

Photography in Advertising

“Themed Cookbook”

Photography is essential to advertising. A written description of something that is being sold to a customer is simply not enough to entice that person to buy it. We, as consumers, are visual in nature. Especially when it comes to food – we “eat” with our eyes first. For this reason, it is essential for a professional photographer to be able to take exciting, mouth-watering photographs of food that looks visually appealing and persuades the consumer into making and eating it.

For this project, each student will be creating a six page, 5” x 7” size, double-sided, ring-bound “cookbook” or “recipe book” that is connected by a food theme of the student’s choice. All of the photographs included in this cookbook must be taken by the individual student of food that they prepare; or of food provided by the instructor. They will then be edited in Photoshop and laid out with a recipe on the adjacent page. The entire “cookbook” will be connected by a theme in both the food that is being presented as well as in the layout of the pages, including a front and back cover.

To start this process, it is important for each student to know what makes an appealing photograph of food. Each student will therefore be creating a Google slide presentation that illustrates what they feel are the essential “ingredients” to create an appetizing photograph of food.

The following are requirements for Google Slide Presentation:

- Your presentation must include a minimum of **6 different** photographs of food that looks appealing to you as the consumer, that are each on their own individual slide
- Each of these photographs should illustrate a **different concept in photography** (*such as lighting*) that makes the food look appealing – the concept that you choose to discuss and find important is up to you as a photographer
- Each slide must have a written explanation of what the photography concept is that the photo chosen demonstrates, and why it is important in taking appealing images of food – why does it work? How does it work? How does it aid the food’s visual appeal?

Share this presentation back with the instructor.