



Pixels to Plates

Presenter

Tesla Cadena

Lead Marketing Specialist

Tesla Cadena

- 5 Years In K12
- 8 Years In Communications



Lead Marketing Specialist

Tesla Cadena

- 5 Years In K12
- 8 Years In Communications
- Loves Organizing



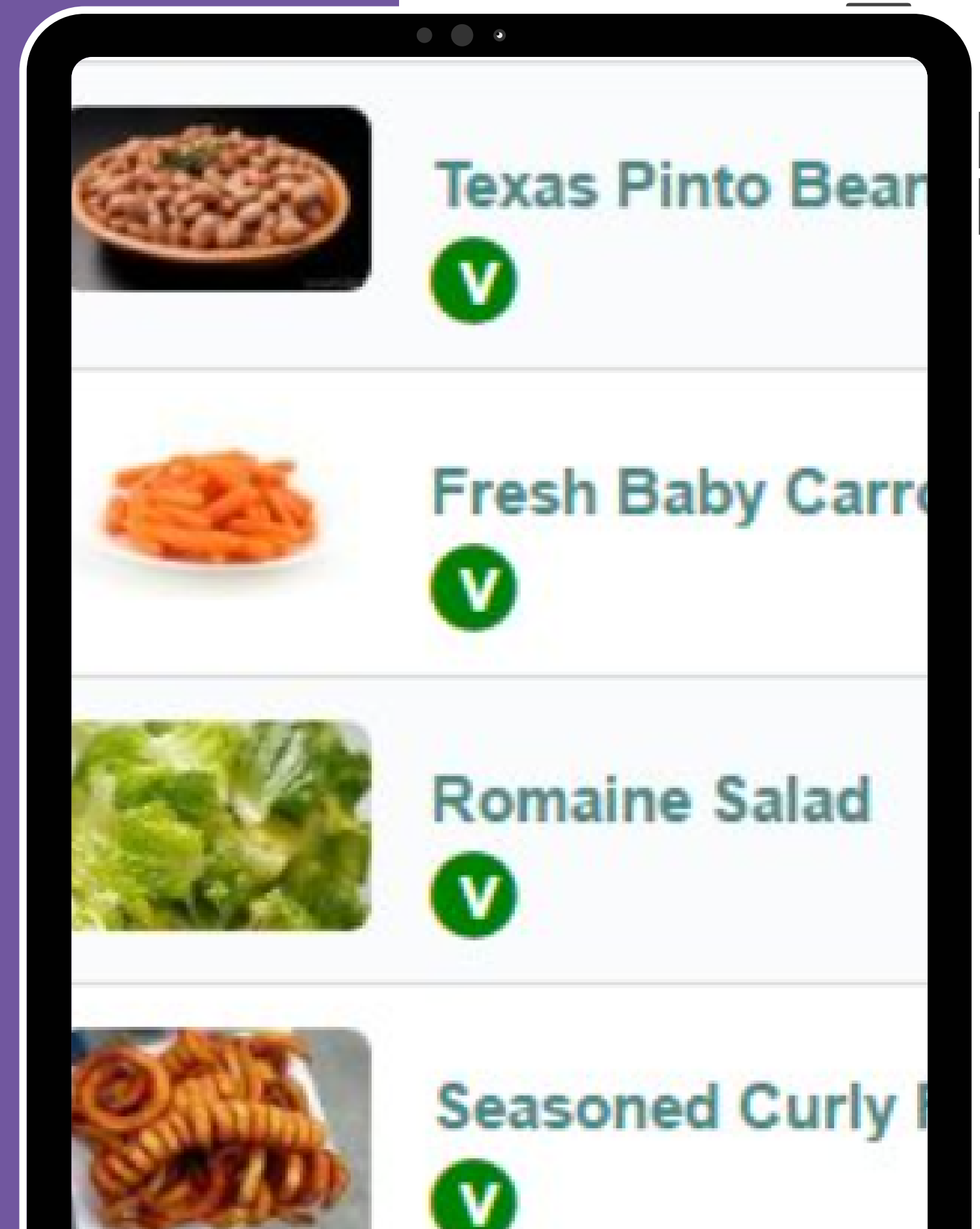
Today's Lenses

- 1 Purposeful Pictures
- 2 Photography Basics
- 3 Stage and Style
- 4 Know Your Resources

Why Food Photography Rules the Menu

Customer Expectations

When customers visualize the dishes they're considering, it makes it easier to decide if they will order.



