkah-langkah mengawali usaha sebagai fotografer makanan, menerima proyek pemotretan dan menyelenggarakan sebuah sesi foto dengan perencanaan dan manajemen yang baik. Di sini penulis tidak lagi membahas mengenai teknik dan teori dasar fotografi makanan, tetapi bagaimana pembaca menggunakan semua keterampilan dan

pengetahuan dasar yang sudah didapatnya dari buku pertama untuk membangun karir yang memuaskan sebagai seorang fotografer makanan, baik paruh waktu maupun penuh waktu.

"We eat with our eyes. People love to stage and take photos of their food. Driven by Instagram and the advertising industry, bloggers, stylists, and photographers continually invent new ways of presenting food as both delectable and radical. Visual Feast presents work from this growing field. Sharing photos of food has become entrenched in our daily lives. Scintillating captures of coffee. Maps made from vegetables. The aesthetic aftermath of mealtime. These images can be readily found on social media, in magazine editorials, or transformed into infographics. Visual Feast reveals a world where food is a work of art and an edible eccentricity. It is a rich visual journey through nourishment, art form, and creative medium. Food photographers and stylists create innovative images that make mouths water, eyes widen, and nostrils inhale imagined scents. Quenching creative curiosities and satisfying even the keenest of artistic palettes, Visual Feast is a tome of inspiration for foodies, food bloggers, and discerning food stylists." -- Provided by publisher.

"You eat with your eyes first, and no one turns a photograph of food into a culinary masterpiece like a food stylist. Food Styling for Photographers is the next best thing to having renowned food stylist Linda Bellingham by your side. Linda has worked with clients Baskin Robbins Ice Cream, McDonald's, Tyson Foods, FritoLay, and many, many more. Professional photographer Jean Ann Bybee has worked with Harry & David, Dominos, Sara Lee, Seven-Up Company, and more. Jean Ann provides a seasoned photographer's point of view with helpful tips throughout. If you are hungry for unique photo assignments and want to expand your portfolio, this guide provides the well-kept secrets of food styling techniques that can make your photos good enough to eat. Each chapter covers step-by-step instructions with mouth-watering photographs illustrating techniques for the creation of hero products that photographers at any level can whip up. Bon Appétit!

I believe everybody have their own way of cooking method and decorating, Cooking is my life, I'm giving my 100% attention whenever I'm in the kitchen not only that cook but creating and responding to an idea. To me it is same like photography that u taking picture what u like that create passion and happy. A good meal in Malaysia actually is a simple, most are using inexpensive, easily available and the freshness of ingredients are important. Food brings a person together by the memories that are wrapped every experience that bind. for detail www.foodstylistmalaysian.blogspot.com

A professional techniques book, this practical guide comprises case studies, lighting diagrams, styling advice and professional tips for success with all types of food photography whether in the studio or on location, without resorting to commercial food styling tricks. This hard-working soup-to-nuts handbook arms the reader with a wealth of information on styling and photographing food looking fresh, hot, or cool, clearing model releases and liaising with agencies, and even achieving unobtrusive dining and cooking shots. The book is divided into four sections: the first section provides an overview of the basic types of food photography, trends and teams. The second section examines all the photography and lighting considerations including equipment, composition and best practices. The third section similarly discusses all the general stylistic considerations such as choosing backgrounds and props. The final section is categorized by shoot type and technique and is organized into a series of cases studies and photographer profiles.

Explains how to prepare drinks, poultry dishes, pizza, ice cream, and pastries for photographers, how to create steam and other special effects, and how to work on location and with models Thanks to the exploding popularity of food-based television shows (entire networks, even), websites, books, and magazines, food stylists and food photographers are in more demand today than ever before. While there are many amazing opportunities for creative professionals to showcase their work in ads, cookbooks, blogs, and food packaging, there is also more competition for these jobs. Whether you are a food stylist who works alongside photographers or a food photographer yourself, you'll find everything you need to know to give your portfolio that little extra push in this expert guide by three professionals with decades of experience in each field. More Food Styling for Photographers covers topics that Linda, Jean Ann, and Brad's fans have been asking for, such as shooting food on location, working with packaged foods, building the perfect breakfast shot, and more. Clients and foodies eat with their eyes first, so don't be afraid to play with your food - make sure it's YOUR image that whets their appetite!

