

# Behind the Scenes of School Food Photography


Tawnie Kroll, RDN

Melissa Ulam, Manager

Clovis Unified School District (CUSD)



# Tawnie's Background

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- Fresno State (2014) - Bachelor of Science in Food and Nutritional Sciences, Dietetics and Food Administration Option (Minor – Health Science)
  - Registered Dietitian Nutritionist (RDN) – March 2016
  - Clovis Unified School District (Campus Catering – July 2015)
  - Food Blogger behind Kroll's Korner – 2 years

Kroll's Korner

— [Krollskorner.com](http://Krollskorner.com)



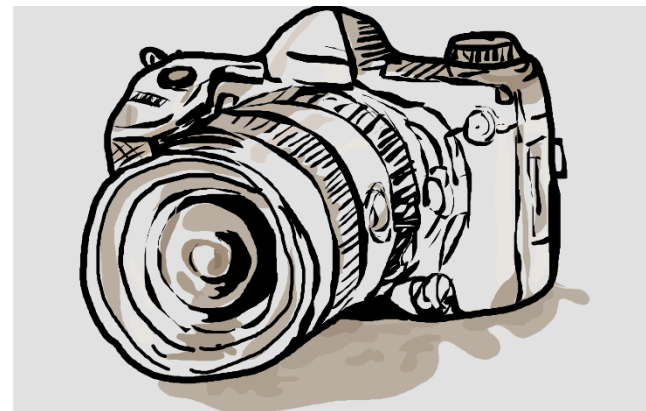
# Melissa's Background

- 18 years in the Restaurant industry
- General Manager of Casual Dining Restaurant
  - Local Marketing
- Area Director for Famous Dave's BBQ Restaurants
  - Created Catering Program
  - Collaborated/Consulted with Marketing Department
- Clovis Unified School District- Area Manager (July 2015)

# Objectives



Pepperoni Calzonettes



- Discuss the planning before your photoshoot
- Tools to make your photoshoot successful
- What to do if you do not have a studio
- Overall goal → get creative and have FUN with this!

# Planning Part 1

- Make an organized list of foods on an Excel spreadsheet.
- Specify amounts of food(s) in detail you will need.
- Make note of additional items needed for prep.
- It is hard (near impossible) to do it all on your own! Delegate tasks to other managers or coworkers who will be willing to help.

	A	B	C	D	E	F	G	H
1	Photo Shoot List	Ingredients				Additional Misc. Items	Quantity	
2	Baby Carrots	5 each bags				5# boats	10 each	
3	Baked Beans	1 pint				2# boat	10 each	
4	Bean and Cheese Burrito	2 thawed (NOT	1 cup shredded chz			towels	5 each	
5	Beef and bean Burrito	2 thawed (NOT	5 tortillas			large gloves	1 box	
6	Bosco Sticks with Marinara	6 thawed not heated	4 packs marinara	maureen to pick up from east		#40 disher	1	
7	Chicken Chili w/ Tostito scoops	1 pint chili (unheated)	5 bags Tostitos			#6 disher	1	
8	Chicken Nuggets with Ranch	8 cooked nugget	5 oz. ranch dressing			trash bag	2	
9	Chicken Taquitos w/ Cheese Sauce	10 cooked 2 cups-unheated	5 oz. cheese sauce			Serving spoon	1	
10	Corn (canned)					Slotted serving	1	
11	Corn Cobbett	6 each				pastry brush	1	
12	Frito Boat	taco meat 10 each	1 bag Fritos			sanitizer bucket	1	
13	Frozen Juice Cup	(assorted 2 thawed						
14	Italian Sliders	(NOT 1 pint pasta	1 pint meat sauce	pick up from Century @ 9am				
15	Pasta w/ meat Sauce	(cooked, not						
16	Pepperoni Pizza Pocket	2 each (NOT cooked)						
17	Raisels	20 each boxes						
18	Salsa	1 pint						
19	milk, choc and white	2 each						
20	Whole Wheat Roll	3 rolls						
21								

## Planning Part 2

- In order to make the photoshoot run smoothly, plan out staging ideas for each food item.
- List how you will set up the photo and what additional items will be in the picture.
- This makes the process less stressful and keeps you organized!

