

PRODUCT & FOOD PHOTOGRAPHY

Duration: 3 Weeks

Weekday course (1 Month, Monday-Friday)

Age limit: None

Pre Requisite: Foundation Photography

Food and product photography has Foundation photography as its prerequisite. The course would consist basics of both food and product photography as well as some of the advanced techniques to shoot them.

This course is aimed at those who are looking forward to shooting products for e-commerce companies and food items for food delivery apps. Conceptual Food photography for restaurants as well as conceptual product shoots for campaigns, banners etc.

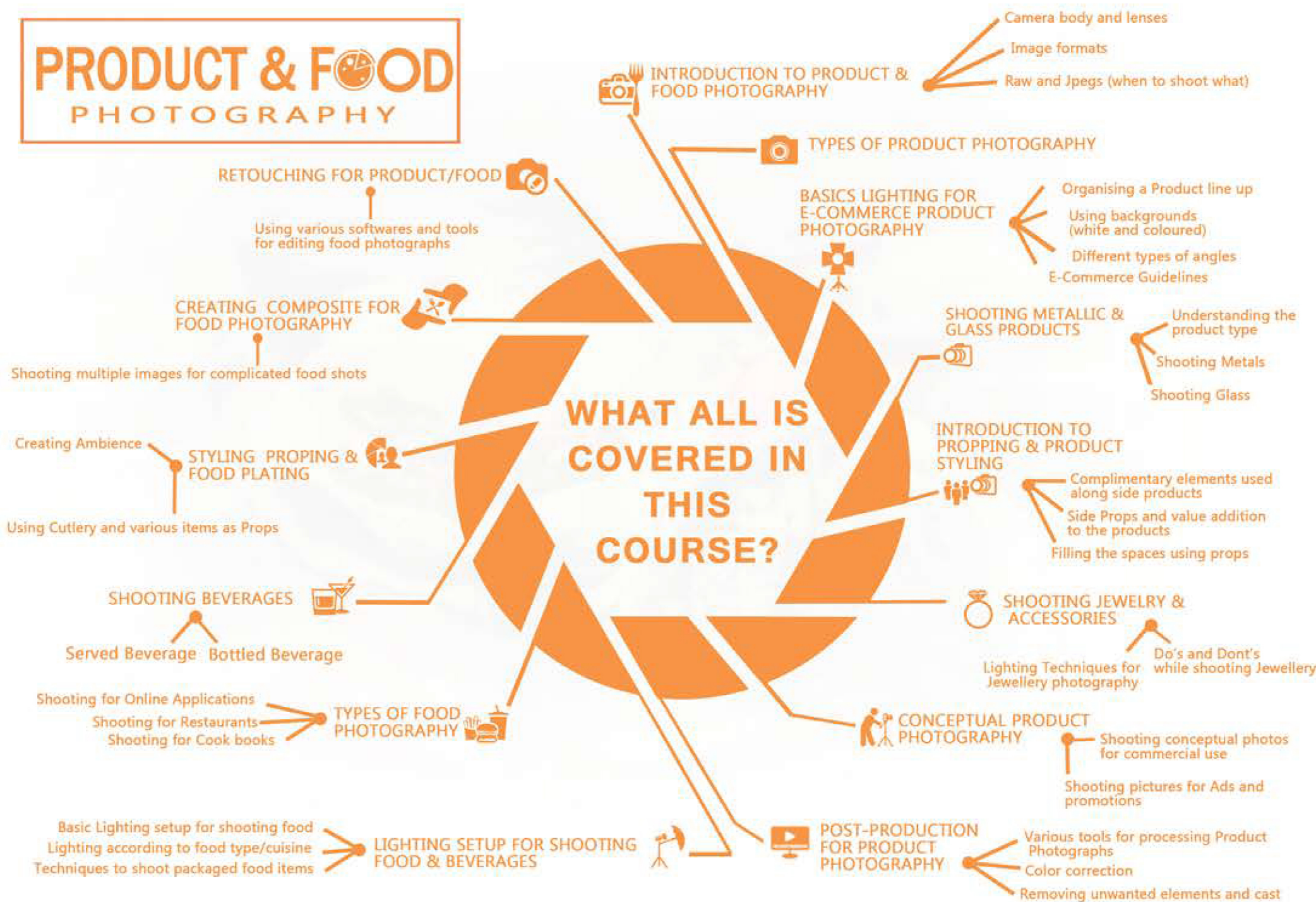
PRODUCT & FOOD

PHOTOGRAPHY

A close-up photograph of a hand placing a slice of tomato onto a stack of bread slices on a wooden cutting board. In the background, there is a bowl of salad and a small metal cup. The lighting is warm and focused on the food.

