



Eat with your Eyes

8:00am — 9:00am November 11, 2018

Presentation by Amanda Freeman, Solution Expert, PrimeroEdge

Primero 

Agenda

- Food Photography Techniques
- Q&A
- Hands-On Practice

About me

I love brainstorming, problem-solving and helping you.

I also love candles, traveling, wine, and working out.

I'm your Solution Expert at PrimeroEdge.

Been living on the Edge since 2015.



Amanda Freeman

Which of these would you rather eat?



1



2

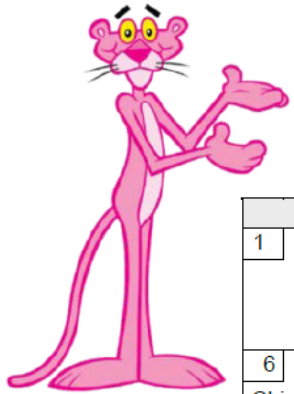
Photography & Menu Publishing

So why is photography important in menu publishing?

1. Great pictures will *encourage* students to eat in your cafeteria
2. Bad pictures will *discourage* students from eating in your cafeteria
3. Great pictures = more **participation**



T & B

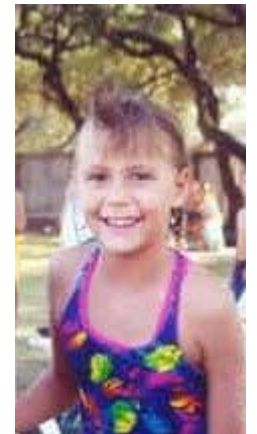


April 1997

Spicewood Elementary Lunch Menu



MONDAY		TUESDAY		WEDNESDAY		THURSDAY		FRIDAY	
1	Chicken nuggets Salad Mix Pasta Salad	2	Beef Hotdog Potato Wedges Chili Soup	3	Spaghetti Texas Toast Green beans	4	Tuna or Sloppy Joe Potato Chips Steamed Broccoli	5	Cheese Pizza Baby Carrots Baked Beans
6	Chicken Alfredo Pasta Fruit Salad Mix Steamed Broccoli	7	Turkey Sandwich Potato Chips Cole Slaw	8	Taco Salad Chips and Salsa Orange Slices	9	Grilled Cheese Tomato Soup Celery sticks	10	Pepperoni Pizza Baby Carrots Baked Beans
11	Chicken nuggets Salad Mix Pasta Salad	12	Beef Hotdog Potato Wedges Chili Soup	13	Spaghetti Texas Toast Green beans	14	Tuna or Sloppy Joe Potato Chips Steamed Broccoli	15	Cheese Pizza Baby Carrots Baked Beans
16	Chicken Alfredo Pasta Fruit Salad Mix Steamed Broccoli	17	Turkey Sandwich Potato Chips Cole Slaw	18	Taco Salad Chips and Salsa Orange Slices	19	Grilled Cheese Tomato Soup Celery sticks	20	Pepperoni Pizza Baby Carrots Baked Beans
22	Chicken nuggets Salad Mix Pasta Salad	23	Beef Hotdog Potato Wedges Chili Soup	24	Spaghetti Texas Toast Green beans	25	Tuna or Sloppy Joe Potato Chips Steamed Broccoli	26	Cheese Pizza Baby Carrots Baked Beans





