PRODUCT & FOOD
PHOTOGRAPHY

WEEKEND

Duration : 10 WEEKS (16 Classes)
(8 weeks Theory & practicals + 2 weeks studio practice)

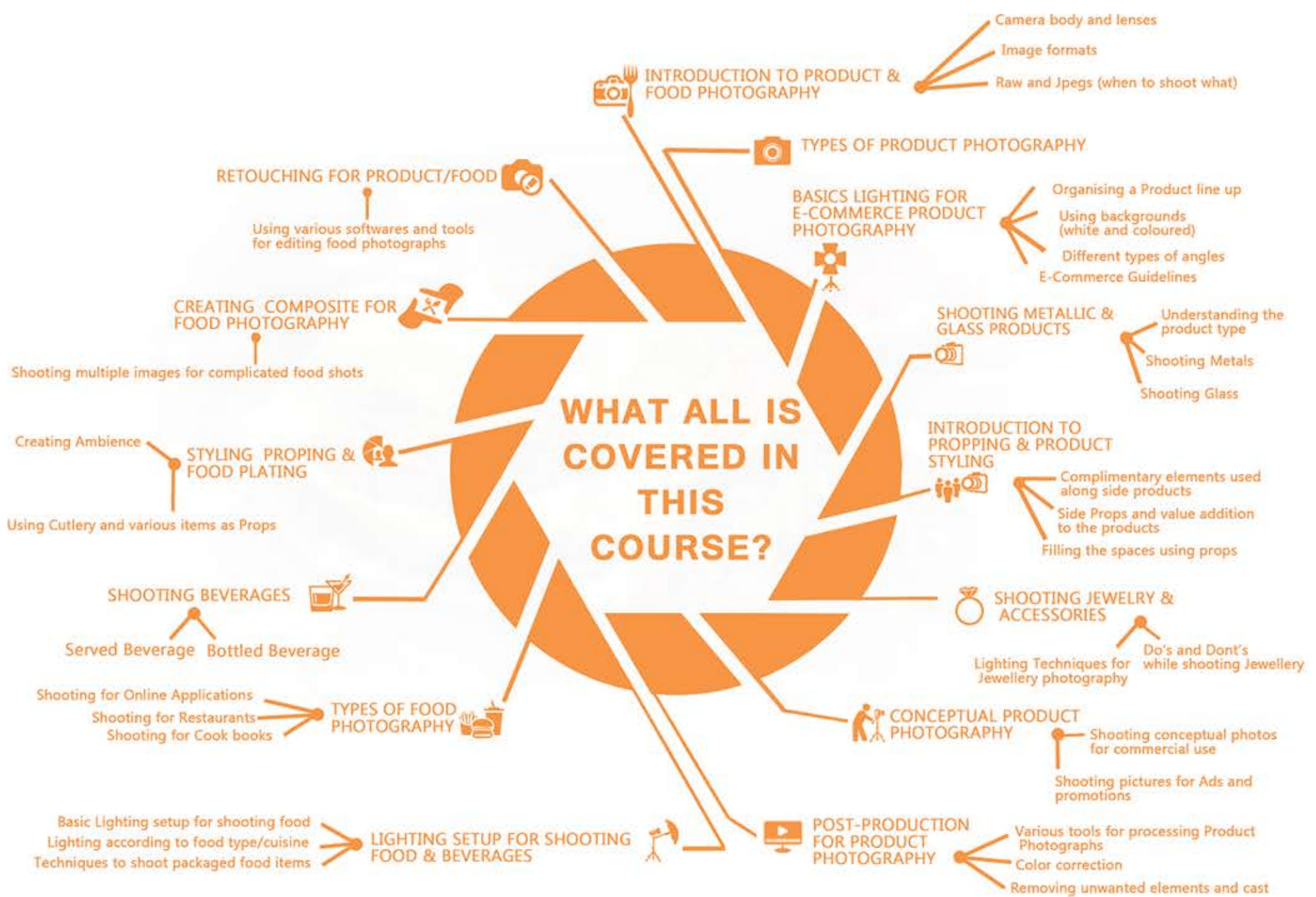**Fees :** ₹ 43200 (one-time payment)
(plus govt. taxes as applicable)

