

Food Photography

PREPARING FOR YOUR SHOOT



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P H O T O G R A P H Y

CONSIDER YOUR TARGET AUDIENCE

Clearly communicate with your photographer about who you are targeting with your promotional images. Are the images for a fine dining restaurant or a rustic pub? Are we capturing the fresh ingredients, the craftsmanship that goes into the dish or the sheer indulgence and taste experience customers will get when ordering? All of this will impact the styling, backdrops and framing of the shoot.

THINK ABOUT WHAT WILL HELP SELL THE DISH

Props are often used in food photography to help sell the story of your produce and dishes. Do you wish to incorporate packaging, ingredients, cutlery and other props in the images? Do you want action shots of the food being prepared, served and /or consumed?

WHAT MAKES YOUR DISH SPECIAL?

Think about what makes your produce different from your competitors and what aspects of the dish need highlighting, is it the textures, the size, the colours or it's health benefits? If we know what makes your dish better than the rest, we can make sure this is clear for all to see in the images.

IS THE LOCATION SUITABLE?

If we are shooting on location, make sure there is enough space and light for the photographs to be taken safely and without compromising productivity and staff safety. Invite your photographer to the location prior to the shoot to assess where will be the best place to set up.

CONSIDER TIMINGS

If your food needs to be freshly prepared for the shoot, liaise with all parties involved about the timings needed and the best order to cook the dishes in.

HAVE A THIRD PAIR OF EYES AVAILABLE

Have a member of staff (or be on hand yourself) during the shoot to check that the food is arranged / prepared exactly as it will be for your customers. Your photographer won't necessarily know exactly how the dish should be garnished or the crockery used to serve it.

ALLOW PLENTY OF TIME

Book your food shoot for a day when you are not rushing from one appointment to the next. Allow plenty of time for staff to get ready and travel to the shoot. Try to avoid scheduling something immediately after the shoot so you aren't spending the whole time clock-watching and conscious of time.

PROVIDE EXTRA SERVINGS

Always prepare and provide more than one serving of each dish being photographed. Some dishes may wilt, melt, or go cold before it has been fully photographed and of course accidents can happen. Always have a back-up dish ready for such occurrences.

CONSIDER WHERE THE IMAGES WILL BE USED

Think about where the images will be used and if you need them to work in a particular ratio (e.g. square for instagram). Do you need empty space to add text onto a later stage?

BE OPEN TO NEW IDEAS

Be prepared to try things that you might not have considered before. Sometimes thinking outside of the box can result in fantastic images that will help you stand out from the crowd.