

LEARN MY TECHNIQUES TO TAKE BEAUTIFUL PHOTOS OF FOOD WITH THE CAMERA IN YOUR POCKET

> CHARLOTTE AVENT ACUPOFTEAANDCAKE.COM



SHOOT IN NATURAL LIGHT

Are you starting out? Ok cool, I got you. The easiest way to elevate your photos is to always shoot in natural light. That's light coming from the sun, rather than an artificial source - so remember to make sure all other lights in the room are turned off. This helps avoid glare or a horrible yellow tone in your photos.

CHOOSE A NORTH-FACING WINDOW

If you want a cool, consistent tone to your images, shoot by a north-facing window. This positioning is great for flat light since you'll never have direct sunlight coming through. Otherwise, shoot on a cloudy day or use a diffuser to avoid harsh shadows.

KEEP IT CONSISTENT

I like to shoot in the same spot, and at the same-ish time of day, to ensure there is consistency in my photos.

subje

IS IT OBVIOUS?

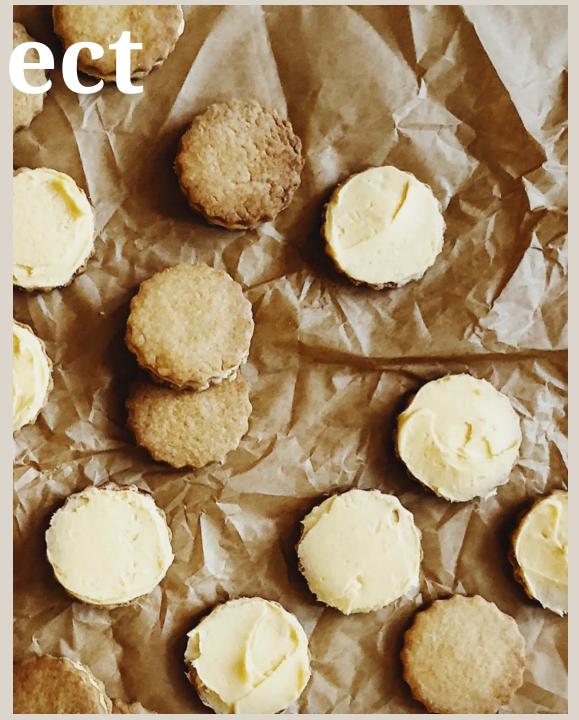
The viewer should know right away what they're looking at. No guesswork! Is it the first thing they notice? Is it the main character of your story?

DOES IT TELL A STORY?

Create a narrative by showing off the best part of your subject! Is is the oozing molten centre of a chocolate fondant? Or the beautiful lattice topping of a pie? Make this the central focus point of your image – everything else should simply support.

DOES IT SPEAK TO YOU?

Did you love creating it? Do you love the final shot? It has to feel good to YOU! Practice makes perfect but as a pointer, find work by photographers you admire and write down what speaks to you most – then consider this when setting up your subject.





KEEP IT SIMPLE

In my opinion, less is more. You don't need a million props to make your photos pop! However a good backdrop can make a huge difference – and there are some amazing affordable options out there.

PROVIDE CONTRAST

Contrasts in shape, texture, height, and colour add dimension and variety to your shot, making it more appealing to the eye. Complementary colours (those that are opposite on the colour wheel) provide the most contrast, and will make your shot Insta-worthy.

INCLUDE SOME TEXTURE

Do you see the creaminess of the sour cream on the spoon? And the hessian sack? These add beautiful textures to this shot. Play around with crinkled baking parchment, wooden chopping boards, scraps of material and even clingfilm.

iphone tri

ENABLE YOUR GRID SETTING

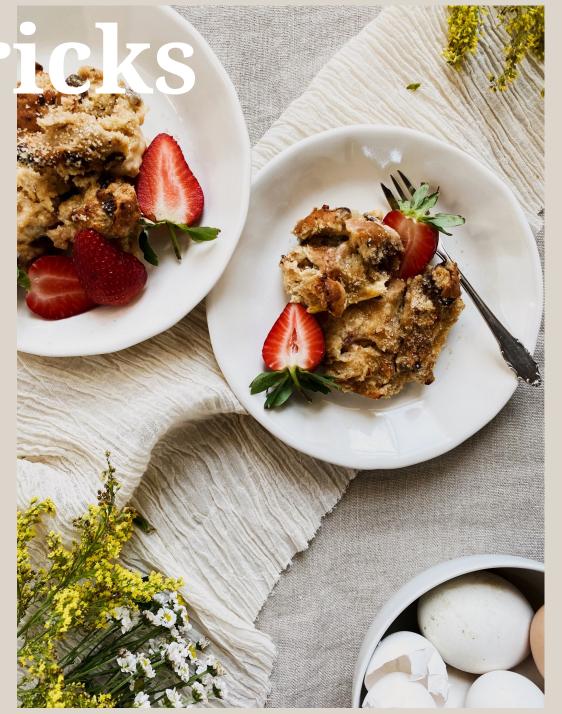
Your iPhone's grid setting breaks your image into thirds and take shots with a more appealing composition. This also activates the levelling tool for perfectly level photos when shooting top down.

ADD SOME BOKEH

Use Portait mode to create bokeh – that beautiful blurry background. If desired, you can adjust the f/number on the Depth slider: the lower the number, the blurrier the background.

CREATE AMAZING POUR SHOTS

If you have a tripod, the long exposure feature on iPhone lets you create a slow shutter effect. This makes any movement appear as motion blur making it perfect for pour shots. Enable the live setting and tap the shutter button, then go to Live Photo Effects and select Long Exposure.







USE THE SAME FILTER

I used VSCO for aaaages before switching to Lightroom. It's a free-to-use app and even suggests filters "For This Photo" to help guide you. You can save "recipes" which is essentially a preset that you've created and can quickly apply to any photo. Once you've created your recipe, stick to it. This will help keep your images looking consistent.

DON'T BE AFRAID TO CROP

It's totally ok to crop a photo to emphasise the best part of it. If taking a smaller section makes it a more interesting photo, then crop away!

DON'T GO OVERBOARD

You can actually tone down the intensity of filters in VSCO – I usually drag the slider to 8.0 or 10.0. The main elements I edit are exposure, contrast and white balance. Use these sparingly for beautiful photos that don't look over-exposed or too blue/yellow toned.

thank

GUESS WHAT?

Firstly, THANK YOU for letting me spill my secrets with you. I hope they help you up your food photography game, and create some beautiful photos.

I'm also considering launching a photography-style workshop/e-course in 2022 just for YOU – because it's good to dream big and make those dreams a reality. If this is something you'd love to see, email me below to register your interest and I'll add you to my waitlist. Hugs! xo

HAVE ANY QUESTIONS?

Feel free to email me at charlotte@acupofteaandcake.com.