WEEKDAYS

Duration : 1 MONTH
(Full time)

Fees : ₹ 54000 (one-time payment)
(plus govt. taxes as applicable)

Food and product photography The course would consist basics of both food and product photography as well as some of the advanced techniques to shoot them. This course is aimed at those who are looking forward to shooting products for e-commerce companies and food items for food delivery apps. Conceptual Food photography for restaurants as well as conceptual product shoots for campaigns, banners etc.

PRODUCT & F◐◑D
PHOTOGRAPHY

WHAT ALL IS COVERED IN THIS COURSE?

INTRODUCTION TO PRODUCT & FOOD PHOTOGRAPHY
- Camera body and lenses
- Image formats
- Raw and Jpegs (when to shoot what)

TYPES OF PRODUCT PHOTOGRAPHY

BASICS LIGHTING FOR E-COMMERCE PRODUCT PHOTOGRAPHY
- Organising a Product line up
- Using backgrounds (white and coloured)
- Different types of angles
- E-Commerce Guidelines

SHOOTING METALLIC & GLASS PRODUCTS
- Understanding the product type
- Shooting Metals
- Shooting Glass

INTRODUCTION TO PROPPING & PRODUCT STYLING
- Complimentary elements used along side products
- Side Props and value addition to the products
- Filling the spaces using props

SHOOTING JEWELRY & ACCESSORIES
- Lighting Techniques for Jewellery photography
- Do's and Dont's while shooting Jewellery

CONCEPTUAL PRODUCT PHOTOGRAPHY
- Shooting conceptual photos for commercial use
- Shooting pictures for Ads and promotions

POST-PRODUCTION FOR PRODUCT PHOTOGRAPHY
- Various tools for processing Product Photographs
- Color correction
- Removing unwanted elements and cast

LIGHTING SETUP FOR SHOOTING FOOD & BEVERAGES
- Basic Lighting setup for shooting food
- Lighting according to food type/cuisine
- Techniques to shoot packaged food items

TYPES OF FOOD PHOTOGRAPHY
- Shooting for Online Applications
- Shooting for Restaurants
- Shooting for Cook books

SHOOTING BEVERAGES
- Served Beverage
- Bottled Beverage

STYLING PROPING & FOOD PLATING
- Creating Ambience
- Using Cutlery and various items as Props

CREATING COMPOSITE FOR FOOD PHOTOGRAPHY
- Shooting multiple images for complicated food shots

RETOUCHING FOR PRODUCT/FOOD
- Using various softwares and tools for editing food photographs

THE KEY TOPICS OF
PRODUCT & FOOD
PHOTOGRAPHY

Introduction of food and product photography

As various other genres of photography, food and product photography have also evolved with time. There are various types of food and product photography and all of them require a different kind of preparation, execution, and post-production. The idea is to first understand where food and product photography stand against various other types of photography.

Idea creation & Pitch making

If there is any specific kind of product or food, for example, a jewelry collection or any location-based cuisine; how to shoot them in a connecting series and what elements to keep in common while shooting them plays an important role. Coming up with ideas to shoot them and pitching them to the clients is equally important as any other stage of the photographic process.

Jewelery Shooting

Shooting jewelry is as tricky as it can be. Whether you are shooting jewelry for cataloging or you are creating an ad campaign, shooting jewelry can be a tedious job. The size of the product, the quality of the jewelry, its textures and elements, all of it plays a crucial role. Shooting jewelry is a task in itself.

Basics lighting in food and product photography

There are various categories in this type of photography itself, understanding what light is good and what light isn't used at all while shooting these items or commodities is equally important. There are basic lighting styles to shoot them for online selling and there are more complex lighting styles to shoot them for magazines or advertising.

Catalogue Photography

Catalog photography is done to show a series of a product on any platform, be it for selling it on E-commerce or for presenting them to clients for any organization or any magazine. For food photography, the same could be done for online food delivery applications or menu designing. These are shot against a simple plain background and not much of propping is required for catalog shooting.

