

# Food Photography from Tami Garrett

## PRODUCT PHOTOGRAPHY



FOTODIOX LED  
STUDIO-IN-A-BOX  
with diffused LED lights



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Culinary Photography & Marketing  
Product & Brand Photography  
Print & Digital Graphic Ad Design  
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## Tami Garrett

CULINARY PHOTOGRAPHY  
& MARKETING



"Bringing Your Vision to Life"



## 10 Tips to Make you say YUM!

- \* Light- Natural light by a window is my favorite, never use flash
- \* Diffusor/Reflector- used to soften the shadows cast by natural or harsh overhead light. I use a 33" silver/gold reflector with a stand so I can cast the soft light on the area I am shooting
- \* Ring Light- promaster RL60 Ring Light is great but I have an assistant hand hold it where I need it. It has adjustable lighting.
- \* Photoshop- white balance, clone & stamp
- \* 3 Shots: I take 3 shots of each dish 1. overhead at a 90 degree angle 2. drama shot - usually macro at an angle that captures the eye and makes the mouth salivate and the details pop 3. a styled place setting at a 45 degree angle or location setting
- \* Menus- I look at these prior to a shoot and work with the chef to choose the dishes. Make sure I have access to or bring the staging ingredients. I also plan the location i.e. oysters and champagne in the snow. Since I also take the photo, create the graphic ad and post on social media for my clients, I use the description in many ways
- \* Lines- use forks or knives to draw viewers eyes to the main subject or invoke a feeling of tasting
- \* White Balance!!!!!! Please Please use your white balance on every single food and cocktail shot you take! Getting this right is critical and even your cell phone photo has an editing correction option (on an iPhone it is under Edit/Color/Cast) I cringe to see a food photo with a yellow cast :(
- \* Tripod- if taking a professional shot, please use your tripod and style the setting shot through the camera lens. I often shoot free hand right off the line for macro shots (fresh out of the kitchen as it is rolling out to the server)
- \* Whether using a professional camera or a cell phone (which have great cameras but cannot produce the light and reso that a professional camera can) make it look like you can almost taste it! (see styling for more tips)



## Culinary Photography

Bringing a chef's perfect vision to the table is arguably one of the most challenging types of art. Each Dish, cocktail and product has years of culinary training in product, ingredient development, and presentation execution behind it.

I am a marketing and advertising manager for two fine dining restaurants and an apres ski bar, all located in the beautiful mountain towns of the high Rockies in Colorado. Bringing the chef and restaurant owner's vision to life in photographs for digital and print mediums is a creative and delicious job! I work with the executive chef to capture the seasonal dishes for Winter and Summer. I work with the master mixologist to capture the signature cocktails and I listen to the owner's vision and observe the vibe and try to take a photo that embodies their visions collectively.



## My Top 10 Food Styling Kit Items

Our challenge as a culinary photographer is to preserve that moment when a dish is complete, capture it with the right angle, light and composition before it begins to settle and degrade.

That is where Food Styling comes in. So if you are serious about this part, well that is an entire lesson to itself. I carry a food styling kit with the likes of a doctor's satchel combined with a make up artist's kit. Just a few of the items of interest are:

- \* make up brushes, make up removal pads and make up application sponges; brush away pepper flecks and easily move delicate ingredients or painting on sauces, olive oil, honey so the light captures the right yum | place cotton make up remover pads between hamburger ingredients to separate the layers | place the sponge wedges under food items to lift or under plates to lift etc
- \* diaper wipes & tissues are used to clean up sauces on plates and backdrops
- \* scissors for clipping off greens; always at an angle
- \* tweezers to position garnishes, move and remove stray items
- \* cotton swabs are used inside wipes and tissues to get to small areas
- \* lighter
- \* tea lights for a little soft candle glow where needed and also to blow out and create that smoke line for certain uses
- \* spray olive oil to keep meats moist and juicy | bottle of honey for brushing on items that have syrup as it is thicker and doesn't run like syrup | honey and simple syrups for cocktails to drizzle on olives for a drip drop etc.
- \* frozen butter- have the chef prepare when you need some time before the butter runs off the steak like a ski slope
- \* fresh or fake fruits, flowers or ingredients to use as props with dishes, cocktails or products