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2. fax: (855) 256-1665 or (202) 690-7442; or
3. email: Program.Intake@usda.gov

This institution is an equal opportunity provider.

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Objectives

- Learners will be able to create appealing food photos and videos for marketing and training purposes.
- Learners will be able to implement basic food photography setup and techniques to take appealing food photos.
- Learners will be able to create videos using still photos and video shots.

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Professional Standard Learning Codes



- Communications and Marketing - 4100



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Why Photos and Videos

- Marketing School Meals
 - Highlight local foods, scratch cooking, student inspired meals
- Providing Nutrition Education
- Highlighting Job Postings

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Photography and Video Creation Best Practices


| | |
|---|---|
| <ul style="list-style-type: none"> • Social Media • Daily Menu Marketing • Local Food Options • Student-Inspired Meals • Nutrition Education • Job Announcements & Highlighting Staff Members | <ul style="list-style-type: none"> • Cafeteria Marketing • Bulletin Boards • Video Monitors • Menu Marketing • Photos and videos in software programs • Flyers for parents • Food selections at the beginning of serving lines |
|---|---|



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Photos and Videos for Training

- Staff training
 - New hires
 - Kitchen substitutes
 - Recipe directions
- Teacher training for breakfast in the classroom




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*Taking Marketing
Ready Food Photos*



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**Staging Set
Up with
Equipment**

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Staging Set Up Without Equipment



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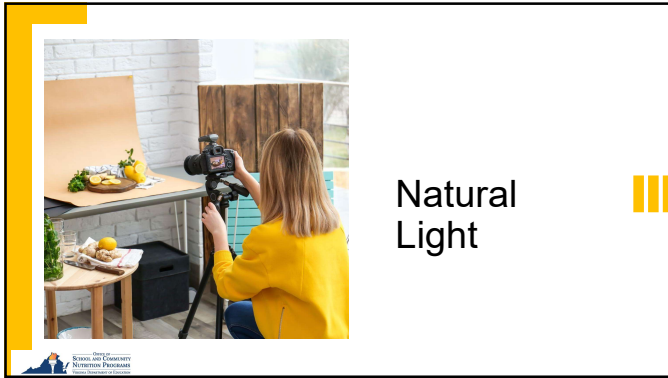
Lighting & Exposure

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Lighting Positioning

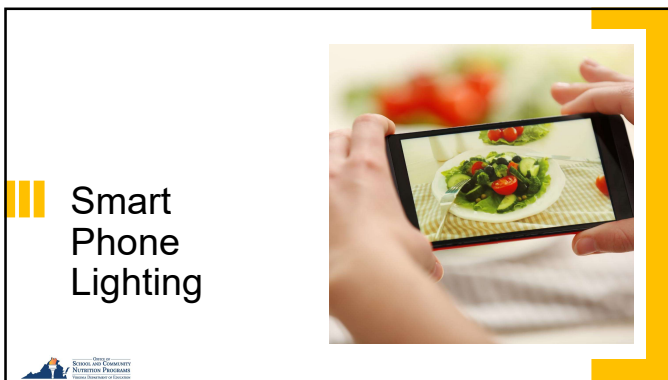


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Natural Light

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Smart Phone Lighting

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Adjusting Focus and Exposure on Cell Phones

Apple

1. Open camera.
2. Tap the screen to show the automatic focus area and exposure setting.
3. Tap where you want to move the focus area.
4. Next to the focus area, drag up or down to adjust the exposure.



Android

1. Open camera.
2. Tap on the area of the screen where you want to focus until the camera adjusts.
3. Press and hold the screen with your finger to adjust.

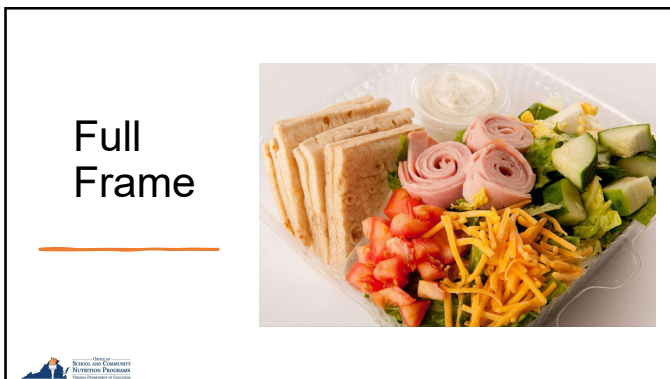
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Angles



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Focusing



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Avoid Distracting Elements



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Taking Photos of Student Trays




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Basic Editing Skills

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Basic Editing Skills

- Smart Phones
 - Auto correct
 - Lighting
 - Crop
- Food photo before and after editing examples to see the difference.
- Using professional apps.



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Using AI for Editing Photos

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Transforming Photos into Videos

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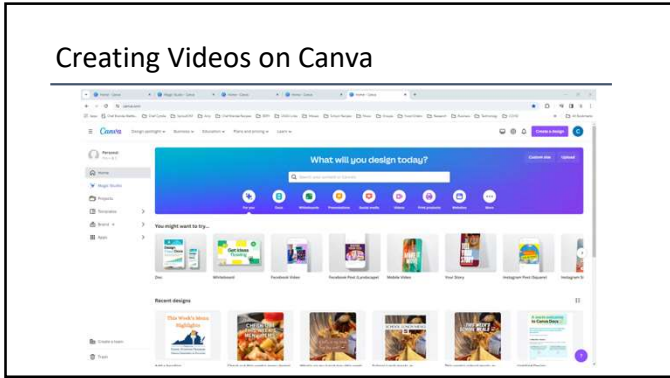
Example Video

This Week's Menu Highlights



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Creating Videos on Canva



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