Don't

Do's & Dont's



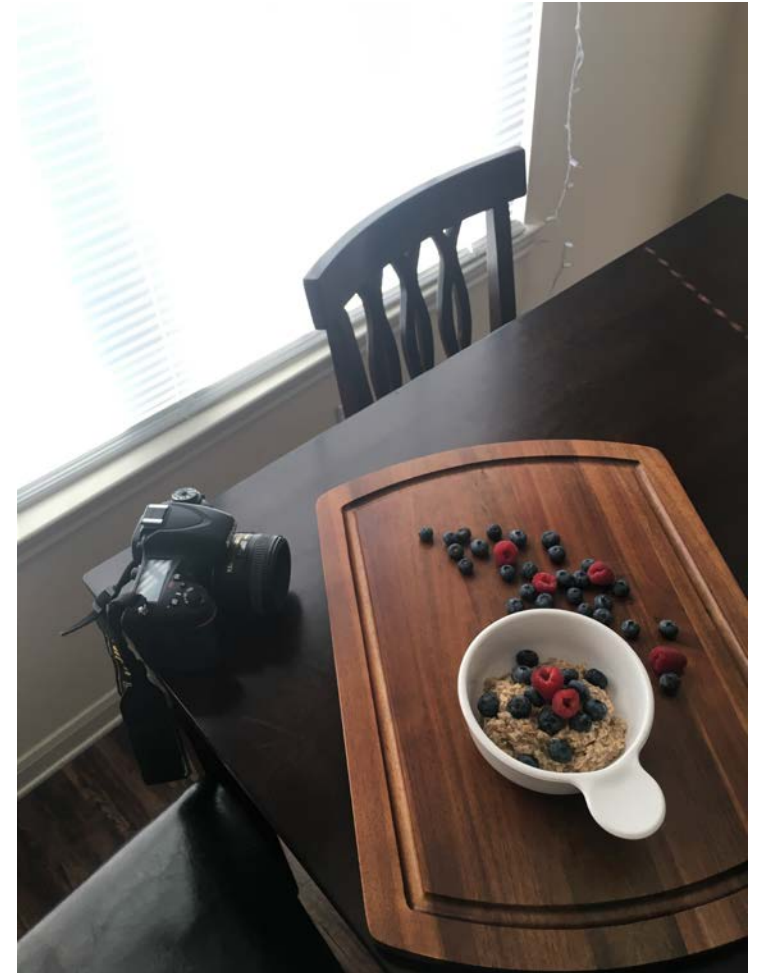
Do

- Use your phone flash
- Forget about your background
- Leave out details that showcase the flavors and texture of the food
- Go crazy with the editing

- Use soft, natural light (window light is best)
- Make sure your background is clean, and free of clutter
- "Stage" your food so it looks interesting
- Practice a "clean" edit – natural colors

Lighting

- Soft, Natural Light
 - Easily available
 - No harsh shadows
 - Natural colors



Setting & Background



- Clean, clutter free background
- Stick to neutrals to keep the attention on the food
- Get creative: cutting boards, napkins, placemats, silverware, etc.

