Food Styling

MARIA MC NEELA.

PRIME LENS; 35/ 50mm

Versatile lens for food photography, often referred to as the nifty 50!

ZOOM LENS ; 24-70mm

Great of you need quick adjustments for different shots..

CANON 750D

Its ancient, but reliable.

Concept & Storytelling

WHAT/S THE MOOD OR THEME?

WHO' IS THE AUDIENCE?

WHAT STORY SHOULD THE FOOD CONVEY?

Food Preparation

FRESHNESS- WORK WITH THE BEST- LOOKING PRODUCTS AND INGREDIENTS.

DON'T OVERCOOK- RETAIN COLOUR & STRUCTURE.

PORTION CONTROL- SMALLER PORTIONS LOOK BETTER.

SUBSTITUTION-(MASH POTATOES FOR ICE-CREAM AND MOTOR OIL FOR SYRUP)

Composition & Styling

PLATING: USE CLEAN LINES, NEGATIVE SPACE AND BALANCE ON THE PLATE.

ANGLES: TOP DOWN (FLATLAY) 45 DEGREE ANGLE OR STRAIGHT ON- DEPENDING ON THE DISH

PROPS: USE PLATES, UTENSILS, NAPKINS, BOARDS TO ADD CONTEXT

TEXTURES AND LAYERS: HIGHLIGHT CRUNCHY, GOOEY, GLOSSY AND FLUFFY ELEMENTS.

GARNISHES: FRESH HERBS, ZESTS, SPICES, FLOWERS CAN ADD COLOU AND CONTRAST

FLATLAY

GREAT FOR STORYTELLING AND ALLLOWS YOU TO BE CREATIVE WITH PROPS…

IDEAL FOR PUBLICATIONS.

45 DEGREE ANGLE

SHOWS DEPTH & DIMENSION

INVITES THE VIEWER IN

HIGHLIGHTS TEXTURE & DETAIL

STRAIGHT ON VIEW (EYE VIEW)

HIGHLIGHT LAYERS, TEXTURE AND HEIGHT OF FOOD. GREAT FOR PANCAKES, BURGERS, SANDWICHES , CAKES AND COCKTAILS.

Colour & Contrast

PLATE V FOOD: CHOOSE DISHWARE THAT'S MAKES THE FOOD POP.

COLOUR HARMONY: COMPLEMENTARY OR CONTRASTING COLOUR PALETTES (GREENS WITH REDS, NEUTRALS WITH BRIGHTS)

ACCENTS: A POP OF COLOUR (I.E. CHILLI FLAKES OR MICROGREENS/ HERBS) DRAWS THE EYE.

Lighting

NATURAL LIGHTING: OFTEN SOFTER AND MORE APPETISING (NEAR A WINDOW, DIFFUSED)

ARTIFICIAL LIGHT: USE SOFT BOXES/ DIFFUSERS TO AVOID HARSH SHADOWS

DIRECTION: SIDE OR BACK LIGHTING EMPHASISES TEXTURE AND STEAM.

AVOID GLARE: ON SHINY SAUCES OR REFLECTIVE SURFACES

Practical Tools

BRUSHES & DROPPE:RS (FOR OIL, WATER, GLAZES TO REFRESH SHINE

TWEEZERS: (FOR PRECISE HERB OR GARNISH PLACEMENT)

SPRAY BOTTLES: (FOR MIST WATER ON FRUIT.

BLOWTORCH: (FOR CARAMELISATION OF MELT- CHEESE)

PAPER TOWELS & Q-TIPS: TO CLEAN EDGES AND SMUDGES)

Time Management

HOT DISHES LOOSE STEAM, ICE-CREAM MELTS, HERBS WILT- SHOOT QUICKLY!

PREP BACKUPS OF KEY INGREDIENTS OR GARNISHES.

WORK IN LAYERS (PLATE FIRST, GARNISH LAST, TOUCH-UPS RIGHT BEFORE SHOOTING)

Post-Production Considerations

LEAVE SOME ROOM FOR CROPPING/ TEXT OVERLAYS.

THINK ABOUT HOW THE IMAGE WILL BE EDITED- CONTRAST, SHARPNESS, SATURATION.

MAKE SURE STYLING DOESN'T RELY ONLY ON PHOTOSHOP- START WITH A GOOD IN CAMERA RESULT

Some pictures I took and edited in Lightroom....

Christmas Collection...

Rustic Collection...

RUSTIC GRUB

with Maria McNeela

rusticgrub.ie

September and October welcomes an abundance of ingredients and flavours to our table from foraged fruits to home harvested root vegetables and wild mushrooms. With over 30 years experience as a chef, Maria McNeela noticed that the way in which we prepare and eat food forges lasting memories with those whom we share the experience with. Her brand Rustic Grub, was launched in 2014 with a clear vision to create awe inspiring creative home cooked food that delights those who eat it. Here, Maria shares her Chicken, Thyme and Wild Mushroom Pilaf and Apple and Blackberry Galette recipes which are the perfect comfort foods to enjoy and share during the Autumn months.

Rustic Apple & Blackberry Galette

Apples and blackberries are abundantly in season and a perfect pair for this easy rustic galette. Serve warm with vanilla ice-cream for a delicious autumnal treat! Makes 4

Ingredients
4 medium size cooking apples
100g blackberries, washed
100g caster sugar
¼ tsp cinnamon
1 egg

Pastry
220g plain flour
135g cold butter diced
80g caster sugar
1 tsp salt
¼ tsp cinnamon
1 tsp vinegar
55ml cold water

Method

1. Preheat the oven to 200C/ 180c fan oven/ Gas 6

2. For the pastry, place all the dry ingredients and butter into a food processor and in whiz for a few seconds until it resembles fine breadcrumbs. Pour in the water and vinegar and blend again until it comes together as a dough. Wrap in cling film and refrigerate for 30 minutes.

3. Peel the apples and slice thinly. Place the apples, sugar, blackberries, and cinnamon in a large bowl and mix, place aside.

4. Divide the pastry into four equal pieces. Using both hands, roll each piece into a ball. Roll out each ball with a dusting of flour to the size of a side plate, approx. 6 inches.

5. Place two pastry discs onto 2 trays lined with baking parchment, place ¼ of the apple mix into the centre of each pastry and brush the edges with water.

6. Bring the edges towards the centre of the apple mix to envelope the fruit thus allowing the fruit to be seen.

7. Brush the edges of the pastry with whisked egg and a sprinkle of caster sugar.

8. Bake for 40 minutes at 200 °C

9. Serve warm with vanilla ice cream, Enjoy!

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The End...