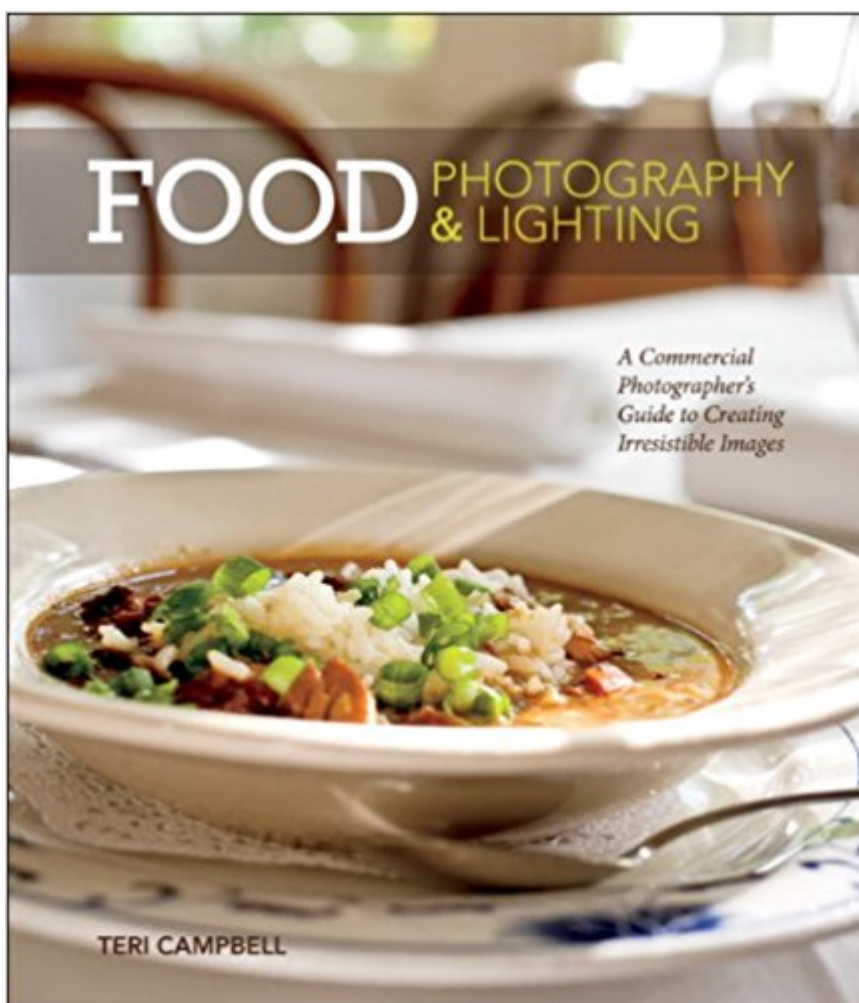The book was found

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, itÃ¢â ¬â„¢s tempting to think that anyone can photograph food, but itÃ¢â ¬â„¢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 Ã¢â ¬Å"lighting master,Ã¢â ¬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 assignmentsÃ¢â ¬â œfrom 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

Teri Campbell is a pro photographer with 25 years of experience shooting food. He founded Teri Studios in 1988 and has created award-winning work for consumer packaged goods companies and restaurants, including KelloggÃ¢ ¬â„¢s, KFC, SuperValu, Long John SilverÃ¢ ¬â„¢s, Dean Foods, Duncan Hines, and HersheyÃ¢ ¬â„¢s. Teri is a frequent speaker at PhotoPlus Expo, the International Conference on Food Styling and Photography, and the FoodPhoto Festival in Tarragona, Spain. He is a member of the American Society of Media Photographers (ASMP) and the International Association of Culinary Professionals (IACP). See his work at terishootsfood.com.