Pre-Requisite : Strong knowledge of digital photography is required. Students from Foundation Photography course can transfer to Fashion Photography course. However, if student didn't complete the Foundation Photography course, they must submit their portfolio to demonstrate the necessary level of skills or the admission interview will be taken by our mentors as a part of application process.

PRODUCT & FOOD PHOTOGRAPHY



THE KEY TOPICS OF PRODUCT & FOOD PHOTOGRAPHY COURSE



INTRODUCTION TO FOOD AND PRODUCT PHOTOGRAPHY

As various other genres of photography, food and product photography has also evolved with time. There are various types of food and product photography and all of them requires different kind of preparation, execution and post production. The idea is to first understand where does food and product photography stand against various other types of photography.



BASICS LIGHTING IN FOOD AND PRODUCT PHOTOGRAPHY

There are various categories in these type of photography itself, understanding what light is good and what light isn't used at all while shooting these items or commodities is equally important. There are basic lighting styles to shoot them for online selling and there are more complex lighting styles to shoot them for magazines or advertising.



REQUIREMENT AND EQUIPMENT

Shooting these products require pre-planning, execution and post production. There are props required, backgrounds and a lot of miscellaneous items in order to shoot both food and product differently. These requirements and equipment are also very product or food item based.



PREPARING A LOOK BOOK

Look books are designed to show how a collection of products or food items for any campaign come together. Making a look book is an interesting way to showcase a collection of items being photographed. A look-book can be project based and could also represent the entire product line for specific companies. Right from elements to include, fonts to choose, picture size and resolution every thing comes into picture.



IDEA CREATION AND PITCH MAKING

If there is any specific kind of product or food, for ex. a jewelry collection or any location based cuisine; how to shoot them in a connecting series and what elements to keep in common while shooting them plays an important role. Coming up with ideas to shoot them and pitching them to the clients is equally important as any other stage of the photographic process.



CATALOG PHOTOGRAPHY

Catalog photography is done to show a series of product on any platform, be it for selling it on E-commerce or for presenting them to clients for any organization or any magazine. For food photography the same could be done for online food delivery applications or for menu designing. These are shot against a simple plain background and not much of propping is required for catalog shooting.



E-COMMERCE SHOOTING USING A LIGHT CUBE

This is the most common and widespread used technique to shoot products for e-commerce platform. A light cube box comes in various sizes, depending upon the product one can choose from many sizes available. A light cube box diffuses the light and makes it uniform from all the sides in order to prevent uneven highlights and reflections. It also helps to remove any shadows that is falling on the product due to uneven light conditions or shape of the product.



BANNER SHOOTING

Banner shooting of products or food is usually done when they are to be printed on the boards or are going to be used for advertising them on magazines or any online website or web promotion. These shots are usually conceptual, they require some pre planning depending upon the type of product or category they belong to. Gathering of props and selecting backgrounds, creating a mood board and various other things comes in to picture for such kind of photography.



JEWELRY SHOOTING

Shooting jewelry is as tricky as it can be. Whether you are shooting jewelry for cataloging or you are creating an ad campaign, shooting jewelry can be a tedious job. The size of the product, the quality of the jewelry, its textures and elements, all of it plays a crucial role. Shooting jewelry is a task in itself.



CONCEPTUAL SHOOTING

Banner shooting and campaign shooting goes hand in hand. Both of such shooting techniques requires pre planning, propping, background selection, lighting styles to be decided before hand. A mood board can also be made to make the workflow easier and more efficient. Conceptual shooting also lets the photographer have a decent degree of creative & liberty and hence it can be much more rewarding in terms of final out put and could be mutually beneficial for both the client and the photographer.



