

# 1. POUR SHOT ON PANCAKES

- Cardboard between pancakes

Create more of a “fluffier”  
pancake- more volume

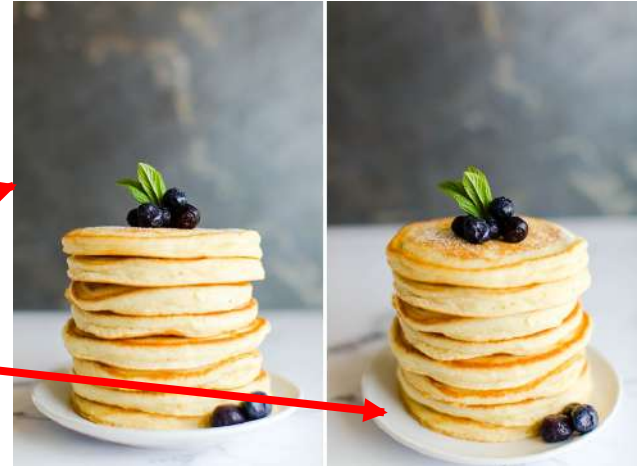
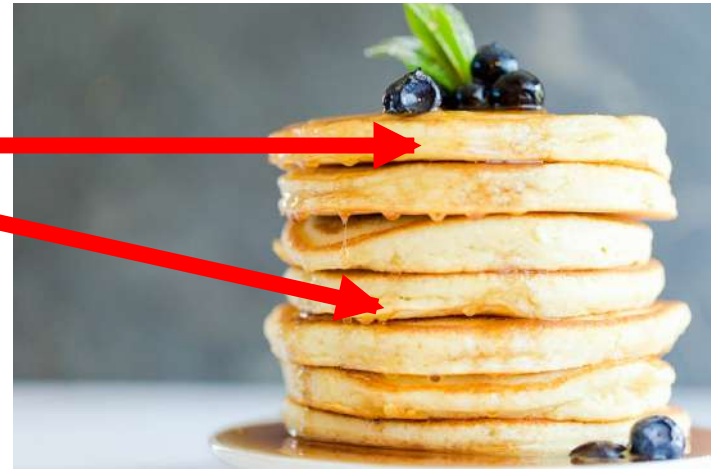
- **Importance of a Pour Spout**

Selection of pour vessel  
important

- **Backgrounds**

Usually white, greys

- **ANGLES ARE IMPORTANT!!!**



## 2. COFFEE SHOT

- Dish Soap

Continuous bubbles

- Soy Sauce

Get the very rich colors of coffee

Doesn't go bad

- **Cup**

Generally a white mug- create  
**CONTRAST**



### 3. CEREAL SHOT

- Shortening

Used to create more volume- less cereal to get soggy. Placed on bottom.

- White Glue

Filler

Used to look like milk- nice bright whites

Keeps the cereal together- not moving

- Use colors that will play nice off the cereal- nice balance



## 4. PASTA STEAM SHOT

- Roll up pasta on fork first
- Place on **PLAIN BACKGROUND**

Generally ALL BLACK Background-  
Steam will 'Pop' out more on a black  
background

### **COTTON BALL**

- **Soak in water and HEAT UP**
- Use this steam behind fork- give appearance it's hot





# 5. ICE CREAM SHOT

NOT REAL ICE CREAM

## TWO WAYS TO CREATE 'FAKE ICE CREAM'

- a mixture of powdered sugar, corn syrup, and shortening
- Instant mash potatoes, shortening, frosting

Think about your STYLING!!

- What props are necessary (bowl vs cone)

## MOST ARE SHOT ON BLUE BACKGROUNDS

- Blue is a COOL COLOR- helps promote a 'chill' or 'colder' feeling



## 6. COFFEE BEANS SHOT

- BUILD A BOX with **ALL BLACK interior** (background, foreground- everything!)
- **CHIAROSCURO Effect** (Moody & dramatic)
- Two windows in box
  1. *Smaller cut on side- let light in (LOW LIGHT)*
  2. *Medium cut in front- to place camera into*



# 7. ICE CUBE “MELT” SHOT

## FAKE ICE CUBES

**MOST ARE SHOT ON BLUE, WHITE, or BLACK BACKGROUNDS**

- helps promote a ‘chill’ or ‘colder’ feeling
- ‘Pop’ off the surface

Place droplets on and around ice to promote

### **LIGHTING:**

- **Generally Back light**
- Think about how you took pictures of Glassware