Discover how to style and photograph food like the pros Whether you're taking shots for a foodie blog, advertisements, packaging, menus, or cookbooks, Food Styling & Photography For Dummies shows you how to take the next step in your passion for food and photography. This attractive, informative, and fun guide to the fundamentals of food styling provides information on the tools and techniques used by some of the most successful industry professionals. Food Styling & Photography For Dummies provides you with the fundamentals of food styling and gives you the inside scoop on the tools and techniques used by some of the most successful industry professionals. Shows you how to translate taste, aroma, and appeal through color, texture, and portion Includes techniques such as extreme close-ups, selective focus, and unique angles to create dramatic effect Detailed coverage on lighting and composition Tips for choosing the proper equipment and mastering the use of camera settings, lenses, and post-production software Advice for creating a professional personality and getting your food photography business off the ground Whether you're an amateur or professional food photographer, Food Styling & Photography For Dummies is a fun and informative guide to photographing and arranging culinary subject matter.

High quality images sell products. Here's how you do it. From cereal boxes to billboards to photos on Amazon, product photos have a strong impact on viewers. Now you can master the secrets of effective product photography with this essential guide. Author J. Dennis Thomas guides you through the basics, from selecting the right equipment and practicing different lighting techniques to controlling exposure, using backgrounds and props, and much more. Whether it's jewelry, food, fashion, or other products, learn how to photograph for effective selling, while building the skills and tools you need for a career. Explains how to produce quality photos for product or commercial photography, including fashion, food, jewelry, technology, and more The author is a professional photographer whose work has been published in major U.S. magazines including Rolling Stone, Elle, W Magazine, and US Weekly Covers choosing the right equipment, practicing different lighting techniques, controlling exposure, using backgrounds and props, and more Gives new and even experienced photographers the tools they need to build careers in product photography Take photographs that impress, intrigue, dazzle, and sell with The Art and Style of Product Photography.

Discover how to style and photograph food like the pros Whether you're taking shots for a foodie blog, advertisements, packaging, menus, or cookbooks, Food Styling & Photography For

Dummies shows you how to take the next step in your passion for food and photography. This attractive, informative, and fun guide to the fundamentals of food styling provides information on the tools and techniques used by some of the most successful industry professionals. Food Styling & Photography For Dummies provides you with the fundamentals of food styling and gives you the inside scoop on the tools and techniques used by some of the most successful industry professionals. Shows you how to translate taste, aroma, and appeal through color, texture, and portion. Includes techniques such as extreme close-ups, selective focus, and unique angles to create dramatic effect. Detailed coverage on lighting and composition. Tips for choosing the proper equipment and mastering the use of camera settings, lenses, and post-production software. Advice for creating a professional personality and getting your food photography business off the ground. Whether you're an amateur or professional food photographer, Food Styling & Photography For Dummies is a fun and informative guide to photographing and arranging culinary subject matter.

Acclaimed food stylist Denise Vivaldo shares the tips and secrets of the trade with cooks who want to become master stylists. It takes a steady hand to arrange the chocolate curls and drizzle the caramel sauce in elaborate designs on top of that sumptuous tiered cake. Whether for food blogs, television, books, magazines, movies, menus, or advertising, food stylists and photographers learn to slice, plate, tweak, and arrange so the dish becomes less a bit of a food and more the work of an artisan. Learn how to create ice cream that doesn't melt under the hot camera lights, build stacks of lighter-than-air pancakes, grill a thick steak to perfection with a charcoal starter and more.

Pada awalnya Empat Rana adalah kelompok penulis terdiri dari 4 food blogger yang tinggal di 3 negara: Arfi Binsted (Selandia Baru), Dita Wistarini (saat itu masih tinggal di Kuwait), Irra Fachrianti (Kuwait), dan Riana Ambarsari (Indonesia). Kecintaan pada food photography dan keinginan berbagi ilmu menyatukan mereka dalam sebuah karya perdana berjudul "Food Photography Made Easy" diterbitkan Elex Media Komputindo. Pada 2015 Citra Kusuma, juga seorang food blogger, bergabung menggantikan Irra Fachrianti yang dihadang kesibukan. Berharap sumbangsih kecil mereka tetap bermanfaat bagi banyak orang meski kesibukan dan jarak terbentang membuat banyak ide sulit terlaksana. Riana Ambarsari, Food photographer, baking instructor, home baker, mengelola komunitas dan situs web Natural Food, Drink & Cookbook Club, leyeh-leyeh sambil ngeteh madu di puncak gunung dan dasar laut *eh, gak bisa ya *Hamba Allah yang hina. <http://pennylane-kitchen.blogspot.com> Arfi Binsted, Ibu rumah tangga yang hobi fotografi ini telah menekuni food photography secara otodidak sejak pertama kali adanya food blogging di tahun 2005. Ia pernah menjadi juara dan juri di beberapa online event food photography untuk food bloggers dunia, dan juga menjadi kontributor resep dan foto di Desserts Magazine, Amerika Serikat, kontributor resep dan artikel di RasaMasa, Jakarta-Indonesia. Sekarang ia tinggal di Selandia Baru. Dita Wistarini, Dita Wistarini Yolashasanti atau lebih dikenal dengan panggilan Mamin adalah seorang Food Photographer & Food Stylist yang sudah berkecimpung di bidang ini selama hampir 10 tahun. Melalui blognya <http://yummy-corner.blogspot.com>, Mamin banyak sharing tentang resep-resep makanan dan tips seputar Food Photography. Citra Kusuma, Anggraini Citra Kusuma yang sering disapa dengan panggilan BuCit. Seorang Food blogger yang juga mulai menulis buku resep demi peninggalan anak cucu, mengajar kelas Foodstyling for Home Food Photography di komunitas Natural Food, Drink & Cookbook Club (NCC). Blog: www.senandungcitra.blogspot.com Flickr: EmakNdaru, IG: Bucit

