

DIGITAL FOOD PHOTOGRAPHY

Lou Manna



Great food always elicits strong reactions – the smell of freshly baked bread, the taste of a perfectly prepared steak. The job of a food photographer is to elicit that same mouth-watering reaction, but without the benefit of scent or taste. A well-shot photograph can send crowds flocking to a new restaurant or boost the sales of a culinary magazine. Capturing the perfect image requires a trained eye, finesse, and photographic skill. Digital Food Photography gives you the ingredients to cook up your own recipe for success – with professional lighting techniques, composition, food and prop styling, retouching, and tricks of the trade. You'll learn how digital photography combines teamwork, creativity, and technology and how to make money creating delectable works of photographic art.

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