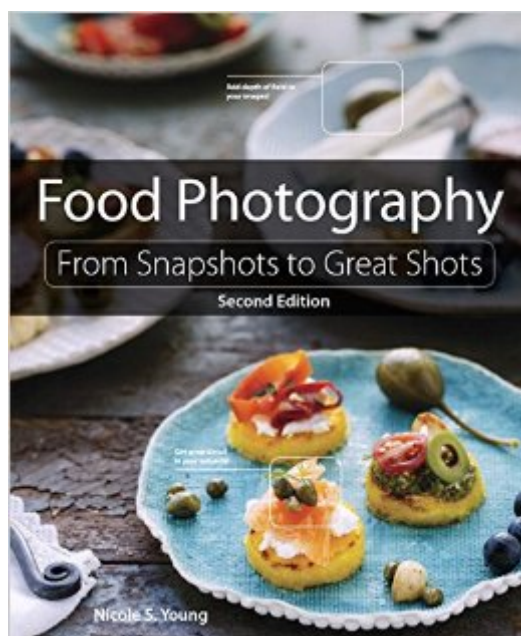


The book was found

Food Photography: From Snapshots To Great Shots (2nd Edition)



Synopsis

Do you need help making your food look as delicious as it tastes? Are you a "foodie" • hungry for more tantalizing photos of your culinary creations? Do you have a food blog that you'd like to take to the next level, with better images and a stronger business strategy? Then this book is for you! In *Food Photography: From Snapshots to Great Shots, Second Edition*, photographer Nicole Young returns to dish up the basics on everything you need to know to make great food images, from getting the right camera equipment to mastering the key photographic principles of aperture, ISO, and shutter speed. She offers tips on styling food using props, fabrics, and tabletops; and she explains how to improve your photos through editing after the shoot. This new edition features many brand-new images and examples, accompanied by up-to-date discussions on achieving good lighting and composition. In addition Nicole covers developments in the industry that have emerged since the publication of the first edition, such as the entry of mirrorless cameras on the scene, and more. She also provides a brand new post-processing section focusing on Photoshop Lightroom, showing how to improve your photos through sharpening, color enhancement, and other editing techniques. Beautifully illustrated with large, vibrant photos, this book offers the practical advice and expert shooting tips you need to get the food images you want every time you pick up your camera.

Book Information

Series: From Snapshots to Great Shots

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Customer Reviews

The Food Photography book deals with how to photograph food. This book does not assume that you are a pro photographer, and caters for people who have different levels of photography experience. Having said that it is not a book that is light on the experience it imparts, and any photographer regardless of experience who is wanting to learn the skills of photographing food can learn a lot. The book deals with the fundamentals that every food photographer should know about, and talks about subjects such as obtaining the best lighting, how to use props and style a shot. The composition of the shots, through to the use of social media, (which is now becoming a huge area for photography, and getting your shots noticed!) is also dealt with as is post processing of your digital shots. The post-processing section is done using Adobe Lightroom, which is something that I am both used to and use, so I am comfortable with this but if you don't have Adobe Lightroom, these techniques can be transferred if you use other post processing software. Having read and gone through the Adobe Lightroom chapter, I found it to be comprehensive enough to ensure you have the knowledge and skills required to process your shots without having to refer to the heavier books on Adobe Lightroom. You may after going through the chapter find that you want to learn more about Adobe Lightroom, and after reading the chapter you will already have the skills and language needed to delve into these books about Adobe Lightroom, but I would say that the skills you learn will be more than adequate. The best thing I have found about this book is an image is featured, and the techniques used are explored so that you can reproduce the shot.

This excellent book, written for beginner and intermediate photographers, provides a solid foundation for food photography techniques. The book is well organized and has an informative and friendly tone. The first chapter covers basic information on equipment and relationship between exposure settings (shutter speed, aperture, and ISO). Chapters 2 through 4 discuss techniques, equipment, and props for food photography. Chapter 5 discusses aspects of social media and web presence, including ways to reduce the possibility of image theft. Chapter 6 covers a selection of elements of the processing software Adobe Lightroom that can be applied for organizing, developing, and exporting images. Chapter 7, titled "Behind the Scenes," takes the reader through a photo shoot from start to finish, which uses the cumulative information of prior chapters. Chapters 1 through 6 end with challenges that the reader can work on to gain experience with the material covered. Throughout the book, the author makes liberal use of photographs and graphics to illustrate points contained in the text. The images are excellent examples for the text and get the points across that the author is trying to make. In addition, information on the camera, lens, and exposure settings for each photograph are provided. Lighting is covered in Chapter 2 and I found

this to be a very interesting chapter describing types of light, light direction, light quality, and light modifiers and accessories. As elsewhere throughout the book, the author does an excellent job of showing how scenes were set up as well as the resulting images. She also provides numerous photo examples of effects of different lighting, which aids the reader greatly in being able to see the results of various lighting options.

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