Why Food Photography Rules the Menu

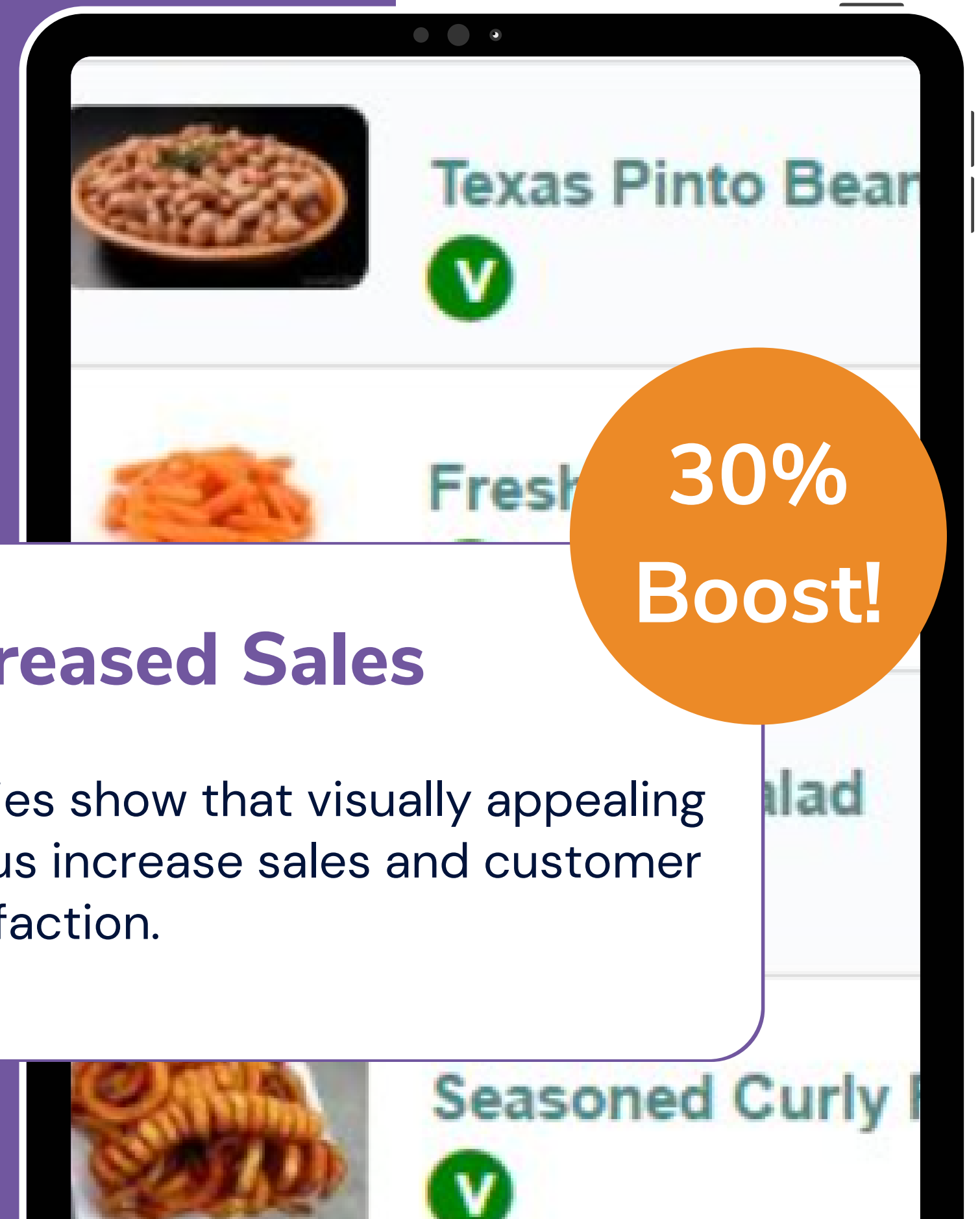
Customer Expectations

When customers visualize the dishes they're considering, it makes it easier to decide if they will order.

Increased Sales

Studies show that visually appealing menus increase sales and customer satisfaction.

30%
Boost!





Purposeful Photography

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Set Your Intentions



Capture A Moment



Tell A Story



Create A Persona

Beginners Guide



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Shedding Some Light On The Basics

Natural

- Readily available
- Natural Colors
- No harsh shadows



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Artificial

- Control
- Consistency
- Affordable Options



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**Be careful with a cell phone
flash. Don't over do it!**



Shedding Some Light On The Basics

Lighting Tips:

- Use white balancing



Shedding Some Light On The Basics

Lighting Tips:

- Use white balancing
- Light from the side
 - Dark, removes shadows, not dimensional



Shedding Some Light On The Basics

Lighting Tips:

- Use white balancing
- Light from the side, not the front
- Avoid cool light and cool-tone filters