	J	K	L	M	N	O	P	Q	R	S
Items	Staging Ideas									
Baby Carrots	carrot bundle in background, bags and un-bagged, other vegetables in background- tomato, lettuce, onion, etc.									
Baked Beans	mini red Dutch oven, onion									
Bean and Cheese	burrito cut in 1/2? Tortillas in background, cheese block w/shredded chz around, plate full of burritos?									
Beef and bean Burrito	burrito cut in 1/2? Tortillas in background, cheese block w/shredded chz around									
Bosco Sticks with	cut in 1/2, chz melting out, marinara, tomatoes rosemary									
Chicken Chili w/ Tostito	mini red Dutch oven, lime, guac, salsa in background, cheddar cheese block									
Chicken Nuggets with	nuggets with ranch									
Chicken Taquitos w/	lime, guac, salsa in background, cheddar cheese block									
Corn (canned)	corn husked and unhusked in background, small glass bowl with corn kernels, cobettes in bag									
Corn Cobbett	corn husked and unhusked in background, kernels sprinkled about, cobettes in foreground									
Frito Boat										
Frozen Juice Cup	fresh fruit in bag, juice cups overflowing out of (basket?), one open w/ spoonful?									
Italian Sliders	pizza dough, flour, marinara w/ ladle, parm chz, peperoni, slider on cutting board									
Pasta w/ meat Sauce	tomato, rosemary, napkin, silverware									
Pepperoni Pizza Pocket	pocket cut in 1/2, melting on cutting board pizza dough, flour, marinara w/ ladle, parm chz, peperoni									
Raisels	same as raisins, grapes in background									
Salsa	tomato, onion, jalapeño, sharp knife									
Whole Wheat Roll	flour, wheat, cutting board									
Milk	both cartons and full glasses									



