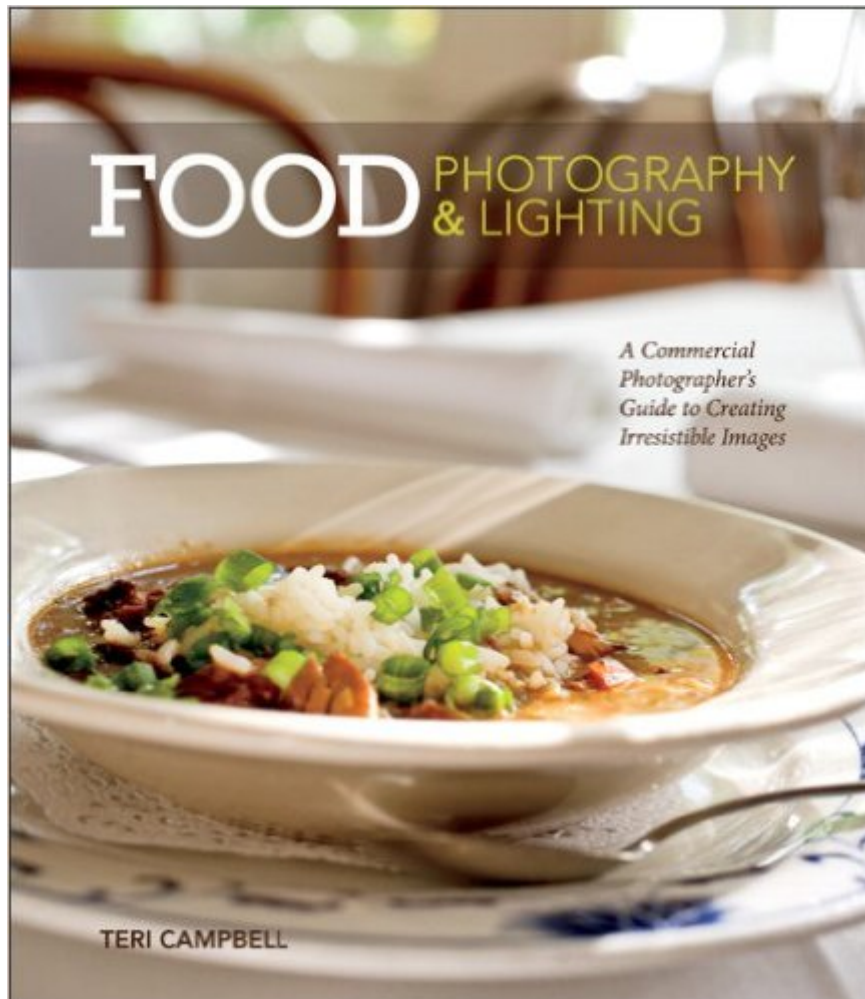# Food Photography & Lighting: A Commercial Photographer's Guide To Creating Irresistible Images

Synopsis

Creating mouth-watering food images requires more than just a love of food and access to a kitchen. With the popularity of food blogs and photography how-tos, itâ ™s tempting to think that anyone can photograph food, but itâ ™s another thing entirely to shoot for a tight ad layout with the pressure of your client watching over your shoulder. Commercial food photographer Teri Campbell has been called a â œlighting master,â • and in this beautifully illustrated book, he not only shares his detailed lighting set-ups and shooting techniques for a wide range of food and drink shots, but also offers candid advice on how to set up a studio, use the right equipment, market your work, find clients, bid on assignments, hire food and prop stylists, and communicate effectively with everyone on the set. Campbell shares his expertise on dozens of commercial assignmentsâ "from shooting beignets on location in New Orleans, to creating perfect ice tea pours, to photographing beans on real flames in his studio. Learn how he creates dynamic compositions, uses studio strobes, and arranges light diffusers, reflectors, fill cards, and mirrors, to create the perfect capture. Campbell also discusses his post-processing techniques in Adobe Camera Raw and Adobe Photoshop to create images that are irresistible. This guide for intermediate and advanced users provides the insider details to help you expand your photography skills or turn your passion for food and images into a professional career.