Presents instructions on the art of digital food photography, covering such topics as cameras and accessories, working with food stylists, prop styling, composition, lighting, retouching, and marketing.

Do you need help making your food look as delicious as it tastes? Are you a "foodie" hungry for more tantalizing photos of your culinary creations? Do you have a food blog that you'd like to take to the next level, with better images and a stronger business strategy? Then this book is for you! In Food Photography: From Snapshots to Great Shots, Second Edition, photographer Nicole Young returns to dish up the basics on everything you need to know to make great food images, from getting the right camera equipment to mastering the key photographic principles of aperture, ISO, and shutter speed. She offers tips on styling food using props, fabrics, and tabletops; and she explains how to improve your photos through editing after the shoot. This new edition features many brand-new images and examples, accompanied by up-to-date discussions on achieving good lighting and composition. In addition Nicole covers developments in the industry that have emerged since the publication of the first edition, such as the entry of mirrorless cameras on the scene, and more. She also provides a brand new post-processing section focusing on Photoshop Lightroom, showing how to improve your photos through sharpening, color enhancement, and other editing techniques. Beautifully illustrated with large, vibrant photos, this book offers the practical advice and expert shooting tips you need to get the food images you want every time you pick up your camera.

The authoritative and comprehensive guide to the art and craft of food styling. Based on her 30 years of experience in food styling for advertising, magazines, books, and films, Delores Custer presents the definitive lifelong reference on food styling—complete with lists of handy tools and vital equipment, recipes for artificial foods, and guidelines for running a successful food styling business. Full of ingenious advice on styling in any media and packed with full-color photographs, Food Styling reveals every trick of the trade, from making a beverage appear to sweat to producing those perfect grill marks on meat without a grill. Filled with resources and organized in a simple problem-and-solution format, this is an ideal resource for both experienced food styling pros and first-timers alike. This is the only book of its kind on the market, shedding light on the art and craft of food styling. More than 300 full-color photos reveal the process of styling and the spectacular results, teaching and inspiring anyone interested in food and how it is presented in media. The book features a timeline of 60 years of food styling, a glossary of important terms, and a listing of vital styling resources. The only book the aspiring or professional food stylist will ever need, this exceptionally thorough resource covers challenges from flawless fried chicken to fluffy, cloudlike cake frostings—and everything in between. Whether you're looking to break into the food styling business or just touch up on the latest and most effective techniques, Food Styling is the ultimate guide to creating stunning culinary visuals.

Anyone who has been inspired to take a picture of a great-looking meal knows that creating a successful food photograph is not easy. Though the food may look amazing, the resulting image can often end up mediocre and unappealing. Whether you want to create great food images for your blog or break into the world of commercial food photography, Food Photography is the perfect place to start your journey. Corinna Gisseman, a professional food photographer, walks you through everything you need to know, starting with a primer on equipment and exposure, followed by a detailed explanation of the extremely important roles that light, composition, and styling play in food photography. In these chapters, you'll learn all about hard vs. soft light, how to use reflectors and flash, how to frame your image so that your subject matter truly pops, the food styling techniques that will have your viewers getting hungry, and much more! Additionally, entire chapters are devoted to editing and managing your images in Lightroom, the props you need to have in order to create great food photos, and all the tips and tricks that will save you time and help make getting "the shot" that much easier.

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