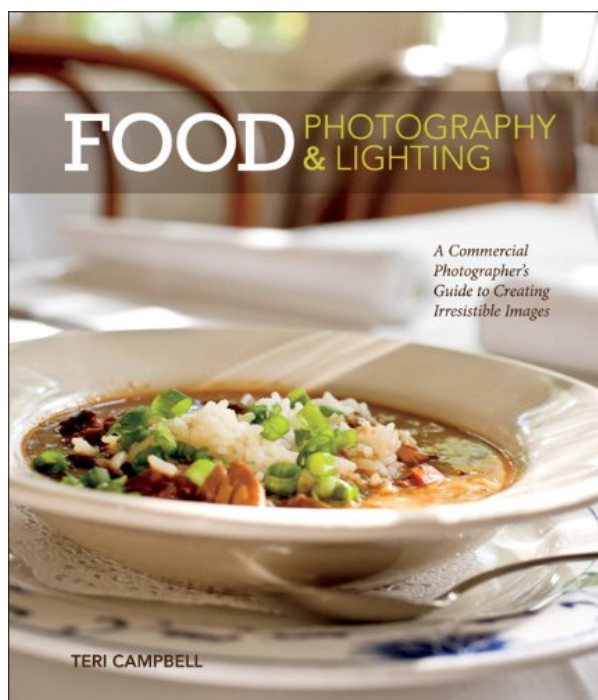
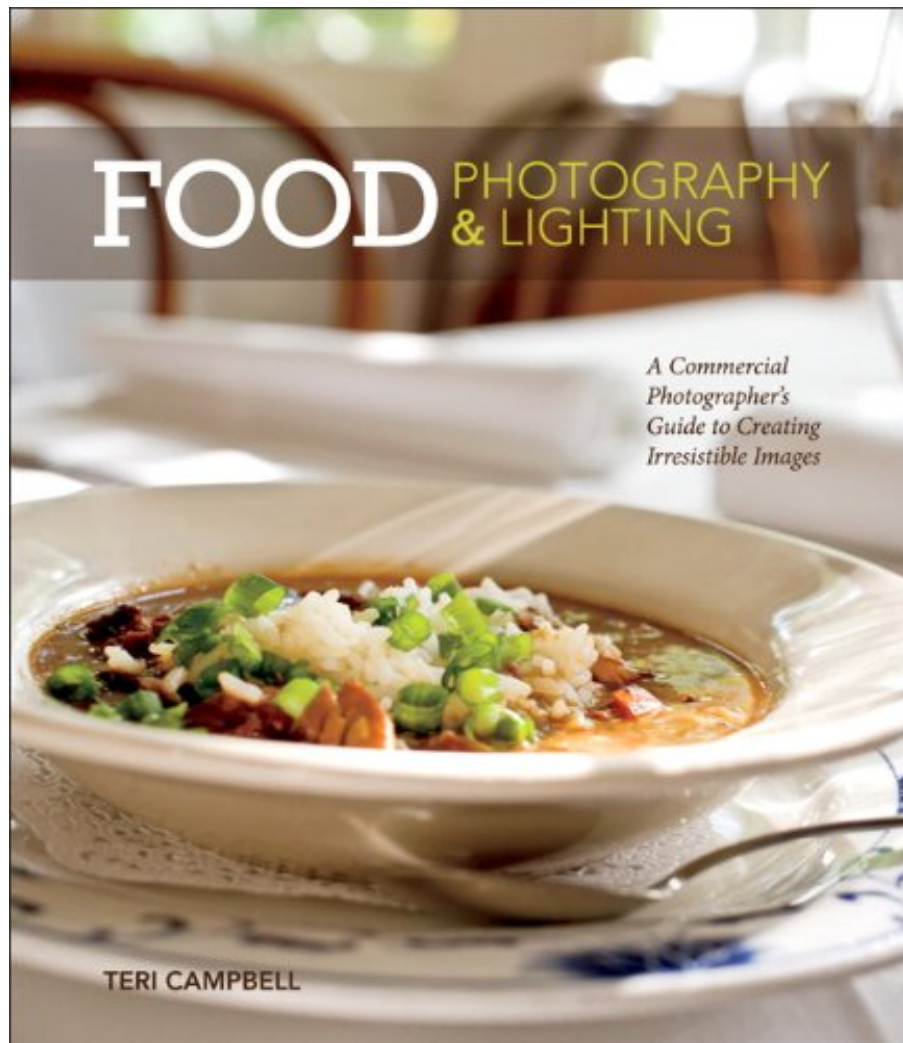


FOOD PHOTOGRAPHY & LIGHTING: A COMMERCIAL PHOTOGRAPHER'S GUIDE TO CREATING IRRESISTIBLE IMAGES BY TERI CAMPBELL



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About the Author

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 Kellogg's, KFC, SuperValu, Long John Silver's, Dean Foods, Duncan Hines, and Hershey'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.

