



# CREATIVE FOOD PHOTOGRAPHY

## 7 STEPS CHEAT SHEET

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### STEP 1: Find your creative voice.

Where do original ideas for photographs come from?

Think about what the things you like say about yourself. Learn about the art of observation.

Always write EVERYTHING down. Make quick notes and sketches.

*Make a habit of this and eventually ideas will flow.*

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### STEP 2: Concept and Research.

Further develop your idea and research.

Explore the universe that surrounds that idea, and be open to the possibilities and unexpected roads that research can often take you on.

Again, write down useful information and make a visual library for you to rely on throughout this project.

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### STEP 3: Translate ideas into reality.

Select the main elements you'll work with in your photographic composition.

*Translate those abstract ideas into moodboards.*

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### STEP 4: Sketch it out.

Dive deep into the world of color theory, composition and light.

*Work on your final sketches of your photographs detailing the colors, elements, props and set.*

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### STEP 5: Props and set design.

Play around with materials, props and backdrops to make your main concept sketches a reality.

*Look for the props that come closest to your original sketches and remember that you can always transform and experiment with them until you're happy with the results!*

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### STEP 6: Lights, camera, action!

It's time to grab your camera and officially begin your photoshoot day.

Remember you don't need a professional studio to take stunning photos, be brave and experiment with your own beautiful process!

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### STEP 7: Post-production.

Go over the photographs you've taken, choose the best ones and edit them. Remember to be very detail-oriented here.

Now share your work with others, get feedback and do it all over again!

Let's keep in touch! @anagutman\_fooddesign