Book Information

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Customer Reviews

Having bought almost every book on food photography that has been written in the last 10 years, I

can without a doubt say that Teri Campbell's "Food Photography & Lighting" is THE textbook for anyone working at or aspires to work at the professional level in food photography.The book takes you through every process of being a professional food photographer, from the struggles of moving from a home, or apt, based food photographer to taking the enormous leap to having your own studio, as well as all the technical knowledge needed to deal with any location, shoot, or challenge. Its like a comforting, encouraging friend sharing their personal stories of success and technical knowledge in a way that makes the reader feel a little more positive about taking similar risks in their own career.Topics that are so difficult to ever learn about and most food photographers have to learn by trial an error are covered in a clear, understandable way in this book. The business side of food photography is sometimes the most challenging, and until this book arrived there really was no source of information on this mysterious side of the business that rose to the level of detail that is found in Teri's book. I've read countless threads on message boards about "what do I charge?" and "How does a shoot with a client on set go?". Now all I have to do is refer them to Teri's book, and there they can get a clear understanding of probably the most challenging side of food photography, running the business side of a food photography company.

Food Photography & Lighting: A Commercial Photographer's Guide to Creating Irresistible Images Photography: Photography Lighting Hacks: 7 Must Know Lighting Tips For Dramatically Stunning Photos..Every Time (photography lighting, portrait photography, ... photography, creativity, dlsr photography) PHOTOGRAPHY: Photography Business - 20 Crucial Tips to Kickstart a Successful Photography Business (Photography, Photoshop, Photography Books, Photography ... Photography Business, Digital Photography) PHOTOGRAPHY: Fashion Photography - 8 Practical Fashion Photography Tips For Your Models to Shine (Photography, Photoshop, Digital Photography, Photography Books, Photography Magazines) Photography: Photography Lighting: Top 10 Must-Know Photography Lighting Facts to Shoot Like a Pro in Your Home Studio Commercial Diving: Discover How to Become a Commercial Diver ~ Insight into the World of Commercial Diving (Underwater Inspections, Welding, Repair, and Maintenance) Photography: DSLR Photography Secrets and Tips to Taking Beautiful Digital Pictures (Photography, DSLR, cameras, digital photography, digital pictures, portrait photography, landscape photography) DSLR: DSLR Photography: Learn How to Master the Art of DSLR Photography the Quick and Simple Way: DSLR Photography: DSLR Photography for Beginners: DSLR ... Photography, History of Photography) Photography Lighting: Ultimate Guide To Home Studio Photography Lighting! The Portrait Photographer's Lighting Style Guide: Recipes for Lighting and Composing Professional Portraits

The Food Service Professional Guide to Controlling Restaurant & Food Service Food Costs (The Food Service Professional Guide to, 6) (The Food Service Professionals Guide To) Photography: DSLR Photography Made Easy: Simple Tips on How You Can Get Visually Stunning Images Using Your DSLR (Photography, Digital Photography, Creativity, ... Digital, Portrait, Landscape, Photoshop) Flash and Ambient Lighting for Digital Wedding Photography: Creating Memorable Images in Challenging Environments Photography: The Ultimate Editing Guide To Enhance And Create Stunning Digital Photos (Photography, Digital Photography, DSLR, Photoshop, Photography Books, ... Photography For Beginners, Photo Editing) Photography Hacks: The Complete Extensive Guide on How to Become a Master Photographer in 7 Days or Less: Photography Hacks and 7 Day Photography Photography Business: Sell That Photo!: 10 Simple Ways To Make Big Bucks Selling Your Photography Online (how to sell photography, freelance photography, ... to start on online photography business) Photography Business Box Set: Master the Art of Wedding Photography and Start Your Own Business (business photography, business photography, starting photography business) Lighting for Product Photography: The Digital Photographer's Step-by-Step Guide to Sculpting with Light Food Photography: A Beginner's Guide to Creating Appetizing Images The Food Service Professional Guide to Controlling Restaurant & Food Service Operating Costs (The Food Service Professional Guide to, 5) (The Food Service Professionals Guide To)

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