PRODUCT/FOOD STYLING

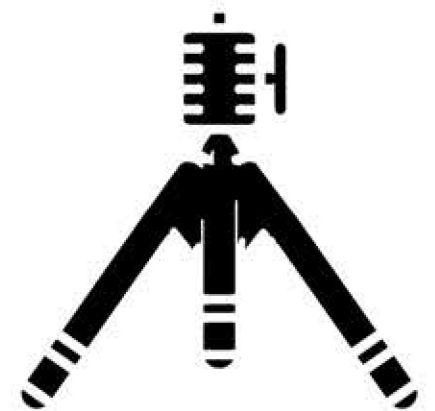
What should be the style of photography, lighting style and how to shoot, additional elements to include, locations to choose, background, propping etc. is all included in styling. For ex. if one is trying to shoot a cuisine what all elements are to be included, how the plating would be done, what additional elements could be used, the cutlery to be chosen, what should be the side props and so many other things come in to picture. Procuring everything before a shoot is as important as shooting it and styling lays the foundation of how a shoot would proceed further on.



RETOUCHING

Shooting just photographs of food and products may not be as appealing as it can actually be. Processing them takes these photographs a notch up. There are various techniques that are required even in food and product photography to make these pictures look better. In this we study and practice various softwares and tools required to make these photographs look better and remove any error in the pictures that are made during shooting.

Requirement & Equipment



Shooting food & product require pre-planning, execution and post production. There are props required, backgrounds and a lot of miscellaneous items in order to shoot both food and product differently. These requirements and equipment are also very product or food item based.

In this course however, all you would require is a camera, a lens, a tripod and preferably a flash. Other miscellaneous items and props are available at the college for the students to learn and practice.

Preparing a look book



Look books are designed to show how a collection of products or food items for any ad campaign, book designing etc. Making a look book is an interesting way to showcase a collection of whatever is being photographed.

A look-book can be project based and could also represent the entire product line for specific companies. Right from elements to include, fonts to choose, picture size and resolution every thing comes into picture.

