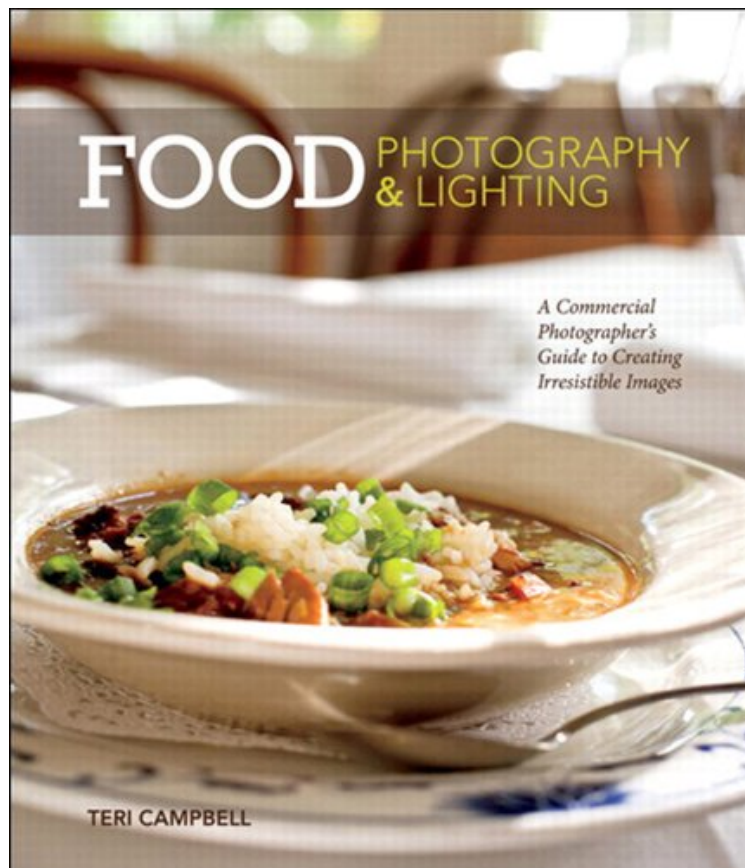


(Ebook free) Food Photography Lighting: A Commercial Photographer's Guide to Creating Irresistible Images

Food Photography Lighting: A Commercial Photographer's Guide to Creating Irresistible Images

Von Teri Campbell

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Von Teri Campbell : Food Photography Lighting: A Commercial Photographer's Guide to Creating Irresistible Images before purchasing it in order to gage whether or not it would be worth my time, and all praised Food Photography Lighting: A Commercial Photographer's Guide to Creating Irresistible Images:

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. Gutes Buch fr FortgeschritteneVon Erich LehnerEin Buch aus der Praxis eine amerikanischen Food Fotografen. Zu den Aufnahmen gibt es Skizzen mit den Aufbauten und Erklrung zu Kamera und Objektiv. Ist aber kein Buch nach der Methode, macht das so nach. Man muss das ein wenig differenziert sehen und sich immer fragen, warum macht er das so. Dazu braucht es eine gewisse Erfahrung mit der Lichtsetzung. Meistens verwendet er zwar nur zwei bis drei Studioblitze und erzielt dabei sehr gute Ergebnisse. Wie die meisten Food Fotografen hat er auch einen favorisierten Lichtaufbau, den er leicht abgewandelt immer wieder verwendet.Fazit: Kein Standardwerk der Food Fotografie, aber

ein sehr gutes Buch mit vielen Anregungen.

Kurzbeschreibung 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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ber den Autor und weitere Mitwirkende 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. "