Flavour Forecast®
21st Edition
RECIPE CHALLENGE

together with heia

Tips for food presentation and photography

Food presentation

- Get ideas and inspiration by looking at recent food magazines, recipe books, television cooking shows, and social media such as Instagram and Pinterest
- Do not overcrowd the plate -keep your presentation simple.
- Odd numbers of food items tend to balance a photo.
- Make sure you use clean plates and other serving items. Remove any fingermarks or unwanted food items.
- Consider what props you are going to use:
  - food on a white plate often photographs better than food on a coloured plate
  - perhaps use key ingredients as a prop to help reinforce a theme.

Food photography

- Pay attention to the lighting as good lighting is critical for good photography. The best light is natural light so if you are taking a photograph indoors, position your food item near a window so that the light is illuminating the side facing you from a slight angle.
- Use the highest resolution possible on a digital camera; set it on 'whitebalance' to give the photo a more natural light.
- Do not use the inbuilt flash in the camera as it will create harsh reflections and glare.
- Consider the angle of your photograph as taking it from a seated position can become quite boring. Some options include:
  - getting down very low, about 5 cm above the table, and getting tight in on the food
  - shooting from a much higher angle
  - taking a 'bird's eye view'.
- If shooting without a tripod, make sure you keep the camera steady by resting your elbows or arms on something sturdy like the edge of the table or chair.

Any queries please email neredith@marketmaker.com.au