Staging Your Food

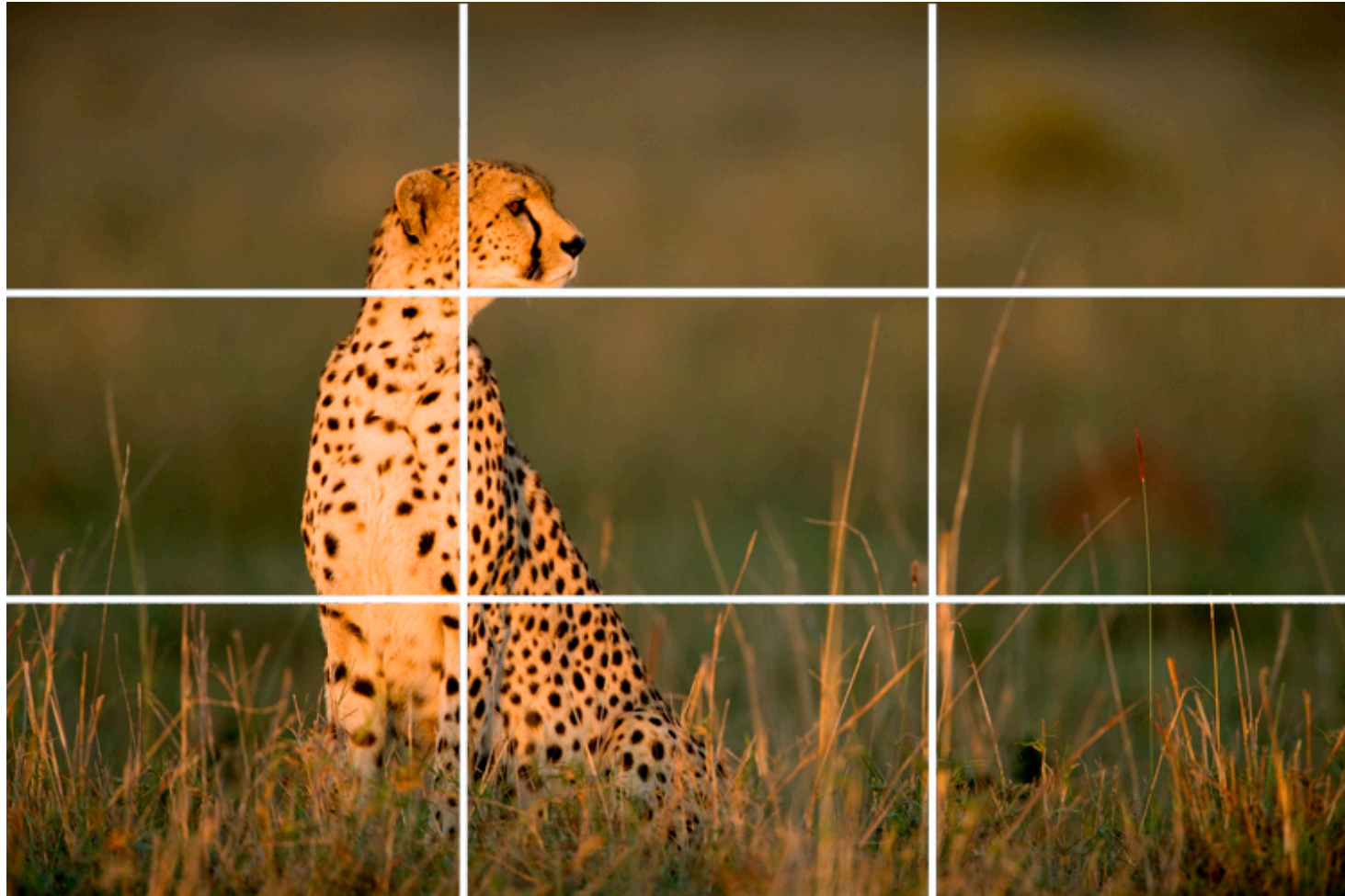
- Purpose: Showcase the flavors and smaller elements of the food & make your picture interesting!
- Staging to market
- Examples
 - Oatmeal: sprinkle berries on top & around bowl
 - Tomato basil soup: sprig of basil, saltine crackers
 - Chicken fingers: side of ketchup or barbecue sauce

Composition

The placement of objects in a photograph relative to the background and other objects

- A few “rules” of composition:
 - Rule of Thirds
 - Symmetry
 - Leading Lines
 - Angles
 - Remember, rules are made to be broken!

Rule of Thirds



Poll

- Open your camera app
- Do you see gridlines?