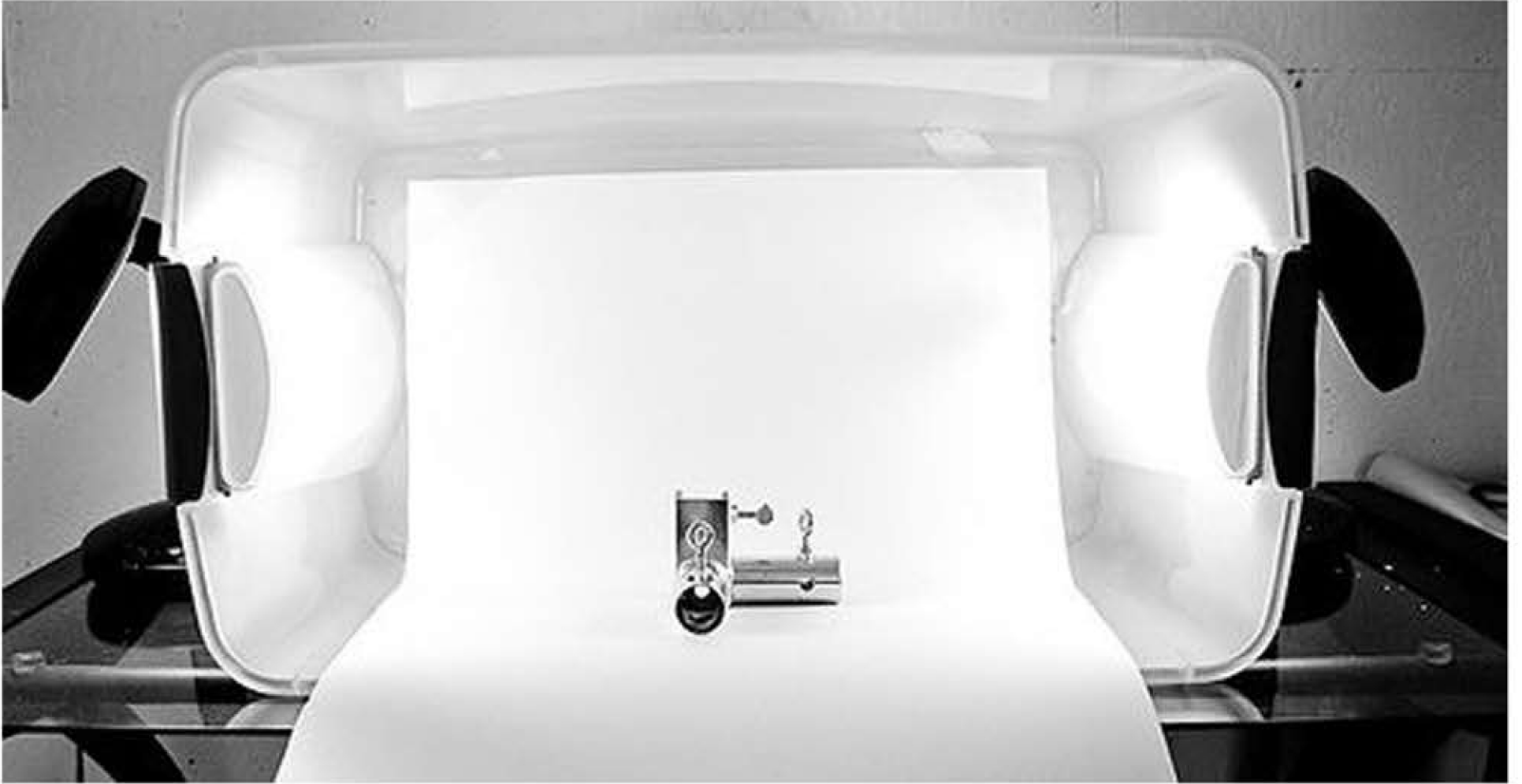
Catalog Photography



Catalog photography is done to show a series of product on any platform, it could be for selling them on E-commerce, for different clients or for any magazine.

In case of food photography the same could be done for food delivery apps or for a menu designing. These are shot against a simple backgrounds and styling or propping isn't required for any catalog shooting.

E commerce shooting using a light cube



This is the most common and widespread used technique to shoot products for e-commerce platform. A light cube box comes in various sizes depending upon the product one can choose from many sizes available.

A light cube box diffuses the light and makes it uniform from all the sides in order to prevent uneven highlights and reflections. It also helps to remove any shadows that is falling on the product due to uneven light conditions or shape of the product.