Warm

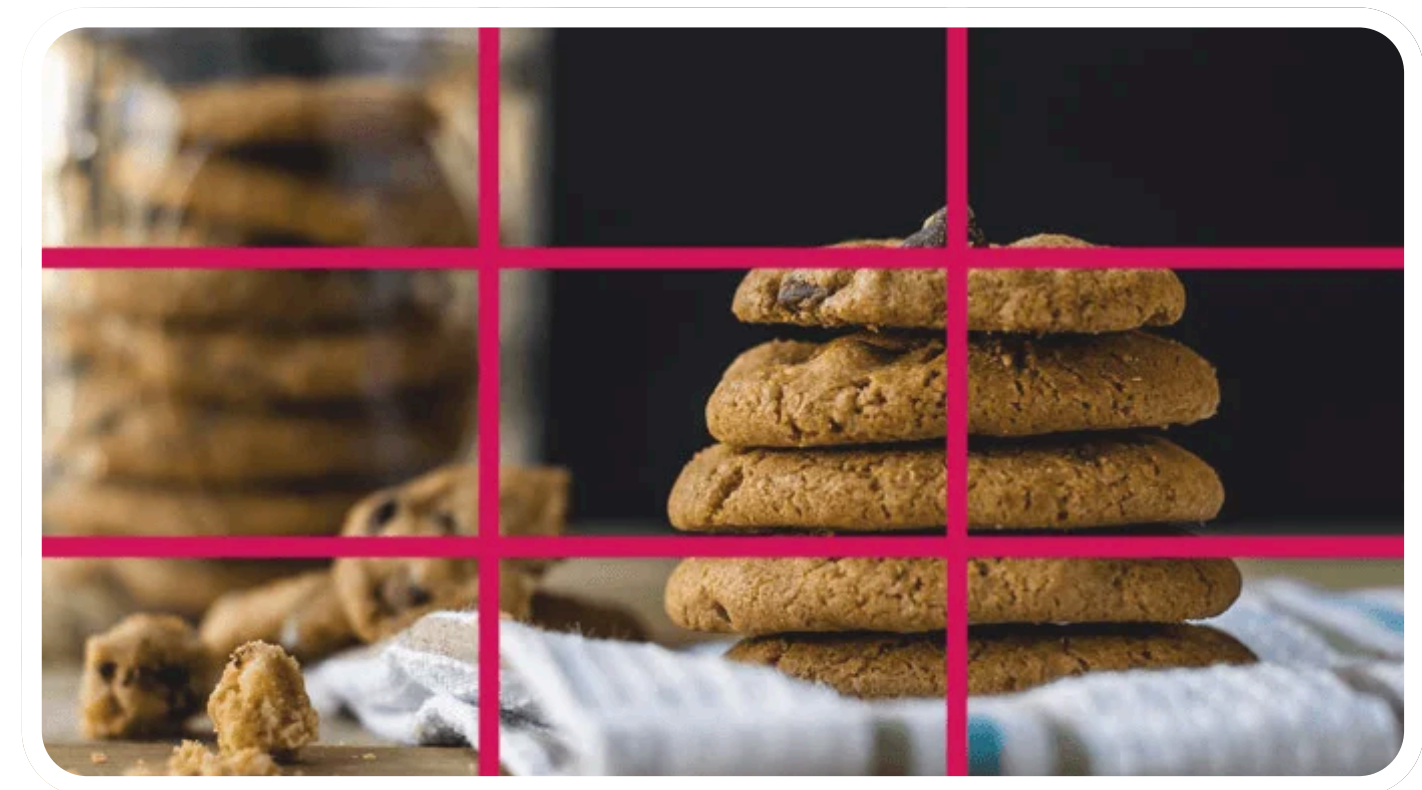


Cool

The Art of Framing

Rule of Thirds

- Classic technique
- Nine equal sections
- Usually in the right third of the frame, but flexible



The Art of Framing

Rule of Thirds

- Works for overhead and different angles
- Eyes are drawn to where the lines cross
 - Place subjects on or near these lines



The Art of Framing

Try Triangles

- Simpler to follow
- Still creates harmony
- Leads the eyes of the viewer to different corners





Ways to Stage and Style

Stage Your Shot Style Anything



Create Vignettes



People and Poses



Color Not Clutter

Make Your Food Shine

Prop It Like It's Hot

- Napkins
- Cutlery
- Placemats
- Anything that tells a story!



Make Your Food Shine Hue You Looking At?

- Use fresh, vibrant food
- Variety of contrasting colors
- Keep stations clean!



Understand Your Resources



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Behind the Lens

Understand Your Settings



Settings



Editing Apps

Creative Control

Explore Features

Built-in editing tools

- Cropping
- Rotating
- Brightness / Contrast
- Color Correction
- Red Eye
- Highlights / Shadows
- Filters



Creative Control

Free App Arsenal

- VSCO Cam
 - Includes video editing
- Adobe Lightroom
- Canva
 - Great for socials, flyers, and templates
- Snapseed
 - Available for Android



**Please, Ask
Lots of
Questions!**



Thank You TASN!

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