

C-CAP FOOD STYLING COMPENDIUM

Beyond Cooking, The Ann B. Zekauskas Food Styling Competition for C-CAP

[The 2024 Competition Brief and Submission Form](#)

Reference Videos

Hip Torres, @theycallmehip

[Food Photography Video #1](#)

[Food Photography Video #2](#)

[Food Photography Video #3](#)

Erin Barnhart, @heyallitserin

[Food Styling Video #1](#)

[Food Styling Video #2](#)

[Food Styling Video #3](#)

Ola Wadley, @oflairfoods

[Food Styling Video #1](#)

[Food Styling Video #2](#)

[Food Styling Video #3](#)

[On How To Chiffonade](#)

On Choosing Your Recipe

1. Remember, your recipe should reflect your heritage. This means it can reflect where you grew up, like your neighborhood or city, your family's food culture, and/or your upbringing /childhood.
2. Your recipe should reflect your personality as a young chef. Are you loud and colorful? Serious and calm? Showcase who you are in your props and/or ingredients in choices.
3. Your recipe should reflect your creativity, so think outside the box when it comes to the ingredients/props.
4. Your recipe should be original—one that you have come up with.

Ingredient Quality, Color, Texture Tips

- People eat with their eyes - make it beautiful!
- If you can, use ingredients that are vibrant, fresh, and good quality.
- Make it interesting—use ingredients that offer complementary or contrasting colors, shapes, and textures (ex. Crunchy sea salt, smooth buttercream, chopped nuts)

- Keep it fresh— If you're using any fresh ingredients or flowers, wash beforehand and wrap in a damp paper towel to keep fresh
- Pro-Tip: use a little oil to gloss fresh ingredients like berries and add a sheen on camera.

On Props:

- Get creative with the props in your photo if you choose to use them. Make sure they don't detract from your "hero" or the main focus of your photo.
- Choose something that reflects your personality and/or heritage if you have them
- Choose your props carefully - they should highlight and not detract from your dish. White plates make color pop!
- Make sure your utensils, props, tableware are clean and free of fingerprints, unintentional crumbs.

On Angles:

- Ask yourself, how can you best highlight your hero image? You can photograph your image from a "tabletop" angle or straight on; a 45 degree angle so you can see from the side & overhead; or a "flatlay", otherwise known as an overhead angle.
- Consider using a tripod to keep a steady shot

On Lighting:

- Photograph near bright, natural light, like in the morning near a window
- Or use a professional light source, like a ring light

Taking Photos with Your Phone:

- When using your iphone to take a photo: make sure your lens is clean and free of fingerprints
- Tap the screen to focus the "hero"
- Scroll up or down on your iphone to adjust lighting

Taking Photos with a Camera:

- For novice users, just switch to auto-mode! Then you can adjust your settings based on your own preference.

****Remember, the camera sees what the eye may not: take a few test photos and make adjustments to your composition****