Conceptual Shooting

Banner shooting and campaign shooting go hand in hand. Both of such shooting techniques require pre-planning, propping, background selection, lighting styles to be decided beforehand. A mood board can also be made to make the workflow easier and more efficient. Conceptual shooting also lets the photographer have a decent degree of creativity & liberty and hence it can be much more rewarding in terms of final output and could be mutually beneficial for both the client and the photographer.

Requirement & Equipments

Shooting these products requires pre-planning, execution, and post-production. There are props required, backgrounds and a lot of miscellaneous items to shoot both food and product differently. These requirements and equipment are also the very product or food item based.

E-Commerce shooting using a light cube

This is the most common and widespread used technique to shoot products for an e-commerce platform. A light cube box comes in various sizes, depending upon the product one can choose from many sizes available. A light cube box diffuses the light and makes it uniform from all sides to prevent uneven highlights and reflections. It also helps to remove any shadows that are falling on the product due to uneven light conditions or shape of the product.

Product / Food Styling

What should be the style of photography, lighting style and how to shoot, additional elements to include, locations to choose, background, propping, etc. are all included in styling. For example, if one is trying to shoot a cuisine, what all elements are to be included, how the plating would be done, what additional elements could be used, the cutlery to be chosen, what should be the side props and so many other things come into picture. Procuring everything before a shoot is as important as shooting it and styling lays the foundation of how a shoot would proceed further on.

Prepare a Look Book

Look books are designed to show how a collection of products or food items for any campaign comes together. Making a look book is an interesting way to showcase a collection of items being photographed. A look-book can be project-based and could also represent the entire product line for specific companies. Right from elements to include, fonts to choose, picture size and resolution everything comes into the picture.

Banner Shooting

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Retouching

Shooting just photographs of food and products may not be as appealing as it can be. Processing them takes these photographs a notch up. Various techniques are required even in food and product photography to make these pictures look better. In this, we study and practice various software and tools required to make these photographs look better and remove any error in the pictures that are made during

📷 REQUIREMENT & EQUIPMENT

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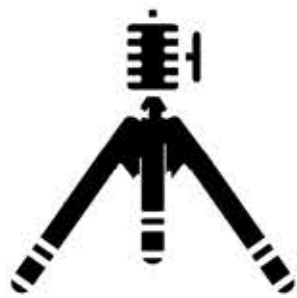
In this course however, all you would require is a camera, a lens, a tripod and preferably a flash. Other miscallneous items and props are available at the college for the students to learn and practice.

👥 PREPARING A LOOK BOOK

Look books are designed to show how a collection of products or food items for any ad campaign, book designing etc. Making a look book is an   interesting way to showcase a collection of whatever is being photographed.

A look-book can be project based and could also represent the entire product line for specific companies. Right from elements to include, fonts to choose, picture size and resolution every thing comes into picture.

CATALOG PHOTOGRAPHY

Catalog photography is done to show a series of product on any platform, it could be for selling them on E-commerce, for different clients or for any magazine.

In case of food photography the same could be done for food delivery apps or for a menu designing. These are shot against a simple backgrounds and styling or propping isn't required for any catalog shooting.