Gridline Setting

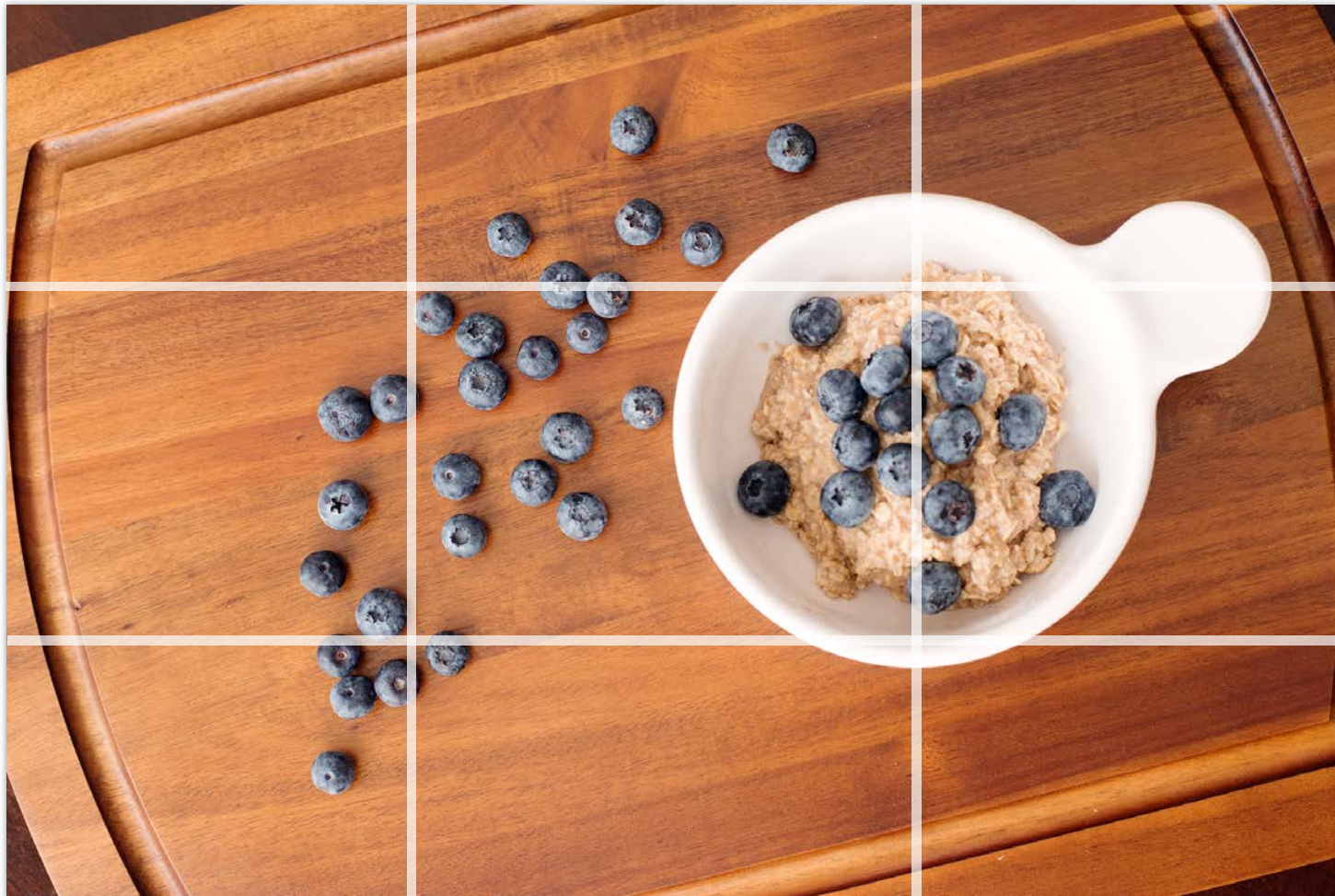
iPhone

- Open the Settings app
- Scroll down to "Photos & Camera."
- Tap on "Photos & Camera"
- Scroll down until you see "Grid."

