

FOOD PHOTOGRAPHY

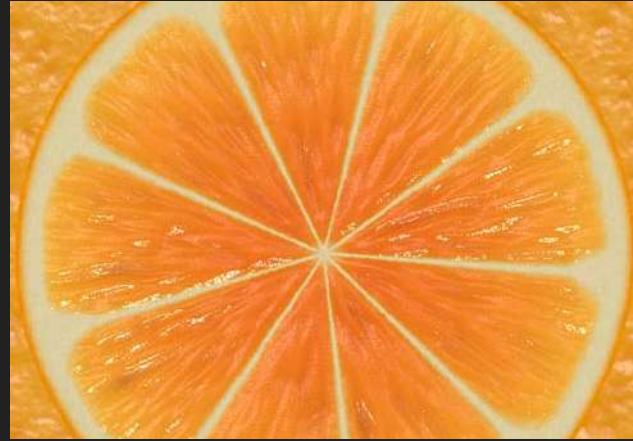
Macro Photography



What is *Macro Photography*?

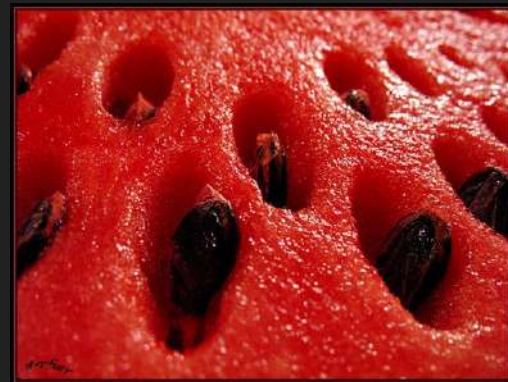
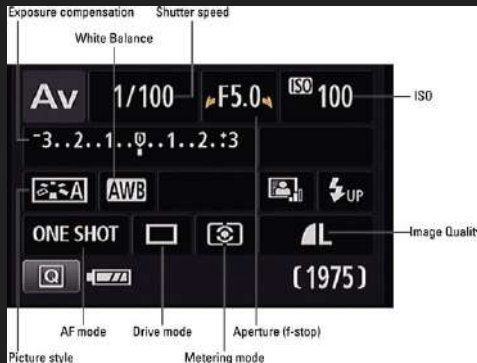
EXTREME CLOSE-UP photography

photography producing
photographs of small items larger
than life size.



How can you achieve the MACRO effect in your images?

1. Lens
2. Macro Tubes
3. Control Aperture Setting
4. Pick a POINT OF FOCUS
5. Using the 'Macro Function' on camera
6. Use your **HISTOGRAM**



1. LENS

Numbers on your lens= FOCAL LENGTH

'Mm' stands for millimeters (distance between your camera's sensor and the convergence lens)

Typical Macro Food Photography Lens: 100mm/105mm Micro f/2.8; 60mm Micro f/2.8



1. LENS

Focal length– the distance from the subject.

The focal length is an indicator of the distance from the subject: the images are all framed the same. Differences arise because the focal length is getting longer (zooming in) as the camera moves further away from the subject.

Remember, the distance from the subject is changing the perspective. The focal length is just used to compensate for this.



2. MACRO TUBES

- Goes in between the lens and the camera body
- It's purpose:

Ability to focus on things by getting closer to your subject (moves the lens further away from sensor)



DIY MACRO TUBE

DIY EXTENSION TUBE



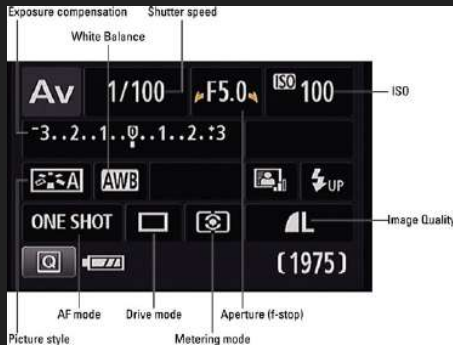
3. APERTURE SETTING

Play around with different settings

- see what you like
- personal preference for this!