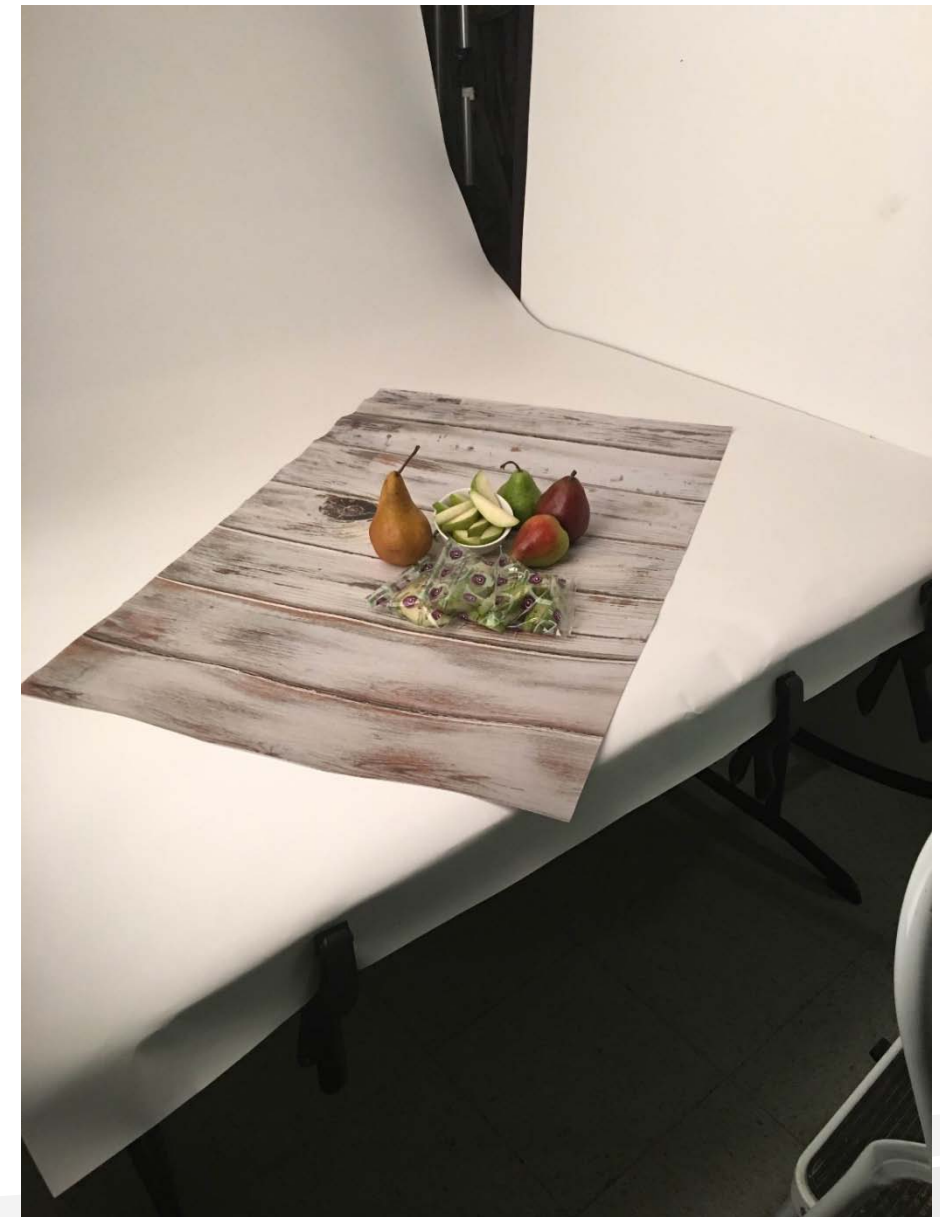


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	Groceries to purchase		Staging Supplies/Small wares to purchase		Materials from home	
23	Blueberries	x			Mel	Tawnie
24	Bananas	x			eggs	cutting board
25	Maple Syrup	x			cheese grater	cups
26	Potato	tawnie			spatula	black pan
27	Ketchup (glass)	n/a			red casserole dish	glass ramekins
28	Loaf of bread	x			mixing bowl	bread knife
29	Butter leaf lettuce				hand mixers	parchment paper
30	Lemons				mexican salsa ramekins	bowls, plates - white
31	Parsley	x			rosemary	cinnamon roll pan
32	Mustard	x			cake pan (round)	cinnamon
33	picnic cloth/napkins	x			cinnamon sticks	rolling pin
34	tomato	x				stemless wine glasses
35	basil	x				small pyrex
36	marinara	x				
37	pears	x				
38	rock salt	tawnie				
39	cute toothpicks					
40	bacon	x				
41	frosting	x				
42	ziplock baggies	mel				
43	fresh berries	x				
44	jalapeno	x				
45	sausages					

## Tools You May Need

- Swanky Prints – Etsy (vinyl wood backdrop)
  - 3ft x 2ft \$17.99
  - 4ft x 4ft \$27.99
- Makes the photo look ‘real’
- Easy to transport
- Use lighter colored woods for lighter fare, and darker backdrops for heavier meals
  - Example: fruit on light color, cheeseburger on dark



## Wait...I don't have a camera!

- If you link up with a school photographer, you'll be set.
- I personally like Canon, however Nikon is great too.
- Think about getting a macro lens (the macro really zooms in on the food and makes for a great photograph!)
- Consider also purchasing Lightroom (\$10/month) – this is a tool for you to edit photographs. (Brighten, shadows, contrast, sharpening, etc.)



