

CYBERSOFT
TECHNOLOGIES

Pixels to Plates

Capturing the Essence
of School Nutrition

Presentation by
Malaika Jenkins
Tesla Cadena

**Framing
Flavor**



Meet Cybersoft's
Papparazi

The Marketing team!



Marketing Manager

Malaika

Jenkins

- 25 Years In Marketing
- 8 Years In School Nutrition



Marketing Manager

Malaika

Jenkins

- 25 Years In Marketing
- 8 Years In School Nutrition
- Loves the Oscars!



Marketing Specialist

Tesla

Cadena

- 5 Years In K12
- 8 Years In Communications

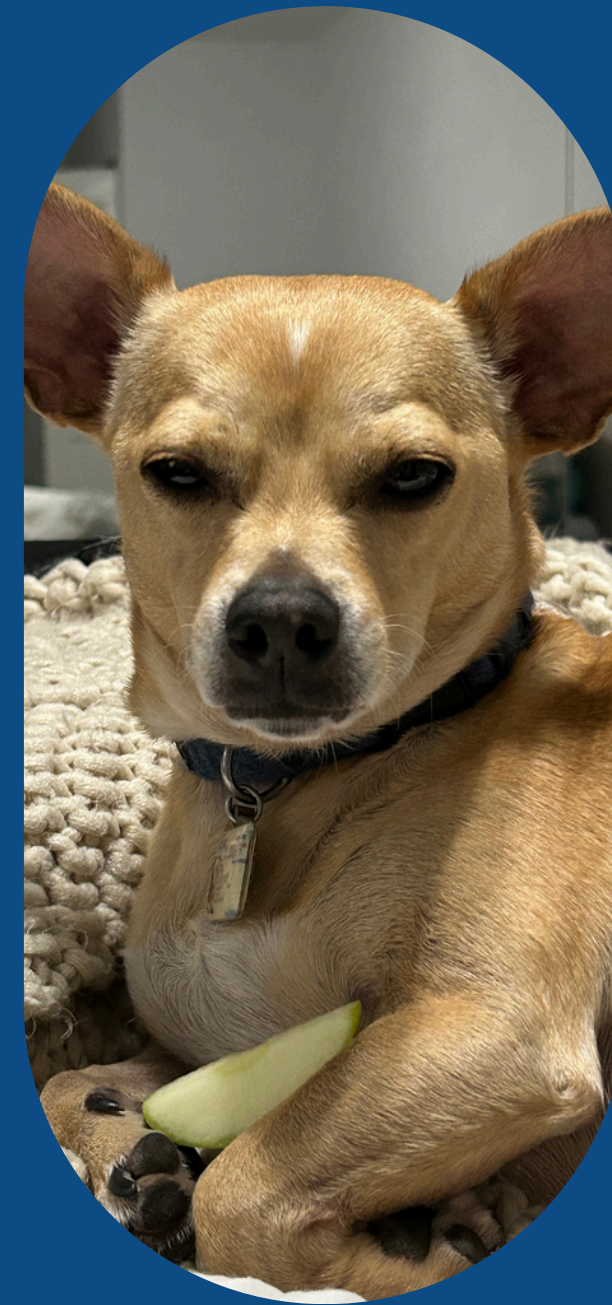


Marketing Specialist

Tesla

Cadena

- 5 Years In K12
- 8 Years In Communications
- Loves her dog Chip!



Marketing Coordinator

Christina

Mammen

- 2 Years in School Nutrition
- 3 Years Marketing Experience



Marketing Coordinator

Christina

Mammen

- 2 Years in School Nutrition
- 3 Years Marketing Experience
- Loves field hockey!





NEW
Marketing Specialist
**Jesus
Mancillas**

- New to School Nutrition
- 5 Years Marketing Experience

NEW
Marketing Specialist
**Jesus
Mancillas**

- New to School Nutrition
- 5 Years Marketing Experience
- Loves horror movies!