Generally many people stay between f/5.6 and f/11

- Reason: you will be zoomed in/ close to your subject- this will create more depth of field



4. POINT OF FOCUS

- **Manual Focus** (on your lens- switch to MF)
- Use your **METERING MODES**

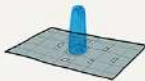


Metering modes



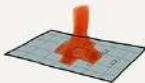
Spot Metering

Takes into account only a small area of the image in the center of the viewfinder or in the selected focus point.



Partial metering

Similar to the Spot Metering, but with a larger circle.



Center Weighted Metering

The camera gives a greater weight to the light intensity located in a circular area in the center of your viewfinder.



Evaluative or Matrix Metering

Takes into account the entire frame to carry out the light intensity metering and the exposure calculation.



photopills.com

Nikon



Matrix



Center Weighted

Partial



Spot

Canon



Evaluative



5. MACRO BUTTON ON CAMERA

- This is useful for shooting subjects at close range
- It doesn't affect the properties of your lens, which are far more important when shooting close-up subjects, but **merely tells your camera to set the focus priority on things that are closer instead of farther away.**



6. Histogram

What is it?

- a statistical graph that represents the scene tones (or brightness levels) captured by the camera.

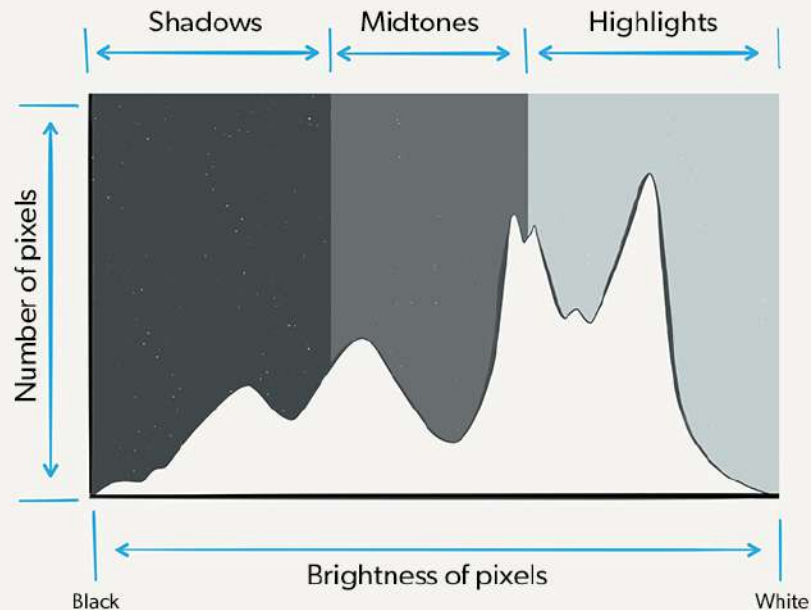
What is it for?

- lets you know if a picture is well exposed or not.

How to read it?