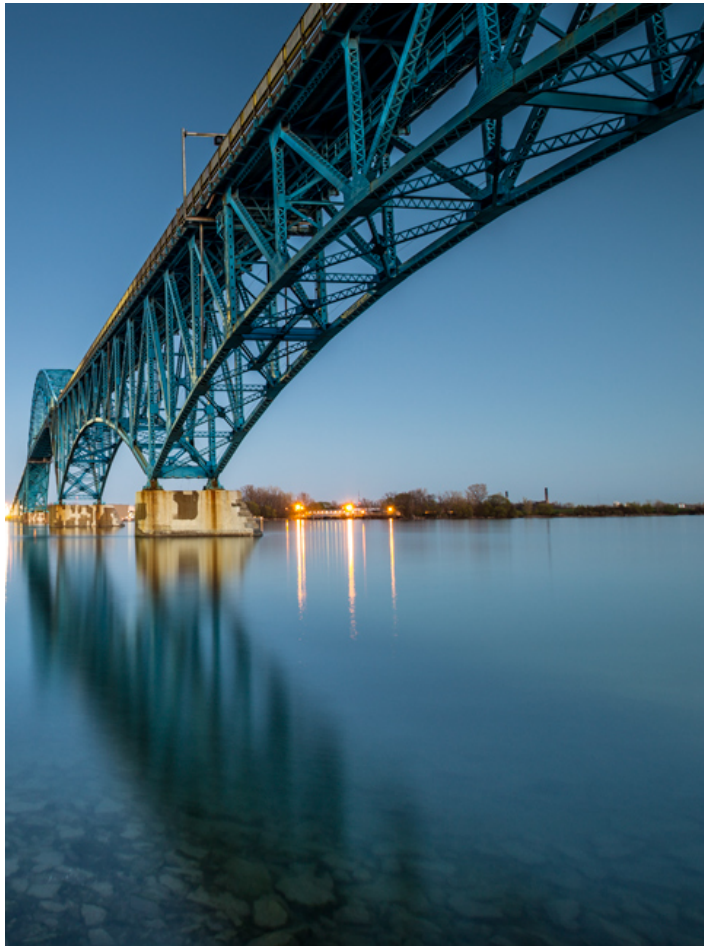
Android

- Open the camera app > Settings > Grid lines

Rule of Thirds

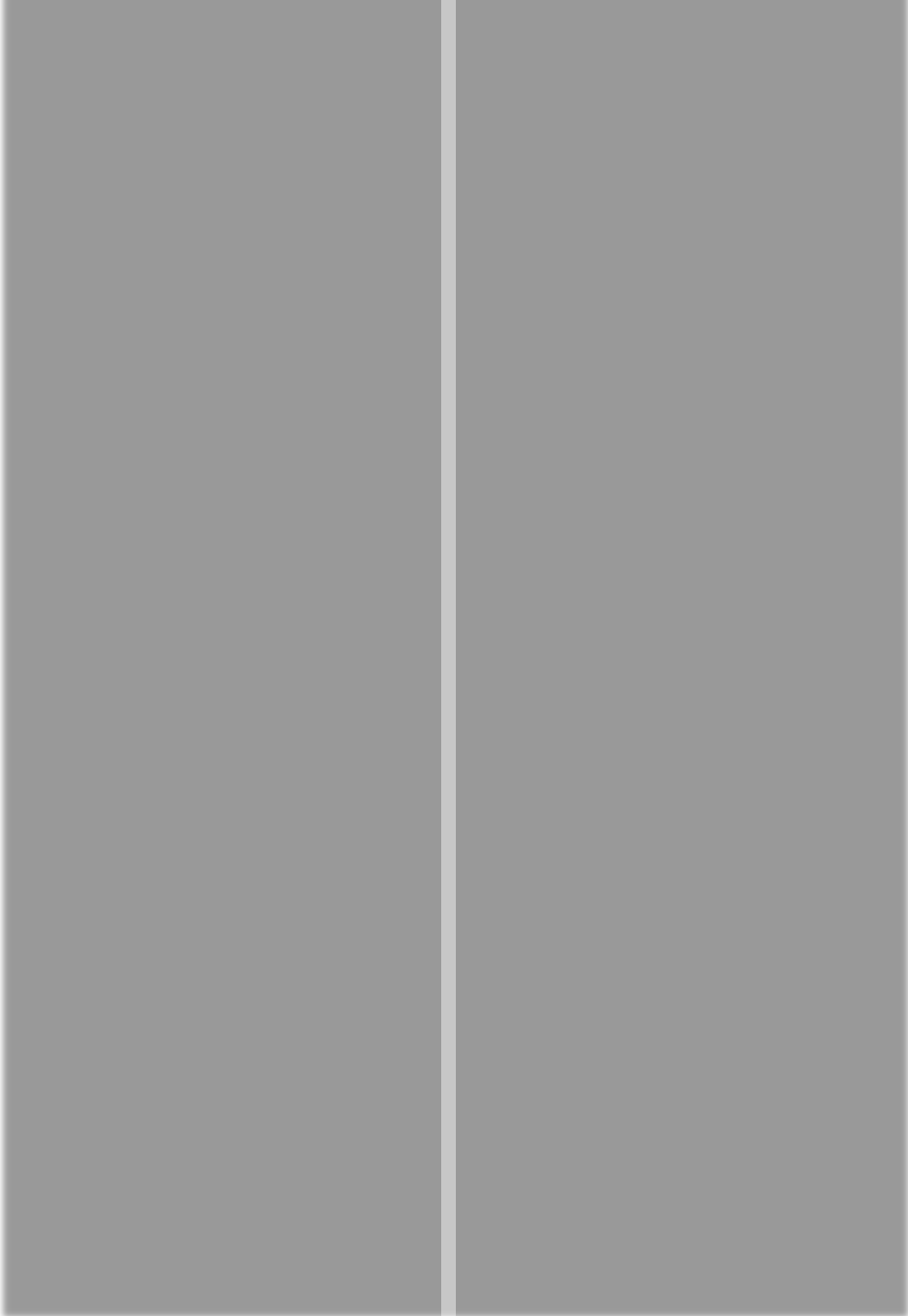


Symmetry





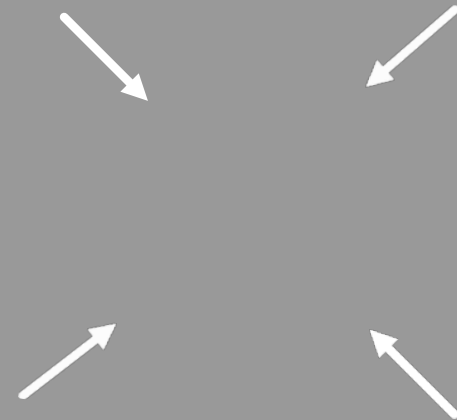
Symmetry



Leading Lines



Leading Lines



Angles



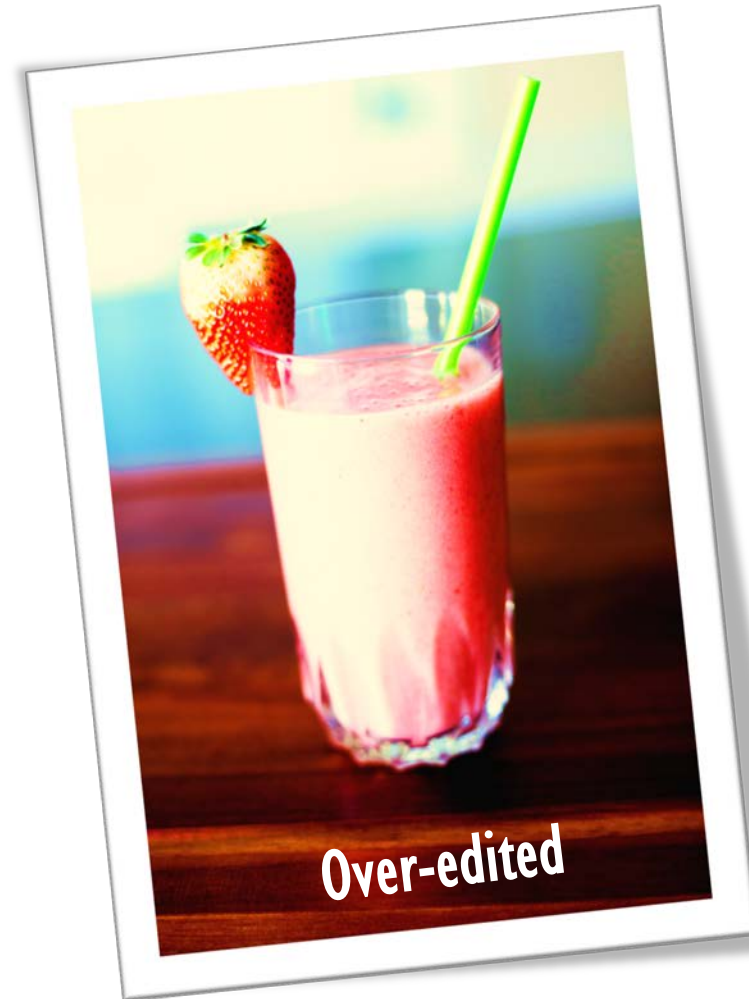
Angles

Editing

- The goal: make colors pop, correct discoloration, enhance exposure/contrast
- Free Apps:
 - Built in editing tools
 - VSCO Cam
 - Adobe Lightroom



Over-editing



Where do I start?

- Take your 10 most served meals – start here!
- New Menu Items

Involve the Teachers!

- Exploring Photographs, Lesson 1—Methods of Visual Analysis (use food photographs)
 - Grades/Level: (6–12)
 - Subjects: Visual Arts, English–Language Arts, History–Social Science
- Exploring Photographs, Lesson 2—A Closer Look: Analysis in the Museum (Ask teachers to change this to the Cafeteria!)
 - Grades/Level: Middle School (6–8), High School (9–12)
 - Subjects: Visual Arts, English–Language Arts, History–Social Science

Involve the Students!

- Yearbook Team
 - Yearbook Feature – Favorite meal of the year
- Newspaper Team
- Photojournalism / Photography Classes
- Art Class
- Culinary Class
- Instagram Contest

Want to know more?

Download the eBook

[www.primeroedge.com](http://www.primeroedge.com/ebook-eat-with-your-eyes)
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Q&A

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