Today's Lenses

01

PURPOSEFUL
PICTURES

02

PHOTOGRAPHY
BASICS

03

STAGE AND
STYLE

04

KNOW YOUR
RESOURCES

01

Purposeful

Photography



Set Your Intentions



Capture A Moment



Tell A Story

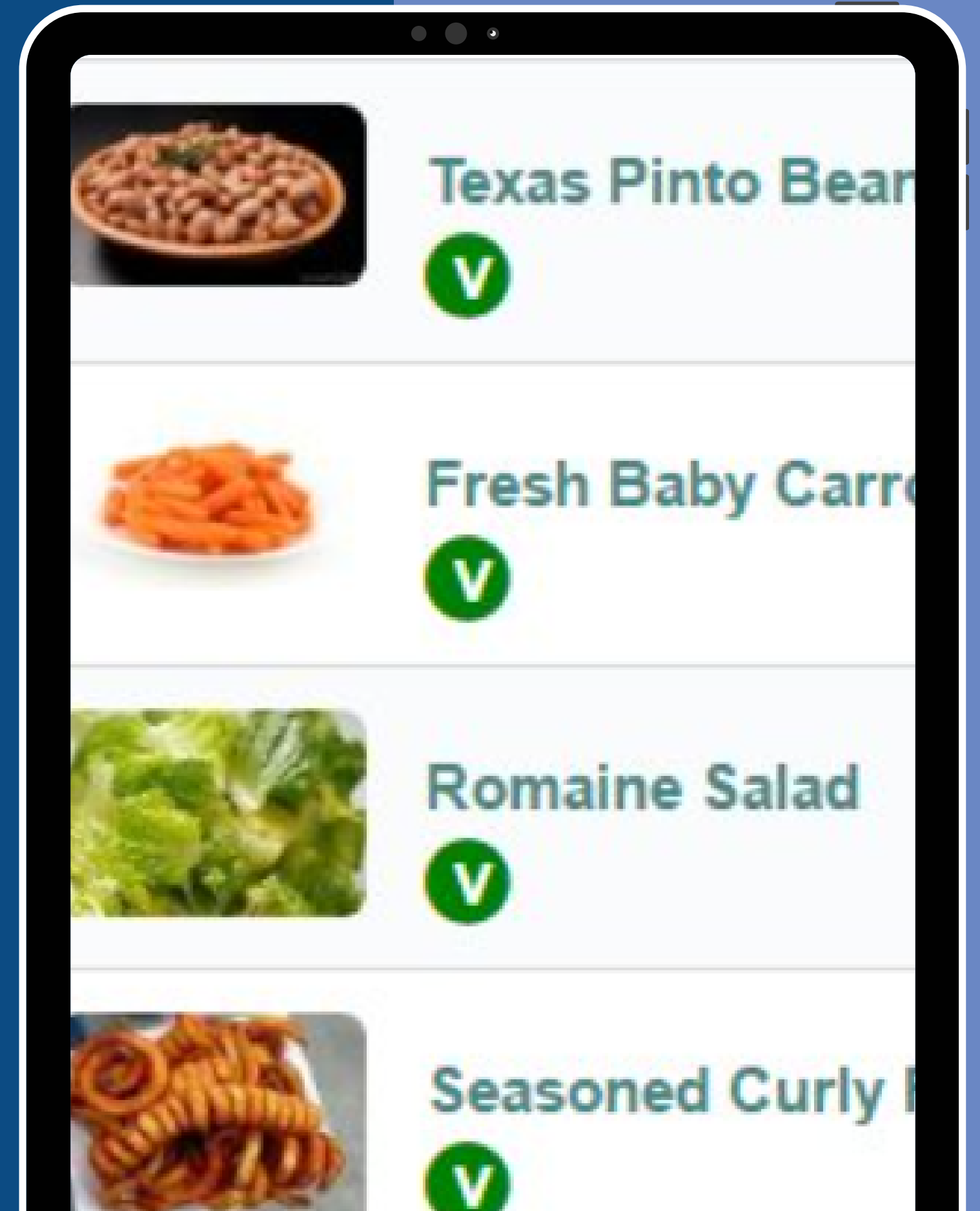


Create A Persona

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

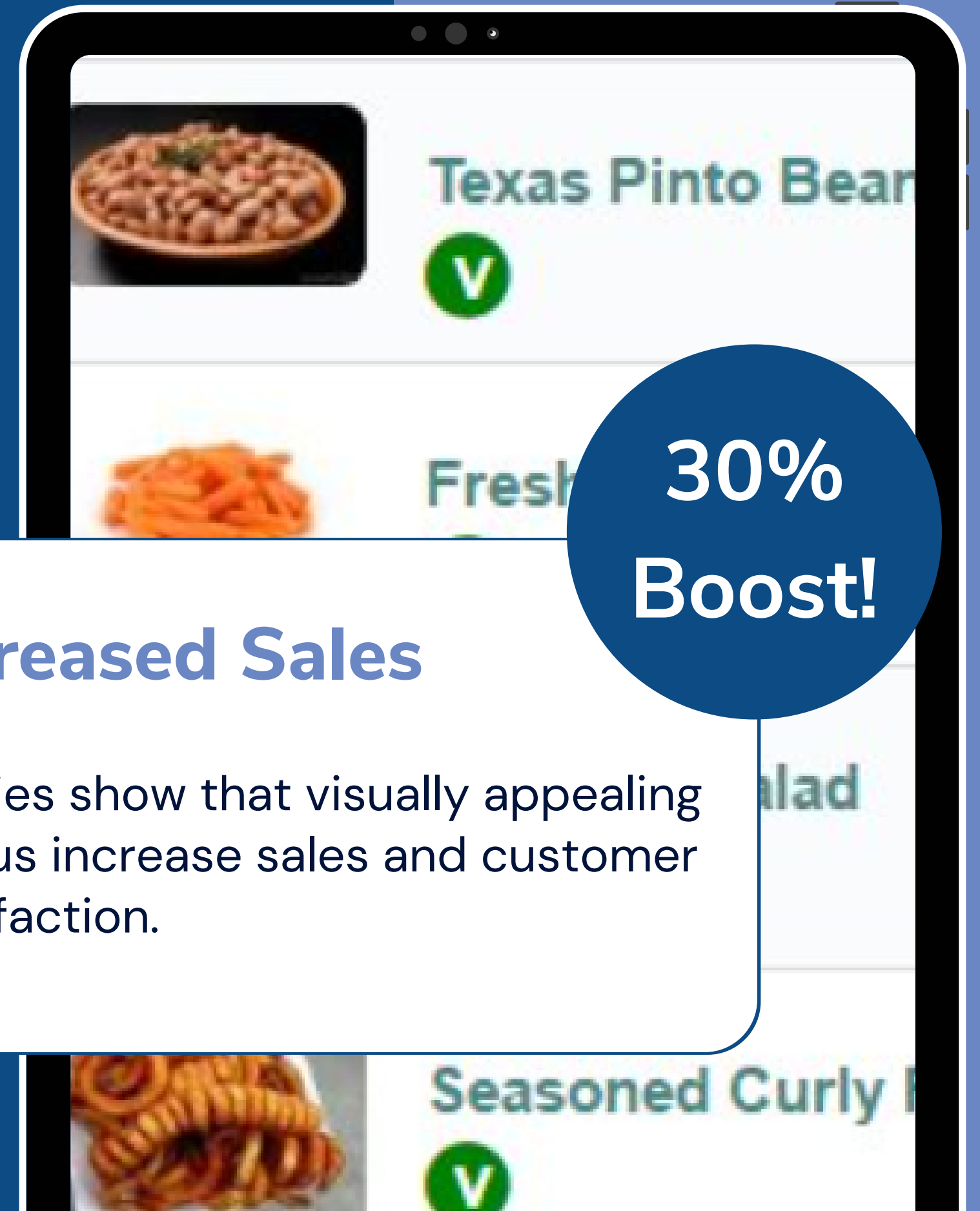
Customer Expectations

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!



