

SCHOOL FOOD PHOTOGRAPHY

Marketing school meals with photos and videos showcasing appetizing meals can attract attention and generate interest among students, parents, and the community. Visuals can highlight the diversity, freshness, and appeal of the meals offered, enticing more students to participate in your school meal program.

1. Photography Set up

- Use smartphone cameras
- Use natural light or control lighting using umbrellas
- Use school cafeteria tables or natural colored backdrops like construction paper

3. Positioning & Styling Food Trays

- Position meal in full frame
- Experiment with Distance and Angles
- Avoid Distracting Elements
- Ensure Focus
- Choose a variety of colorful foods

5. Transform Photos to Videos

- Utilize still photos to craft video content to offer versatility for repurposing food photos
- Use apps with AI to develop videos

2. Lighting & Exposure

- Properly position light source from the side or behind the food
- Use smartphones manual or semi-manual light settings
- Adjust focus and exposure

4. Basic Editing

- Use smartphone auto correct, lighting, cropping
- Use professional apps
- Use AI backgrounds and editing tools



Use food photos on social media, cafeteria video monitors, bulletin boards, and menus!