

Plate to Pixel: Digital Food Photography & Styling

By Helene Dujardin

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Plate to Pixel: Digital Food Photography & Styling By Helene Dujardin

Tips and techniques for making food *look* good—before it *tastes* good!

Food photography is on the rise, with the millions of food bloggers around the word as well as foodies who document their meals or small business owners who are interested in cutting costs by styling and photographing their own menu items, and this book should serve as your first course in food photography. Discover how the food stylist exercises unique techniques to make the food look attractive in the finished product. You'll get a taste of the visual know-how that is required to translate the perceptions of taste, aroma, and appeal into a stunning, lavish finished photograph.

- Takes you through the art and techniques of appetizing food photography for everyone from foodies to food bloggers to small business owners looking to photograph their food themselves
- Whets your appetite with delicious advice on food styling, lighting, arrangement, and more
- Author is a successful food blogger who has become a well-known resource for fellow bloggers who are struggling with capturing appetizing images of their creations

So, have the cheese say, "Cheese!" with this invaluable resource on appetizing food photography.

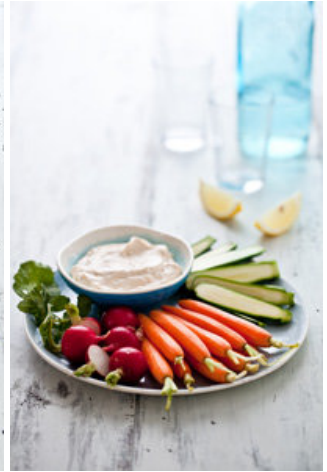
Photo Case Studies



Hummus (click for photo information and recipe)



Blackberry Pie (click for photo information and recipe)



Crudites with Aioli (click for photo information)

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- 288 pages



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Editorial Review

Review

...shows us how to make food photos look delicious, exploring tips and techniques used by the pros. (Digital Photography Enthusiast, July 2011).

'Honestly, and I don't say this lightly: if you buy one book on photography make it this one.' (Modern Country Style, Sept 2011)

'Helene Dujardin's guide to photographing food is a great practical read for budding photographers...this book is full of inspiring images that are sure to encourage you to get behind the lens. (Digital Photographer, March 2012)

From the Back Cover

Feast on these great recipes for mouthwatering food photos

Pictures have power. When you know how to make a dessert look so luscious that you gain two pounds just gazing at it, you have the power to tease taste buds from miles away. Whether you showcase the spectacular creations coming out of your own kitchen or aspire to a career in food photography, you'll devour the information in these pages.

Photographing food is an art. Develop your food photography skills with these techniques.

- Discover how to use natural light to capture stunning images
- Learn how to work with your camera modes and settings
- See how to fine-tune exposure
- Discover how to compose the most appetizing photo
- Tell your story with light
- Add pizzazz with herbs, sauces, and easy styling techniques
- Learn trade secrets for photographing items such as ice cream and stews
- Develop an after-capture workflow process to improve your food photos

About the Author

Hélène Dujardin is a professional food photographer and stylist. Her images grace the pages of numerous cookbooks and magazines, and as a former chef she also prepares the majority of the dishes she photographs. Her blog, Tartelette, (www.tarteletteblog.com) has earned high praise in the food blog community.

Users Review

From reader reviews:

Mavis Strain:

In this 21st century, people become competitive in each and every way. By being competitive right now, people have to do something to make themselves survive, being in the middle of the actual crowded place and notice by surrounding. One thing that often many people have underestimated this for a while is reading. Sure, by reading a guide your ability to survive raises then having a chance to remain than other is high. To suit your

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David Veal:

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Cora Spillane:

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