# The Studio



## How Is All of this possible?

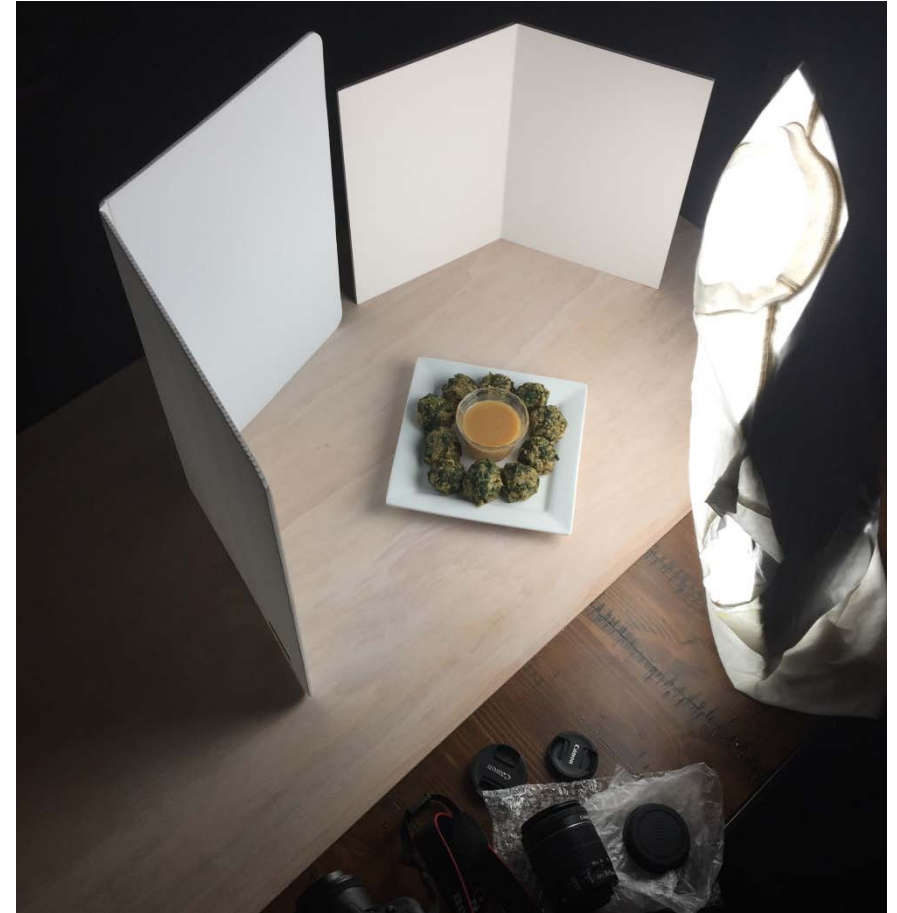


- Link up with people you know in your district!
- Ask food service staff plenty of time in advance to set certain foods for the photoshoot aside on a cart. Provide a detailed list for convenience.
- Connect with your school photographers → do they have a studio? Can you partner and take photos together?
- ORGANIZATION IS KEY. Have all details planned. For example: trash bags, enough silverware, bowls, extra props for pictures, paper towels, toothpicks to prop food up, spray bottle to make food glisten...

# What to do without a studio



Foldio Lightbox



Lowel Ego Digital Imaging  
Fluorescent Light & Reflector  
Boards

Be realistic...





...but market the meal at the same time!



# Summary

- Plan the day out in an Excel spreadsheet and gather all food/props.
- Set your location...makeshift studio or current school studio.
- Stay organized and have fun!



# Questions? THANK YOU!

Clovis North High - Lunch Menus [Back to Campus Catering Home Page](#)

 CLOVIS UNIFIED SCHOOL DISTRICT

Clovis North High Lunch

« Previous Week Week of November 14, 2016 Next Week »

MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY

14

Chicken Alfredo with a Roll  
Homestyle Chicken Strips with Frank's Red Hot or Ranch and a Roll  
Hot & Spicy Chicken Patty Sandwich  
Cobb Salad w/ Croutons  
Orange Chicken Rice Bowl  
Chicken Cordon Bleu Sandwich  
Peanut Butter & Jelly Sandwich  
Green Salad w/ Red Cabbage, Corn, and Carrots

Chicken Drumstick Lunch Box with Biscuit and Mashed Potatoes  
Homestyle Chicken Strips with Frank's Red Hot or Ranch and a Roll  
Hot & Spicy Chicken Patty Sandwich  
Cobb Salad w/ Croutons  
Orange Chicken Rice Bowl  
Chicken Cordon Bleu Sandwich  
Peanut Butter & Jelly Sandwich  
Green Salad w/ Red Cabbage, Corn, and Carrots

  
**Cobb Salad w/ Croutons**  
Freshen things up with our delicious Cobb Salad! Our salad has ham served over a bed of chopped romaine, crumbled bacon bits, fresh tomatoes, carrots, egg and croutons. Served with your choice of dressing.

1 each Serving Size  
632 Calories  
40 g Fat  
37 g Total Carbs  
5 g Fiber  
30 g Protein

Show Ingredients

How would you rate this food?  
☆☆☆☆

Print Menu Select Languages

« Show Ingredients  
View carb counts

Fruits

Choices Available

up to receive this each month  
address  
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