Teri's book is literally the only Food Photography book for professionals out there. Believe me I've seen them ALL. There are soooo many books, tutorial videos, ect out there....but 99.9% of them are geared toward the extreme amateur, or food blogger and written by a food blogger...not a photographer. If your looking at any of those as an option...I can give you the summary of every single one of them: they are all strictly shot in window light softened by diffusion from the side or back. Most are using consumer grade dslr with 24-105 maybe a 100macro cranking the ISO to whatever is needed. There it is...now start blogging.Now being a professional photographer I can say these options are not always there. I have read Teri's book twice and am constantly referring back to it for tricks and tips. Its gives a fantastic inside look at Commercial Food Photography...From building your studio, marketing, to team building and their responsibilities to what probably most are looking for: gear, software and lighting diagrams. All of the lighting tutorials in the book are real world assignments from editorial to advertising and packaging....With in depth coverage and discussion of them all...Even styling tips and compositing techniques!

This is definitely for a commercial food photographer. I was looking to improve my food photography for my blog, but so far I'm half ways through the book and I haven't found much information useful to me and I'm having a hard time continuing through the book to see if there is something of value to me.

Thought the book is well illustrated (lots of photos), and more importantly, photos of actual projects... real world stuff. Teri Campbell did a wonderful job of showing examples and describing not only the process leading up to the shoot, but also the "how to" parts of the set up themselves. So many author/photographers spend page upon page discussing theory and concepts, but never really reveling the true nuts and bolts of how to actually accomplish a finished piece. Campbell simply, with detailed photos and candid, sometimes humorous text, explains how and why he and

his team got to the final images. Throughout the book he walks the reader through from agency concepts, props and background, to styling technique and lighting setups. He doesn't hold back any "trade secrets". He really allows you as an artist/foodie/photographer at any level to start taking great food shots! An empowering, honest look into the world of food photography. Even if you are an advanced shooter in other fields, this book is a great tool for a very specialized art form. I would definitely love to attend one or several of his classes if i could!

I cannot say enough good things about this book for aspiring/starting/could-be-better professional food photographers: excellent how-tos covering all areas of your business. I'm currently a student in a commercial photography program with the hopes of eventually being a pro food photographer, and am very impressed by Campbell's deep knowledge.This may be overkill if all you want is to take better pictures for, say, a food blog. This book really shines in its deep level of detail for shooting for advertising and commercial. When you're shooting for a client who'll dictate the parameters and scrutinize the outcome, you really have to nail all the details of the shot, plus look professional to agency reps, etc.I got the Kindle version which looks fantastic on an iPad (and is cheaper than paper), and happy to have it with me to consult anytime.

I really like this book for many reasons, Teri opens his heart to share what has taken him a long time to learn and master, he does it generously and the part I like the most, he does it in a fresh manner, you feel as if a close friend is sharing his trade secrets with you. No mumbo jumbo here, a great deal of teachers or instructors tell you half of what you need to know, so you can return to buy the sequel, or to register for a workshop, not Teri, he candidly discloses all there is to the shot he's discussing, even the post-process.As he tells right at the start, this is not a book for people new to photography, is aimed to intermediate to advanced photographers, so you don't have to dig a lot to find a gold nugget!Great food shots, easy to read, and very helpful lighting diagrams!Simple, yet invaluable advice on how to relate to clients, food and prop stylists, chefs, art directors and the like.There's plenty of good tips for all of you who want to specialize in food photography.

This book is a must read and own for anyone who has anything to do with food photography! Terry really nails all of the points from the flow chart of set jobs to how to use lighting to create the mood and feel you want in your photographs. This is not the typical look at me book or look at this shot book, Terry talks you thru HIS thought process and how he arrived at the decisions that he made in locations, propping and lighting. You get a real glimpse into the things you should be thinking about

on every shoot. The real life examples in the second half of the book are amazing, it shows you things from a cool personal shoot to how you need to consider things like barcodes and text in packaging. The example of the can of beans is an excellent lesson in how all the pieces add up to a whole! This book is a good read for beginners, bloggers and seasoned pros, everyone can pick up something here! Great job Terry!

Teri Campbell's new book is the first one I'd recommend to anyone in the food photography business, whether they're starting out or they're a seasoned veteran like the author. It's thorough, covering all the aspects of the business, like studio layout, estimating, and billing; and a list of all the players from photo assistant to second account executive; and a detailed look behind the scenes of how he captures these beautiful images. It's written in a friendly but highly informative style, and the photography, of course, is gorgeous. A great resource, and an enjoyable read!

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