02

Picture Perfect 101

Beginner's

Guide



Shedding Some Light On The Basics

Natural

- Readily available
- Natural Colors
- No harsh shadows



Shedding Some Light On The Basics

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Artificial

- Control
- Consistency
- Affordable Options



Shedding Some Light On The Basics

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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



Cool



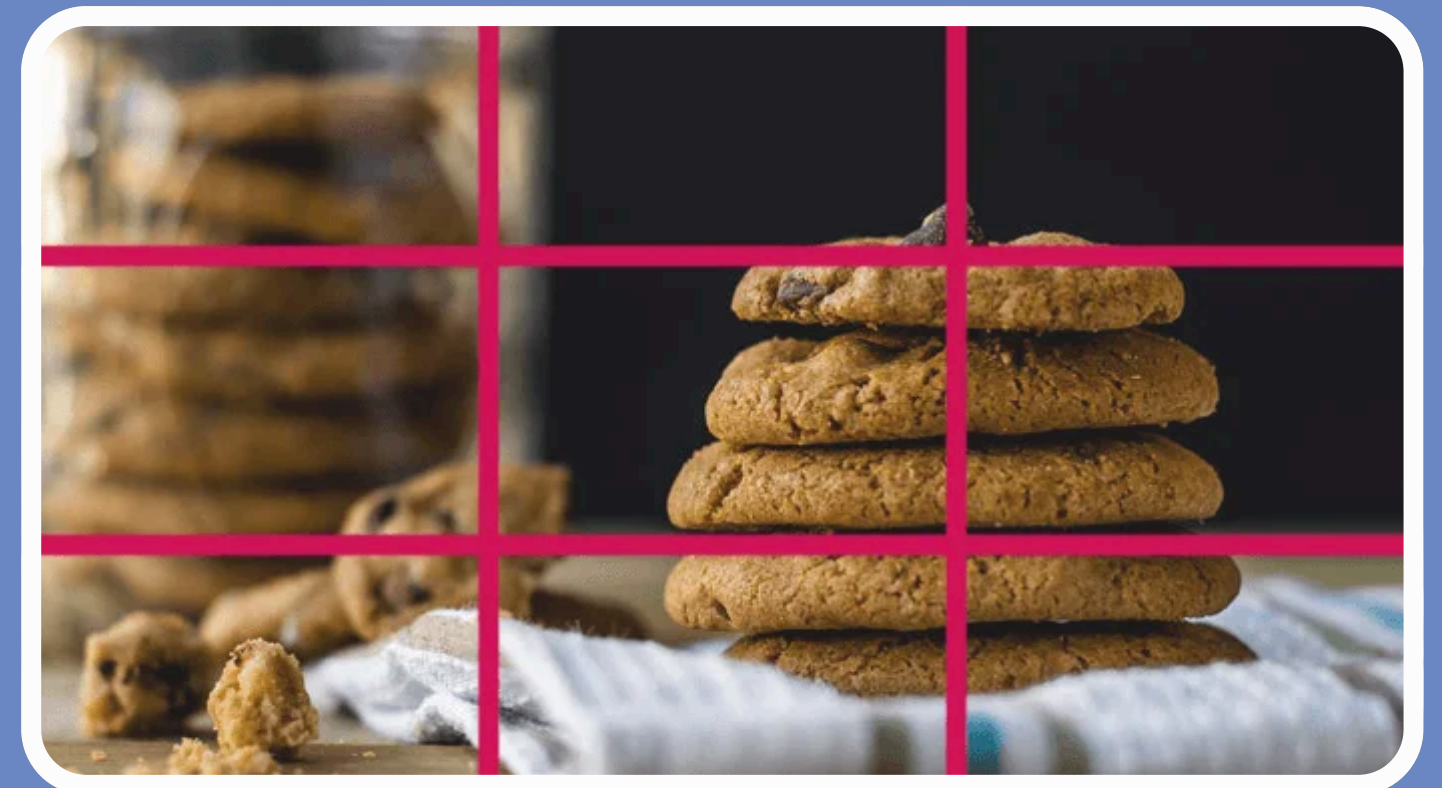
Warm

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



03

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!



04

Understand Your Resources





Behind the Lens

Understand

Your Settings



Settings



Editing Apps

Creative Control

Exploring 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
SPRING
ISD!**





Your Turn!

Interactive Activity

Scan this QR code to join the game and submit your photos!

