

ADVANCED FOOD STYLING

A Stylist's tricks
for a successful
shoot



FOOD!

- Food blogging and food photography are a huge business right now....obviously...since that's why we're all here.
- Food has reached celebrity status!
- The good news is, there is so much help out there right now for foodies to improve and perfect their craft.
- There's a community of people all over Social Media willing to help with online classes, facebook groups and one-on-one guidance.

- **It's all about creating great content.**
- **What makes a great photo?**
 - **Good photography**
 - **Good lighting**
 - **Good composition, and.....**

- **The Food needs to look good!**
- **The whole point to this is, to make food look so appetizing and delicious that people will want to make it, or buy it.**

A LOT FOR ONE PERSON

- We all know from personal experience that making the food, styling the food, styling the set AND shooting the food takes a long time.
-And what happens to food when it sits out for a long time? It dies.
- Greens die, fruit dries up and gets brown, sauces get skins on them, or spread out on the plate.

WHAT'S IN MY KIT

- **Tweezers**
- **Brushes**
- **Scissors**
- **Windex Wipes**
- **Evian Spray Water**
- **Blog post: suzyeatondesigns.com**

HAVE A PLAN

- Having a plan will save you time while you're styling.
- Choose an appropriate sized dish:
 - Think about the dishes you want to use. Will it hold all the food you want to put on it without being all mushed up together, or is it too big and will make the food feel small and lonely.
- Think About Color:
 - How will the color of the dish look on the surface?
 - How will the color of the food look on the plate?
 - Do you want a monochromatic look, or do you want contrast?

MAKE A STUNT DOUBLE

- You can draw it out if that helps you, or do a quick little mock set up, but what I do, on a commercial shoot, is send in the 'Stunt Double'.
- Quickly make up a 'not-so-styled' version of your dish. Set that in until you get your composition and your lights the way you want them.
- Then go style the food fresh, and switch it out with the stand in.

BUY TWO OF EVERYTHING

- **One for the stunt double and one for the hero.
This way the sizes and colors will match and
your set will not change when you put the hero
in.**

PREP

- You can save time and heartache by doing some prep, just before you're ready to start your project.
- Pre-cut vegetables (not fruits) and store in a bowl of water.
- Pre-make sauces and allow them to cool to room temperature.
- Cut citrus and put in a pan with water.
- Pre-cook meat.

BUY AND MAKE EXTRA

- **We make 2 to 3 times the amount of food we need, so we have enough plus options.**

MEAT

- Unless they're being cut, chicken and turkey don't need to be cooked all the way through. It will stay plump and look bigger if it isn't.
- Steak should be cooked to medium rare, seeing a pink middle is more appetizing.
- Don't cut the meat until you're ready to shoot!
 - It dries out too quickly and that pretty pink color of red will turn burgundy.

- **Adding grill marks:**
 - **Theres no need to fire up the grill, or maybe there isn't one available. You can add grill marks with a grill marker or metal skewers heated.**
- **Store it in oil.**
 - **Place your cooked meat in a pan of oil. It will keep it from changing color and drying out.**



FILLERS/LIFTERS

- Greens sink as soon as you put topping on them. You need something to lift it and hold up heavier toppings.
- Bread and Rolls can be squashed to the right size.
- Ice will keep greens cold. Put the ice in a baggie to keep ice from melting into your dish.

CONSTRUCTION

- **Start with the bigger items first, but with each addition, stop and make sure it will be right for camera.**
- **Cut fruits and put in a bowl of Fruit Fresh or squeeze lemon juice over them to keep them from browning.**
- **Be precise when cutting avocados. Don't get the uneven line!**

THE GOAL IS TO MAKE YOUR DISH LOOK PERFECTLY IMPERFECT

- **Strategically place pieces asymmetrically with some of the ends tucked in.**
- **Cut meat on a slant to make it look bigger just as you're ready to shoot.**
- **Keep it wet with oil or water.**

LAST BUT NOT LEAST

- Spritz whole veggies with a fine mist of water
 - It will make them look fresh and washed
- Add garnishes:
 - This will add another layer of texture to your dish and make it looked finished.
- Some ideas are:
 - Cracked pepper, Red Pepper Flakes, Nuts, Cheese, Micro Greens, Flowers and Herbs