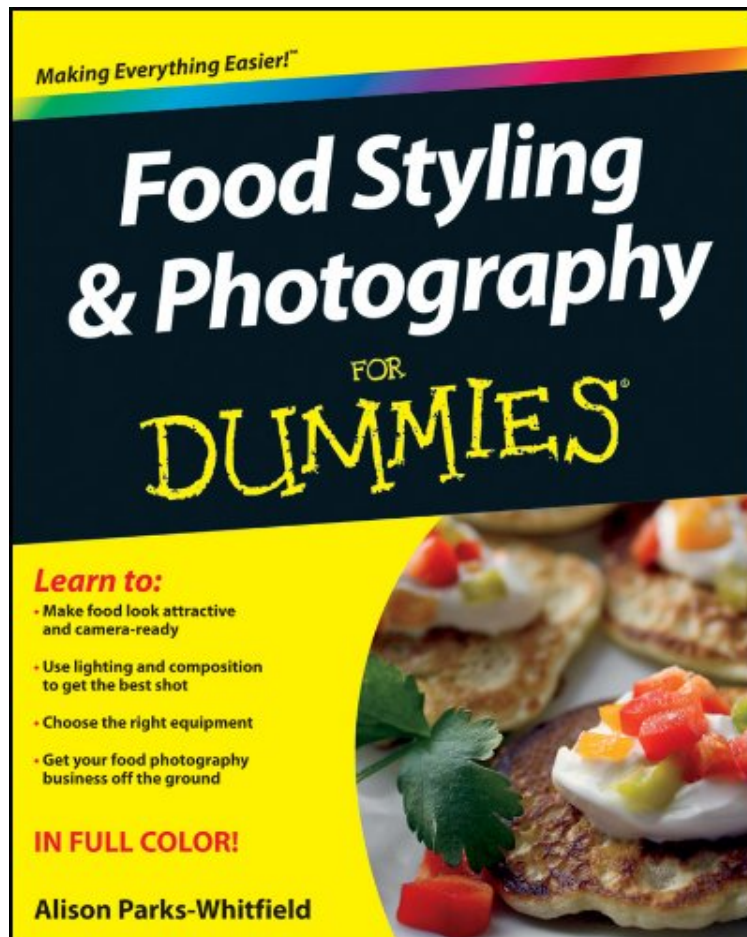


Food Styling and Photography For Dummies

Alison Parks-Whitfield

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Alison Parks-Whitfield : Food Styling and Photography For Dummies before purchasing it in order to gage whether or not it would be worth my time, and all praised Food Styling and Photography For Dummies:

2 of 2 people found the following review helpful. Food Styling Anyone Can DoBy KarinSBeing a recipe writer and cook it is often necessary to get some difficult shots of food. But sometimes the beans are not as green as you want them, or the potatoes are not as crispy or browned. The gravy congeals and dries on the edges under the lights. This book shows you so many ways that you can create mouth watering photos with or without the tricks employed by professional food stylists. Even if you do not have the space to create a small studio for the photos there is a way around it. This book is well written and easy to understand. It is a must have on the shelf if you are even thinking of taken photos of food. I recomend it to everyone and anyone. You would be amazed what the professionals use to make the photos look as good as they do. If you knew you would not want to eat it.Food Styling and Photography For Dummies (For Dummies (Sports Hobbies))1 of 1 people found the following review helpful. An essential guide to get you creating better food imagesBy G. EdensFood Photography For Dummies is an excellent resource covering every facet of creating great, mouth watering images of food. Alison Parks-Whitfield takes the reader step by step through

every element of great food photography, equipment, lighting, preparation, styling and even the business of food photography. The essence of great food photography, just like great fashion photography, is styling, set design and careful choices: the author takes us through the entire process from studio to on-location work as well as post processing techniques. 1 of 1 people found the following review helpful. Great resource! By Pam Crooks I'm getting ready to launch a food blog, and this book is chock full of helpful hints. An easy read, too. A must-have in any food-bloggers collection.

Discover how to style and photograph food like the pros Whether you're taking shots for a foodie blog, advertisements, packaging, menus, or cookbooks, *Food Styling Photography For Dummies* shows you how to take the next step in your passion for food and photography. This attractive, informative, and fun guide to the fundamentals of food styling provides information on the tools and techniques used by some of the most successful industry professionals. *Food Styling Photography For Dummies* provides you with the fundamentals of food styling and gives you the inside scoop on the tools and techniques used by some of the most successful industry professionals. Shows you how to translate taste, aroma, and appeal through color, texture, and portion Includes techniques such as extreme close-ups, selective focus, and unique angles to create dramatic effect Detailed coverage on lighting and composition Tips for choosing the proper equipment and mastering the use of camera settings, lenses, and post-production software Advice for creating a professional personality and getting your food photography business off the ground Whether you're an amateur or professional food photographer, *Food Styling Photography For Dummies* is a fun and informative guide to photographing and arranging culinary subject matter.

From the Back Cover Discover how to style and shoot delicious food photos Whether you're an amateur taking shots for a food blog or a professional who captures culinary creations, *Food Styling Photography For Dummies* shows you how to take the next step in your passion for food and photography. This attractive, informative, and fun guide gives you the inside scoop on the tools and tricks to style and create scrumptious photos. Before you say cheese — find out how to make food look appetizing and interesting for the camera, from selecting dishes and linens to adding garnishes and accents Get technical — discover all the photography equipment and know-how needed to take mouth-watering photos It's a piece of cake — explore image composition and camera angles to use for capturing cool stuff like drips and textures And for dessert — get the scoop on what to do after you put the camera down, including saving, backing up, and editing your photos Open the book and find: Full-color examples Food styling tips and tricks How to set up your lighting to achieve the perfect look Tools and techniques specific to food photography How to get started in the food styling and photography business Info on editing and archiving photos Postproduction tools and processes Advice on creating an online and traditional print portfolio Learn to: Make food look attractive and camera-ready Use lighting and composition to get the best shot Choose the right equipment Get your food photography business off the ground **IN FULL COLOR!** About the Author Alison Parks-Whitfield is a successful technical writer and food photographer in the San Francisco Bay area. Her tasty images have been published in books, magazines, newspapers, and on packaging, as well as in many online venues.