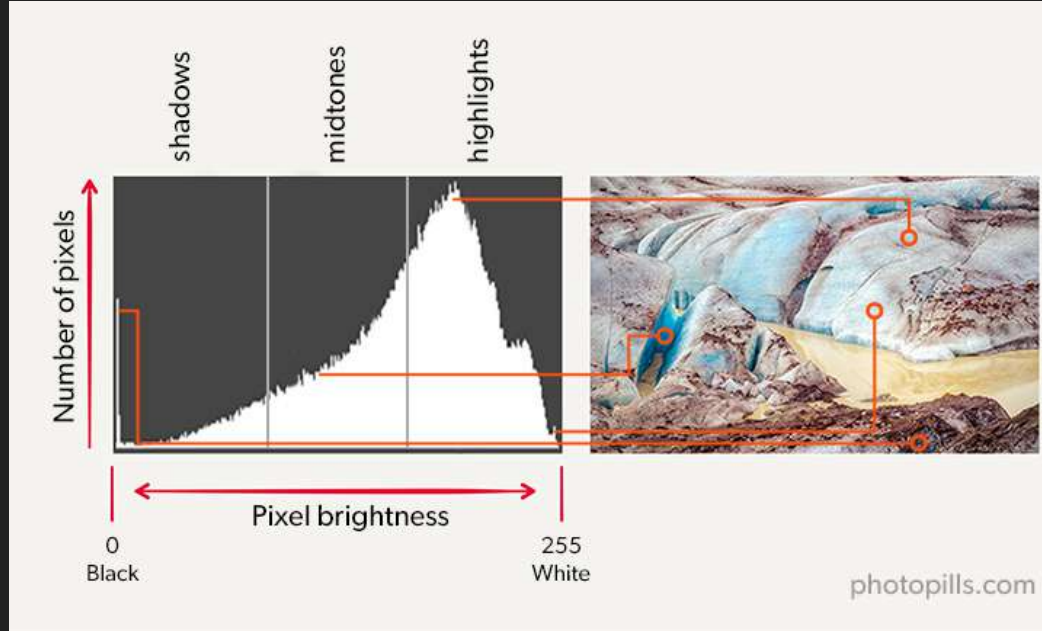
- The horizontal axis (x) represents the tone of the color. Pure white is at the far right of the histogram and pure black at the far left.
- The vertical axis (y) shows the number of pixels with that tone.

How to read the Histogram



6. Histogram (Cont)

- First the black tones, with pure black on the left edge.
- Then come the shadows.
- Then the midtones.
- Followed by the highlights.
- And finally, the white tones, with pure white on the right edge.



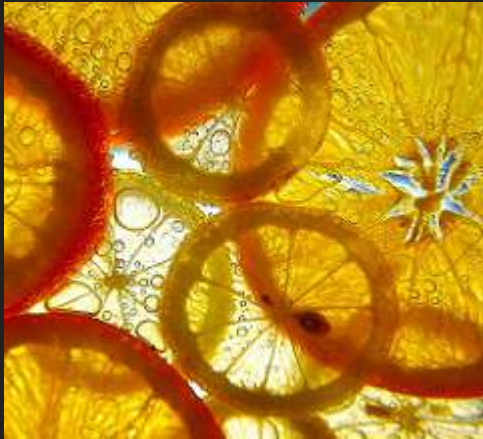
6. Histogram (Cont)

Usually, a correctly exposed scene has a histogram that doesn't touch the right or left end or, if it does, it is minimally.



Other THINGS TO CONSIDER...

1. Texture
2. Minimalist Background
3. Styling/Composition/Angles
4. Backlight



TEXTURE

Macro photography for fruits and vegetables focus on the textures and details

Getting close to parts that your normally wouldn't see



MINIMALIST BACKGROUNDS

Having a **SIMPLE** background works best

- **Black or white**
- Utilize your **LIGHT TENTS**- this will help create nice lighting as well



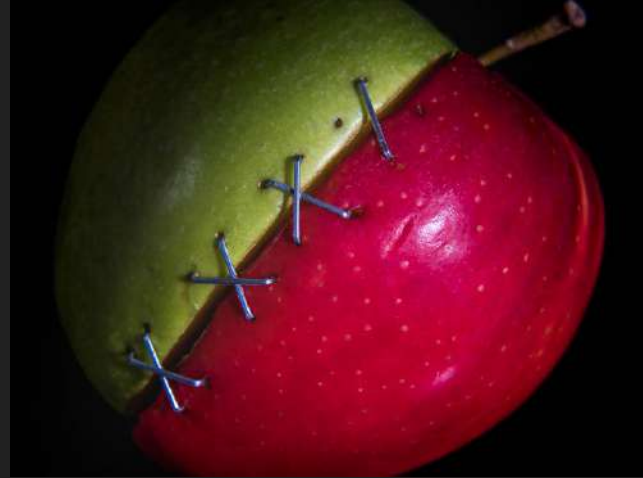
STYLING, COMPOSITIONS, ANGLES

BE CREATIVE!!