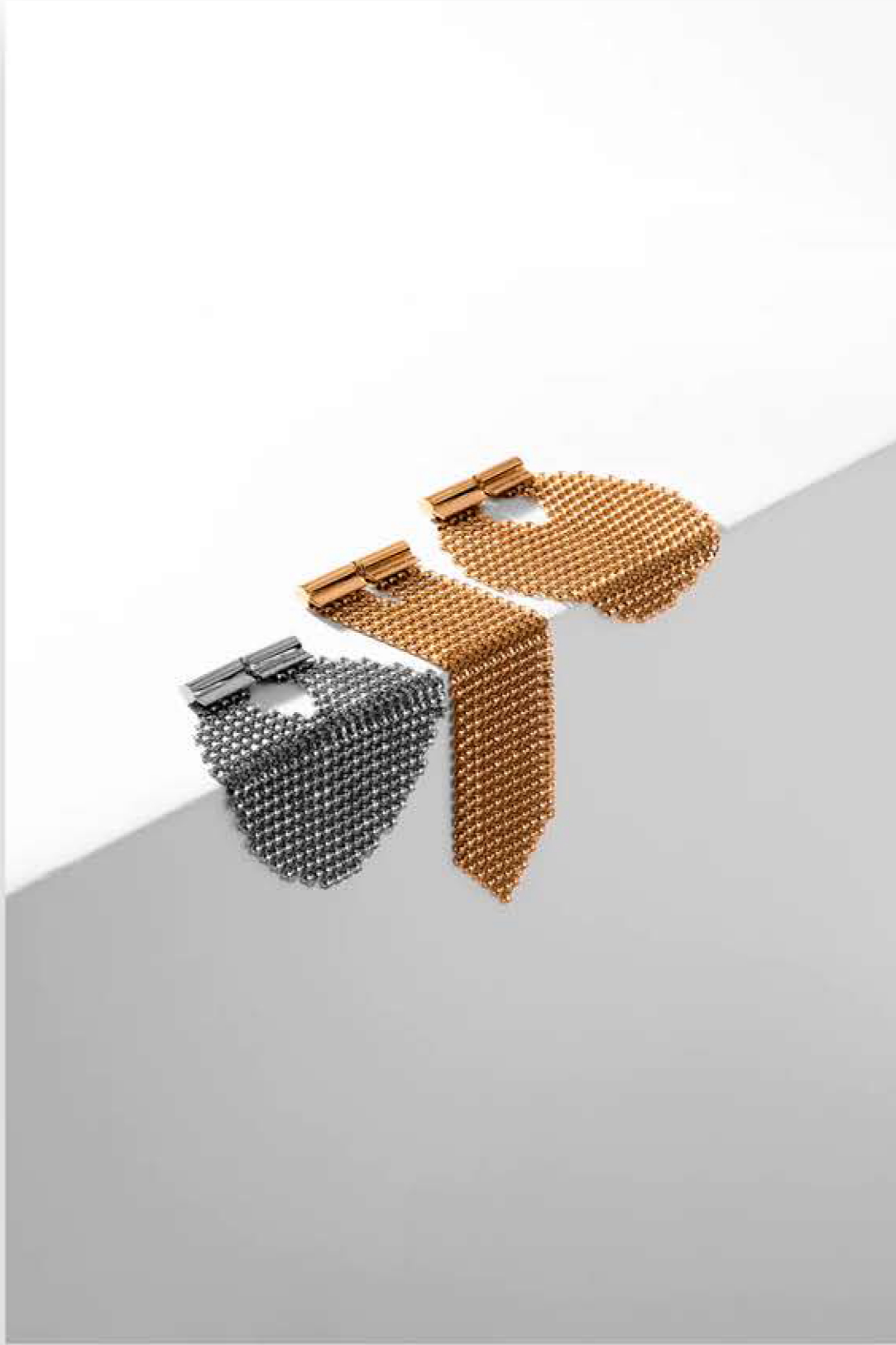
Jewelry Shooting



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The size of the product, the quality of the jewelry, its textures and the elements, all of it plays a crucial role. Shooting jewelry is a task in itself.

Banner Shooting



Banner shooting and campaign shooting goes hand in hand. Both of such shooting techniques requires pre planning, propping, background selection, lighting styles to be decided.

A mood board can also be made to make the workflow easier and more efficient. Conceptual shooting also lets the photographer have a decent degree of creative liberty and hence it can be much more rewarding in terms of final out put and could be mutually beneficial for both client and the photographer.

Styling & Propping



Styling and propping is a method to place elements that compliment the food or product but at the same time doesn't take away the attention from the main subject in the photograph.

It requires study of various elements and colors to be used and procurement of right props that goes well with the subject you are shooting. It may seem dicey at times but you could hire a stylist if the project requires.

Shooting Food



Food photography is shooting photographs of food and beverages items for any client. The client could be a restaurant, a resort or any online food selling platform. There are various ways of shooting any food item, for ex. you may shoot photos with plain background for any online selling platforms or you could be shooting high end photographs with a lot of elements according to the demand of the project.

Shooting food is tricky as there are various types of food items that look very different, you have to bring out the texture of the food and so much more.

Shooting Beverage



Beverages come in different packaging. The usage of these beverages depends from industry to industry. For ex. there are alcoholic beverages that require stylized shooting, similarly there are juice bottles, milk or any type of consumable liquid.

The shooting techniques required for beverage are very difficult since the shape of the bottles vary and so do the highlights and shadows in the edges and curves of various products.

Shooting metal & glass



Different products have different packaging, they are usually made up of different elements, and are usually shot using different lighting setup and different techniques.

Metallic product reflects a lot of light where as glass products are highly reflective therefore it is required to place the lighting right and use the right techniques.