E-COMMERCE SHOOTING USING A LIGHT CUBE
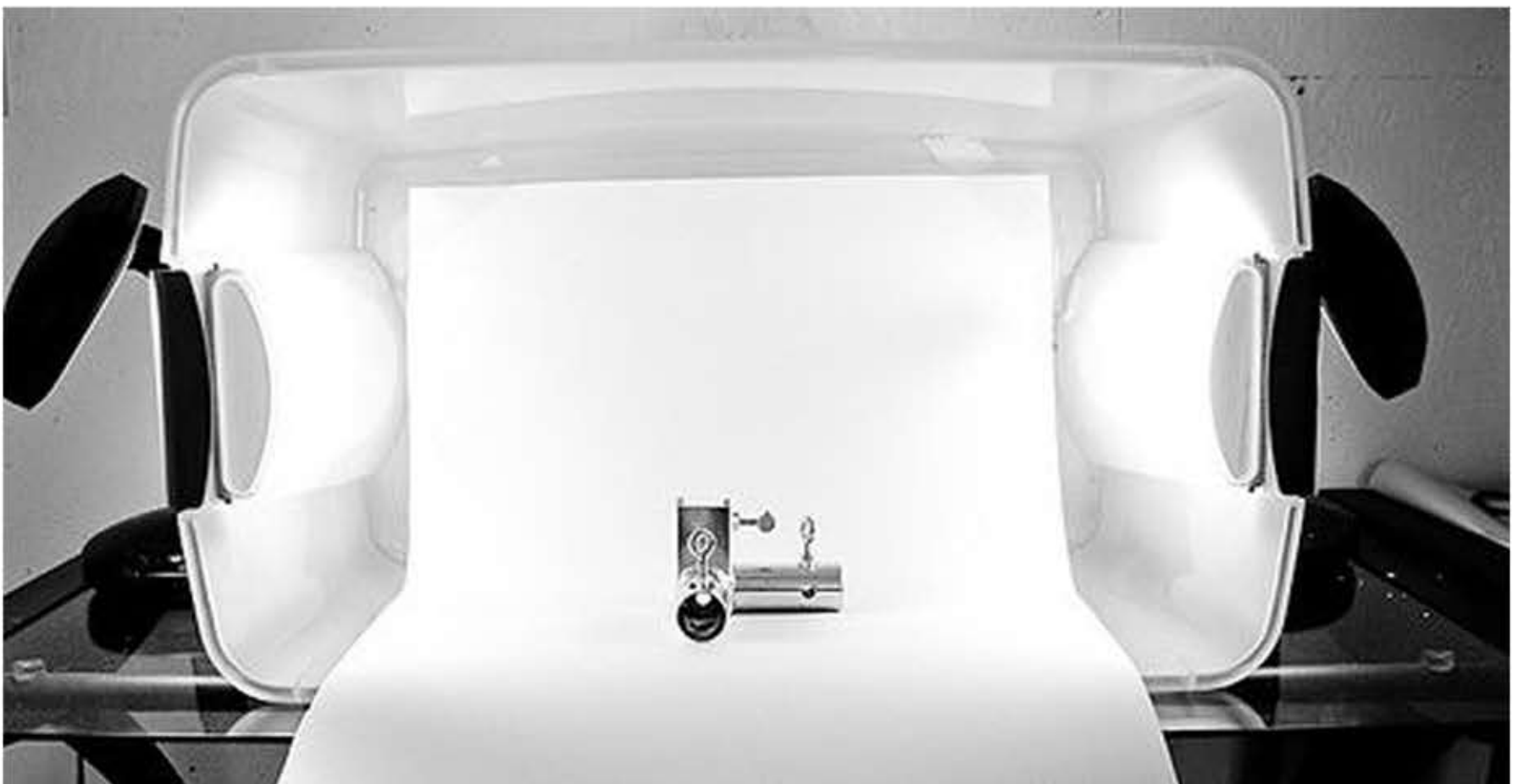
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BANNER SHOOTING
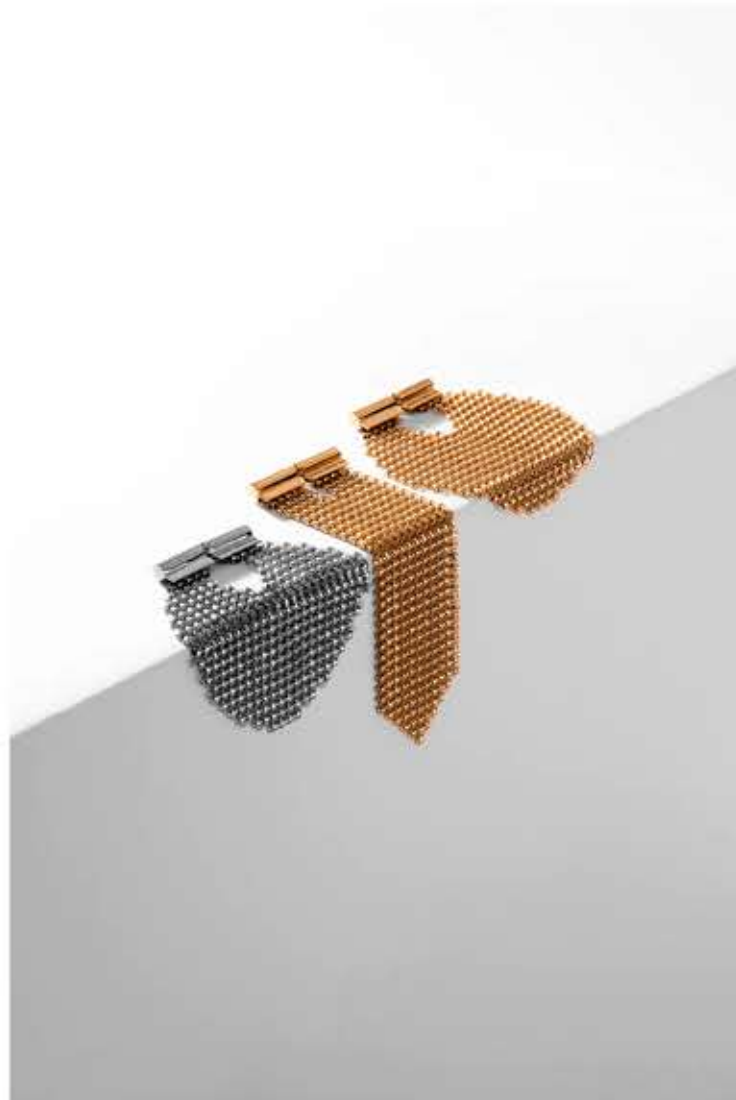
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STYLING & PROPPING