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FOOD PHOTOGRAPHY & LIGHTING: A COMMERCIAL PHOTOGRAPHER'S GUIDE TO CREATING IRRESISTIBLE IMAGES BY TERI CAMPBELL PDF

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, it's tempting to think that anyone can photograph food, but it'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 "lighting master," 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 assignments—from 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.

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Features

- Used Book in Good Condition

About the Author

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Photographers (ASMP) and the International Association of Culinary Professionals (IACP). See his work at terishootsfood.com.

Most helpful customer reviews

19 of 22 people found the following review helpful.

"THE" textbook for professional food photographers

By Earl Studios

Having bought almost every book on food photography that has been written in the last 10 years, I can without a doubt say that Teri Campbell's "Food Photography & Lighting" is THE textbook for anyone working at or aspires to work at the professional level in food photography.

The book takes you through every process of being a professional food photographer, from the struggles of moving from a home, or apt, based food photographer to taking the enormous leap to having your own studio, as well as all the technical knowledge needed to deal with any location, shoot, or challenge. Its like a comforting, encouraging friend sharing their personal stories of success and technical knowledge in a way that makes the reader feel a little more positive about taking similar risks in their own career.

Topics that are so difficult to ever learn about and most food photographers have to learn by trial an error are covered in a clear, understandable way in this book. The business side of food photography is sometimes the most challenging, and until this book arrived there really was no source of information on this mysterious side of the business that rose to the level of detail that is found in Teri's book. I've read countless threads on message boards about "what do I charge?" and "How does a shoot with a client on set go?". Now all I have to do is refer them to Teri's book, and there they can get a clear understanding of probably the most challenging side of food photography, running the business side of a food photography company.

Even though the book contains an enormous amount of technical information regarding lighting, using both natural light and strobes, its told in such a relaxed, "conversation over coffee" way, that its easy to understand, but even more so, its easy to retain. The next day after finishing the book, I was already down in my studio trying out some of the techniques and setups that I read in Teri's book.

But my favorite part is the chapters that cover different shoots, showing both the diagrams for the lighting and prop set up, but also sharing the unique stories behind the shoots. So many times i've been on a food photography shoot and encountered challenges and obstacles, and I always assumed I was doing something wrong, or I just wasn't a good enough food photographer. Reading Teri's stories about the different shoots he has done, I began to realize that even the most prestigious food photographers have challenges with locations, lighting, and gear.

And that was the most personal thing I took away from Teri's book. That reassurance from one of the greatest food photographers, that we all face challenges in being a food photographer. So not only did the book give me a wealth of technical knowledge about both the professional and the business side of food photography, it also gave me the encouragement to take the next step forward in my career.

6 of 6 people found the following review helpful.

The first of its kind; specifically for commercial food photographers

By Melissa

I have read and collected books on food photography over the years, but they are usually geared towards the secrets of food styling or food photography for natural light, editorial-type shoots. Campbell's book is the first of its kind, created especially for commercial photographers.

Campbell divides the books into two sections. The first section covers the business of commercial photography. Here we learn about running a commercial studio, the business tasks involved including paperwork and billing, and he even discusses the chain of command during a photo shoot. The second section provides specific examples (and mouth-watering photos) of shoots he's done, complete with inside tips, tricks and lighting diagrams. This book also contains an online bonus exercises and content that you can unlock by registering your book online.

This book is a definite must-read for anyone considering becoming a commercial food photographer!

9 of 10 people found the following review helpful.

Great book!

By Debbi Smirnoff

I have almost all the food photography books written. This is the first one that explained the use and placement of strobes to get a beautiful 'natural light' look. Thank you Teri, this is the book I was trying to find with each of my previous purchases. I even bought the Kindle version on my iPad. First book I ever bought as a hard copy book and digital version.

See all 45 customer reviews...

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