

4 Tips on capturing fabulous food imagery



Capturing the best possible imagery is well worthwhile

Take time to produce each new dish or new offering and take a series of images that can be used across social media channels. Often dishes can be grouped in a delicious feast-like manner and then individually shot to give stand alone options on images. Below are some tips on photographing food using a good quality smartphone camera.



1. The dish must look good

Only take photos of dishes or produce that are photographically appealing. Even if it's the tastiest dish on the menu, if it's not photogenic, then do not post it.

2. Lighting is everything

Natural light is best so where possible, take images of food outside (a slightly overcast day is great for softer light), or ideally by a window seat. Find the perfect spot and use that same table/location for each food image - this helps make it a little easier and quicker.

3. No shadows

Rotate the food, or yourself, or simply move to a better location. Photos of food and plates of food should not have any shadows visible.

4. No 'on the pass' or kitchen background photos

The pass will often have a bright orange light making the food look discoloured, and the kitchen background may have items such as other dishes, cutlery, cloths, etc., that should not be in the photo.

5. Avoid stainless steel

Do not take photos on a stainless steel countertop - move it to a table - ideally with natural light.

6. What looks best?

Position the dish in a way that is most appealing to the eye. Sometimes this means rotating the dish and taking 3 - 4 photos.

7. Involve your team

A creative member of staff might like to volunteer to assist in taking or styling the photos. Have fun!

8. Less is more

Pare back the dish to highlight the main element, side dishes can be added to the table and kept tight, so they appear in the frame and the full table shot from above. Standing on a chair and photographing an abundant table can make a lovely shot. In general, less on a plate is better than an overflowing dish. Remove any accessories and condiments, i.e. pats of butter or sachets of salt.

9. If in doubt, take the photo from the top

Food photos are often best with the camera held directly above the food and photographed straight down. Use the plate to 'frame' the food. Keep the same amount of space around the dish - or go up close, so the viewer doesn't see the edge of the plate at all. If there is height in the dish, a side profile shot will work well.

10. Auto adjust

Most phones now have an 'Auto Adjust' function which is often depicted as a magic wand icon. Using this feature, before saving the image, will provide a quick editing tool to help increase the colour density and generally make the photo more appealing. It's easy and fast and means no playing with different types of filters.



Check out our ['Tips on Creating Compelling Imagery'](#) for further advice and guidance