

Kellogg's

**MENU
EXPLORERS**

ELEVATE THE PLATE

TIPS & TRICKS
For Better

FOODIE PHOTOS



Subject

- ✦ Get close to your subject, so the photo brims with food and you remove distractions.
- ✦ Choose simple photos: Clear, colorful and appetizing.
- ✦ Try selfie mode to include yourself in a photo with your food.





Point of View

- ✦ Stand up and take an overhead shot of your food.
- ✦ Try a different angle. Meet your plate at a 30- to 45- degree angle from the table.
- ✦ Think like a food stylist. Capture an ice cream cone dripping. Leave a ruffled napkin next to your plate. Cut open your food to reveal layers inside. Get creative!



Light

- ✦ Natural light allows for nuances in a photo that a phone flash does not.
- ✦ Find a window that provides the most light. White poster board can help reflect light, or gauzy curtains can help filter harsh light.
- ✦ Follow the light. Don't be afraid to shoot your dish in unusual spots. Ask a friend for help if needed!



Focus

- ✦ Focus on a point near the center of the dish or its most enticing detail.
- ✦ Rest your elbows on the table (just this once) or against your body and hold the camera as still as possible.
- ✦ Many of the best photos on social media are shot with real cameras, not phones. Use your camera's manual settings to get the perfect shot!



Practice

- ✦ Practice. Take multiple photos of the same dish and choose the best one.
- ✦ Learn more about your camera's features.
- ✦ Edit your image's brightness, warmth and color saturation on your phone or with an App. Just don't go overboard! Make sure it still looks natural, edible and delicious!