- Remember your compositional layouts
- Vary your angles
- Use props (if needed)

Ex. *Use reflective surfaces*

Ex. *Merging two together*



BACKLIGHT

Having a light source behind fruit or vegetable

Create a 'glowing' effect

A different way to show detail



BACKLIGHT PHOTOGRAPHS



Janice Sullivan's

MINI DIVES

PHOTOGRAPH FRUIT
WITH
BACK LIGHTING

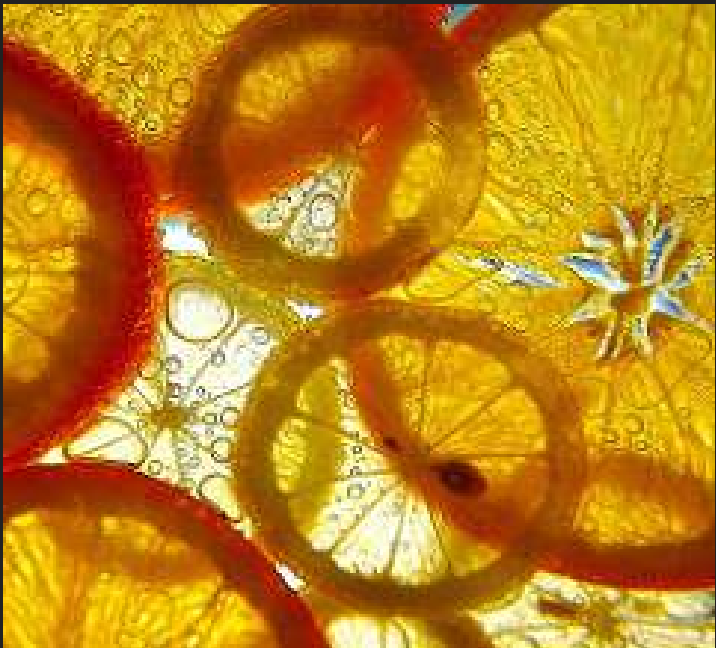


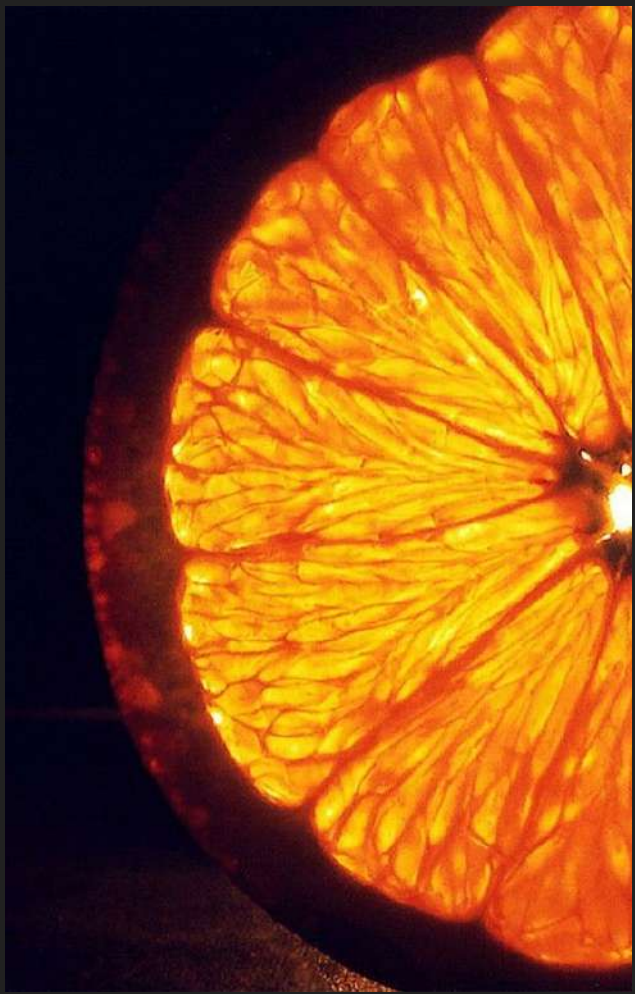
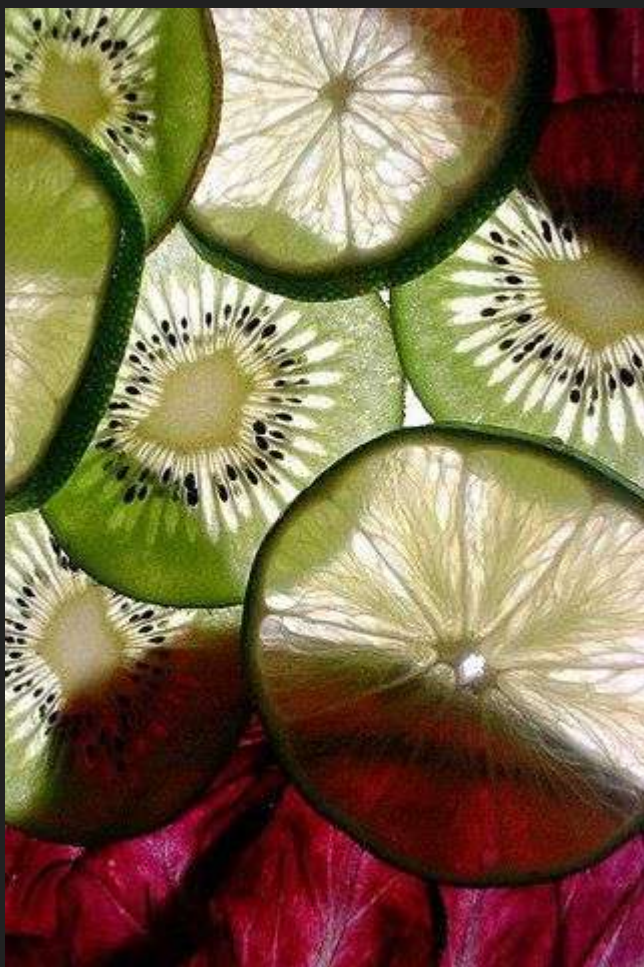
ADDITIONAL EXAMPLES:











OBJ: create several fruit & vegetables photographs applying your knowledge of *the macro lens, histogram, and aperture.*

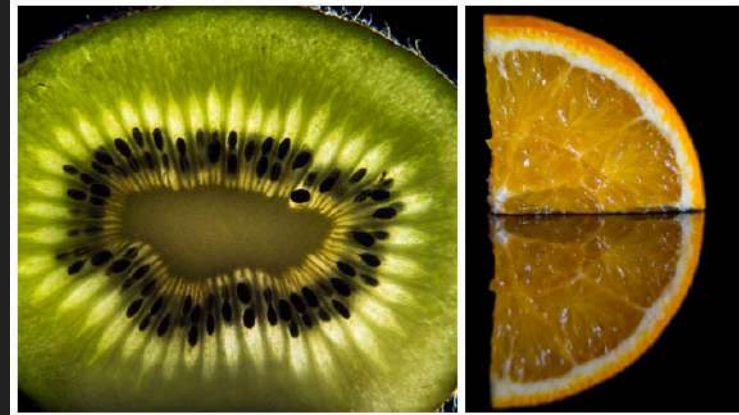
1. Research 10+ Ideas

2. Contact Sheet of 18+ images

- 6+ images using **BACKLIGHTING**
- 12+ images of **various fruits & vegetables** (using light tent or natural light)

Keep them clean and MINIMALIST (clean backgrounds- preferable black or white)

3. **SUBMIT YOUR BEST 6 IMAGES AS JPEGS**



QUESTIONS??

COMMENTS??

CONCERNS??