



How to Take Better Food Photos

An inside look at how I style all of my photos.

by **KIERSTEN HICKMAN**

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Hi, I'm Kiersten!

I'm a food writer, editor, photographer, and recipe developer.

I share about foods I love to cook on my blog, as well as my ebook *Easy Eats*.





Where did I learn?

I learned photography principles and digital composition at DePaul University.

I took a specific food photography course at the Institute of Culinary Education in NYC.

..and *lots* of practice!







TIP ONE:

Use a textured background

Using a background that has texture makes your photos POP!

Choose marble or wood.

Avoid white backgrounds.





TIP TWO:

Move close to a window

Use natural light from your window.

Lamps or overhead lights will make your photos look washed out and yellow.

The window diffuses the harsh sunlight and softens the look of your image.





TIP THREE:

Use the rule of thirds.

Imagine the photo is cut into thirds, creating nine sections.

Use the squares and corners to create a compelling composition.





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TIP FOUR:

Get the food in action.

Food is interesting to look at when there's some kind of narrative.

Add a fork and a plate to your finished dish, add a serving of the dish to your plate.

Let your image tell a story.





TIP FIVE:

*Add texture with a
napkin.*

Napkins transform your image from 2D to 3D.

Use a cloth napkin or dish towel to give your image dimension.





TIP SIX:

Play with color

Style your food with plates/napkins that have contrasting colors.

Warmer colors contrast well with cooler colors. Choose blue with orange and yellow foods, etc.





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Use the rule of odd numbers.

Photos are more compelling when you group items using odd numbers.

Count an odd number of spots (1, 3, 5, 7, 9).





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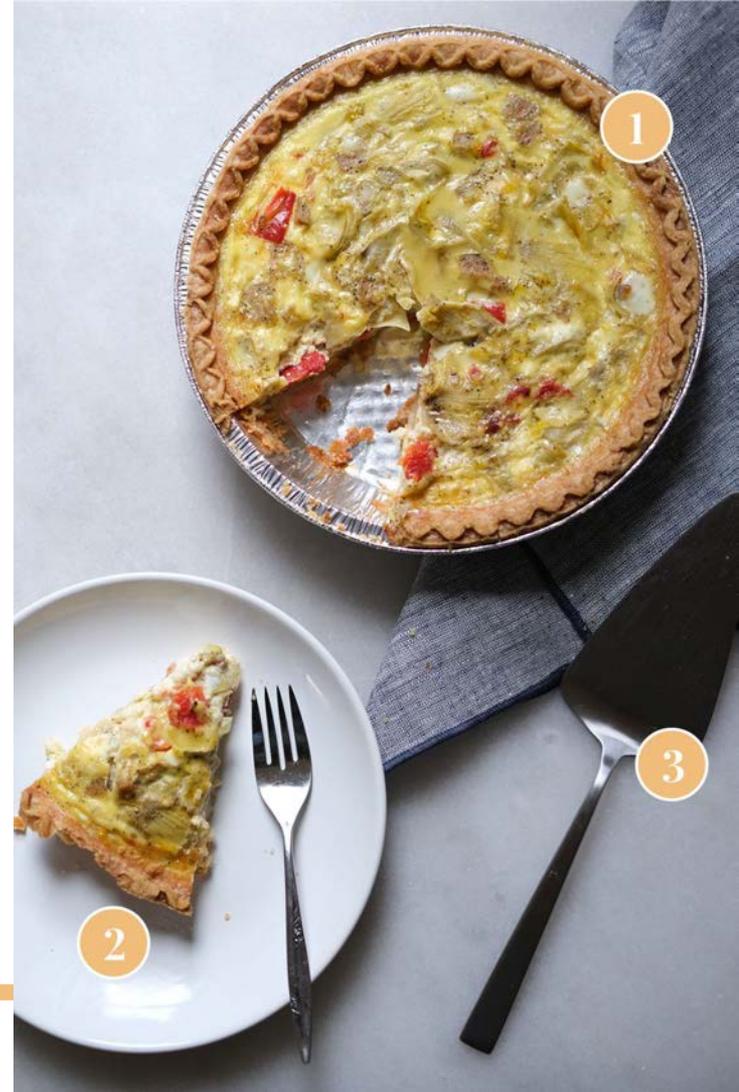


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TIP EIGHT

Play with shadows.