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PHOTOGRAPHY

#cook book

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#food plating
#food proping

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#jewellery shooting



PRODUCT & FOOD
PHOTOGRAPHY

#conceptual



PRODUCT & FOOD PHOTOGRAPHY

#shooting beverages



PRODUCT & FOOD PHOTOGRAPHY

#shooting metals





PRODUCT & FOOD
PHOTOGRAPHY

#advertisement



PRODUCT & FOOD
PHOTOGRAPHY

#branding















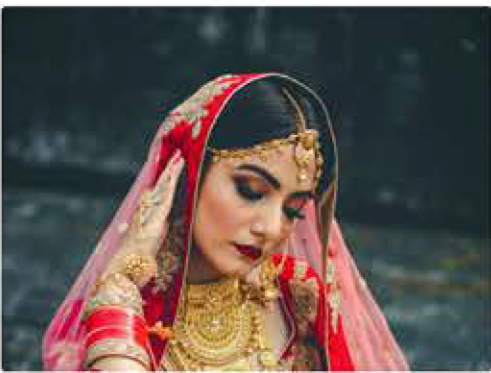
One Year Diploma



Foundation Photography



Interior & Architecture



Wedding Photography



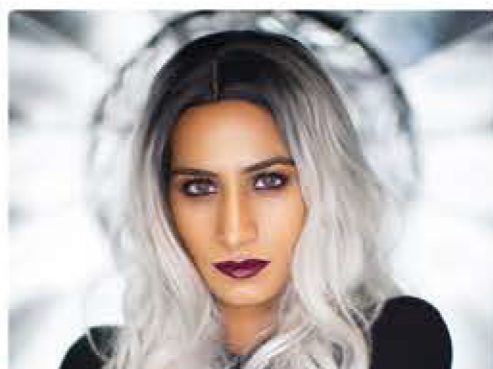
Medium Format



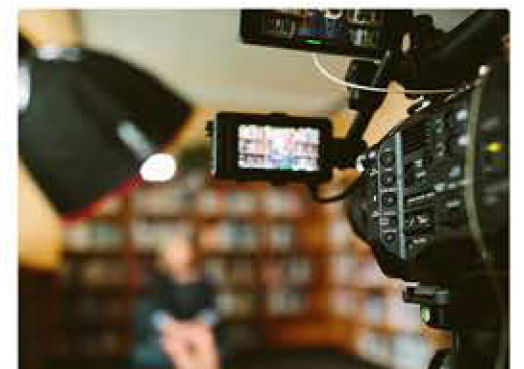
Slow Motion Videos



4k videos



Fashion Photography



24 Hour Film-Making



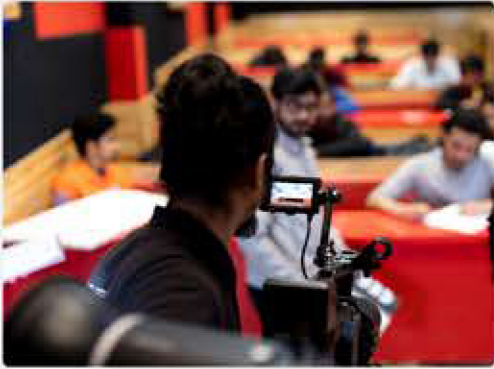
vlog film-making



Landscape & cityscape



Fine art photography



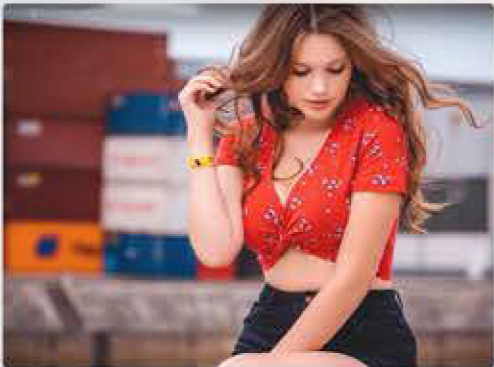
B-roll cinematography



Cover songs & music video



Documentary film-making



Fashion lifestyle video



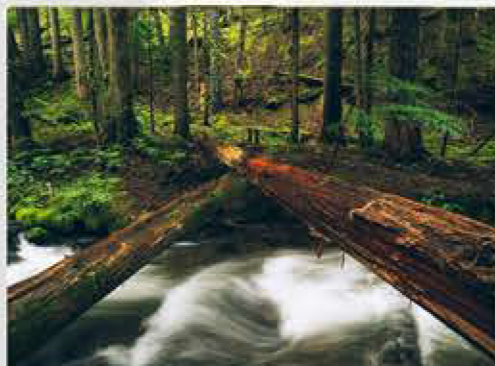
Operation & handling of film equipments



Short film-making



Astro Photography



Nature trail Photography



Commercial Photography



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