Styling and propping is a method to palace elements that compliments the food or product but at the same time doesn't takes away the attention from the main subject in the photograph.

It requires study of various elements and colors to be used and procurement of right props that goes well with the subject you are shooting. It may seem dicey at times but you could hire a stylist if the project requires.

SHOOTING FOOD

Food photography is shooting photographs of food and beverages items for any client. The client could be a restaurant, a resort or any online food selling platform. There are various ways of shooting any food item, for ex. You may shoot photos with plain back ground for any online selling platforms or you could be shooting high end photographs with lot of elements according to the demand of the project.

Shooting food is tricky as there are various types of food items that looks very different, you have to bring out the texture of the food and so much.

Beverages comes in different packaging. The usage of these beverages depends from industry to industry. For ex. there are alcoholic beverages that requires stylized shooting, similarly there are juice bottles, milk or any type of consumable liquid.

The shooting techniques required for beverage is very difficult since the shape of the bottles vary and so does the higlights and shadows in the edges and curves of various products.

SHOOTING METAL & GLASS

Different products have different packaging, they are usually made up of different elements, and are usually shot using different lighting setup and diferent techniques. Metallic product refelects a lot of light where as glass products are highly reflective therefore it is required to place the lighting right and use the right techiniques.

WHAT'S NEXT ?
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INTERIOR & ARCHITECTURE

WEDDING PHOTOGRAPHY

MEDIUM FORMAT

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4K VIDEOS

LANDSCAPE & CITYSCAPE

FASHION PHOTOGRAPHY

ASTROPHOTOGRAPHY

NATURE TRIAL PHOTOGRAPHY

COMMERCIAL PHOTOGRAPHY

COMPOSITE
FOOD PHOTOGRAPHY
REQUIREMENTS &
EQUIPMENTS
BASIC LIGHTING
& FOOD PHOTOGRAPHY
SHOOTING
SHOOTING
CONCEPTUAL SHOOTING
E-COMMERCE
SHOOTING USING A LIGHT CUBE
FOOD PLATING
BANNER
JEWELERY
PRODUCT &
PREPARE A
CATA LOGUE
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