Shadows give your image depth in the same way textured backgrounds and cloth napkins do.

Place your items that will create interesting shadows.





TIP NINE

Leave negative space.

Don't be afraid of it! You don't want your image to look too busy. You want it to be appealing to the eye.

Ask yourself: What would I want to look at?
What image would stop me from scrolling?





Let's recap!









Edit photos like me!

I'm literally handing you my 6 go-to "filters" that I use for every single photo on my blog/Instagram.





FILTER ONE:

Bright Brunch

Brightens up your image to enhance the natural sunlight from your window, while also accentuating the color in the image.





What if you can't get near
a bright window?





If you find yourself in a darker environment and not near a window, *Bright Brunch* may not brighten the photo as much as you want it to.

So I also have...





FILTER TWO:

Brighter Brunch

Adds even more brightness to an image while still enhancing the photo in the same way as *Bright Brunch*.





FILTER THREE:

Cocktail Hour

This filter gives your photo a brighter effect if you're working with an image later in the day when the sun is setting.





FILTER FOUR:

Color Pop

Enhances the colors in your food, great for those contrasting colors you set up in your image.

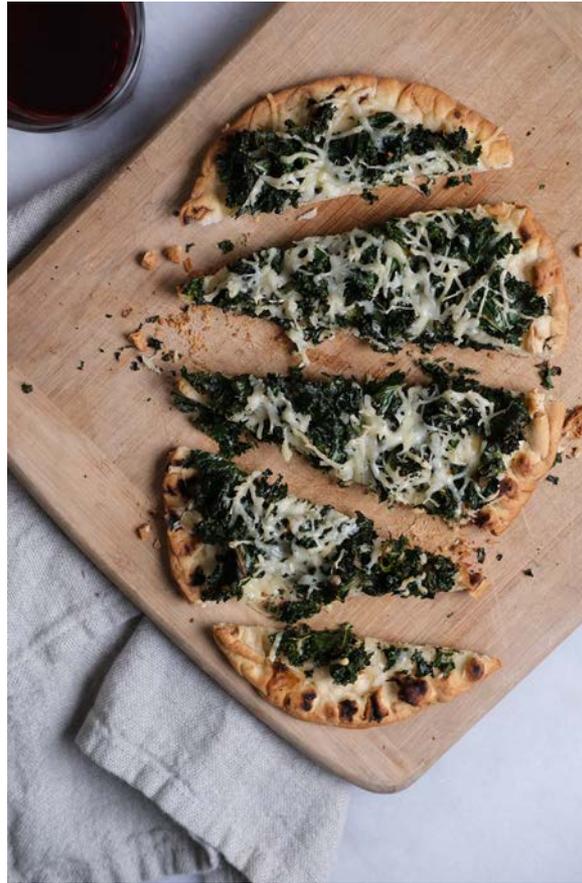




FILTER FIVE:

Super Greens

Focuses on the greens in your image, great for salads and green vegetables that you photograph.





FILTER Six:

Tomato, Tomato

Focuses on the reds and other warm colors in your images, great for slices of pizza & colorful tomato-based dishes.





For Lightroom

The presets are for Lightroom, which is a photo editing software from Adobe.

Free for mobile!

For desktop, you need an Adobe membership. I've added a link below to buy.





*Alright, Kiersten...
how much \$\$ do you want?*



\$15 value

Why?

- I'm handing you the presets I use daily.
- I've been developing the perfect presets for my images for YEARS.
- This is an average for presets in this market.
- Buy 5, get one free!





You're getting 66% off!



~~\$15~~ value

Just \$5 !!



Bright Brunch

FOODIE LIGHTROOM PRESETS



How to buy:

You'll find a button at the bottom of this page that will take you to a PayPal.

Once you buy, you'll be redirected to a folder where you can download.

The folder includes tutorials for setting up your presets.





Need more convincing?



Edited with

*Tomato,
Tomato*





Edited with

Super Greens





Edited with

Bright Brunch





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Color Pop





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Cocktail Hour





I will be closing this sale on Sunday!

This link will change, so grab them before Sunday 11 p.m. EST.



*Thanks for
joining me!*

Reach out if you have
any questions at all.

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