

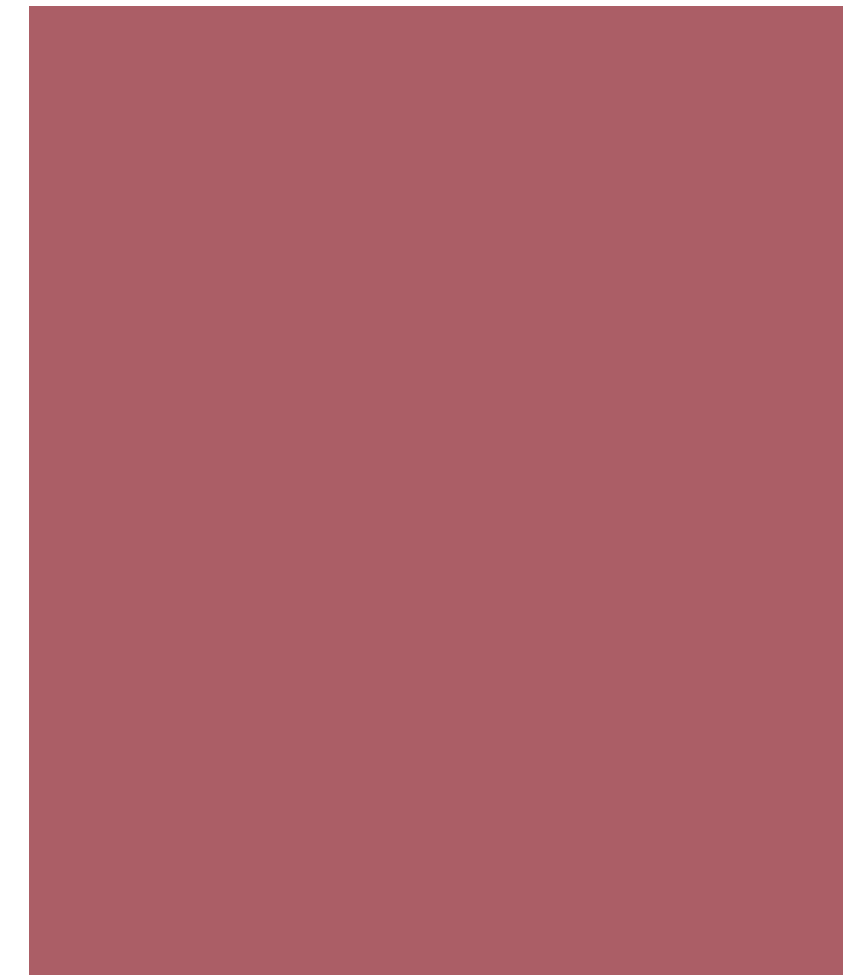
Lindsey Leichthammer

STOP TAKING BAD PHOTOS & ELEVATE YOUR SOCIAL MEDIA

A Guide to Food and Product Styling
for the Smartphone Photographer

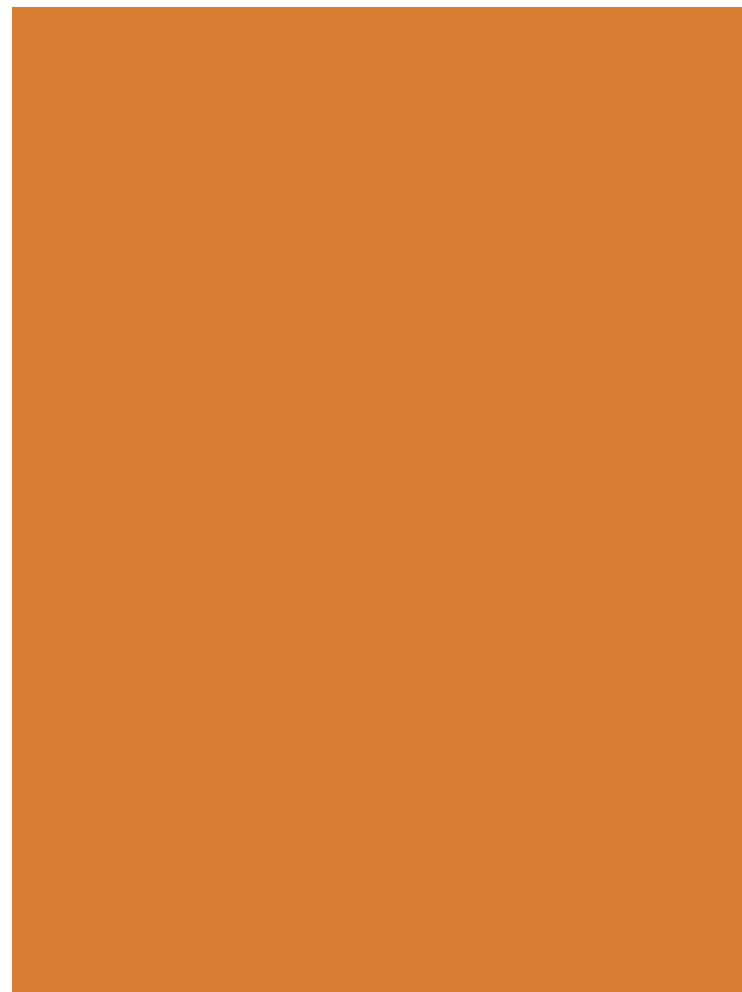
INTRODUCTION

Lindsey Leichthammer Studio is a multi-faceted creative studio offering event and travel planning, event design, and food styling for photo and video production, serving Vermont and New England.

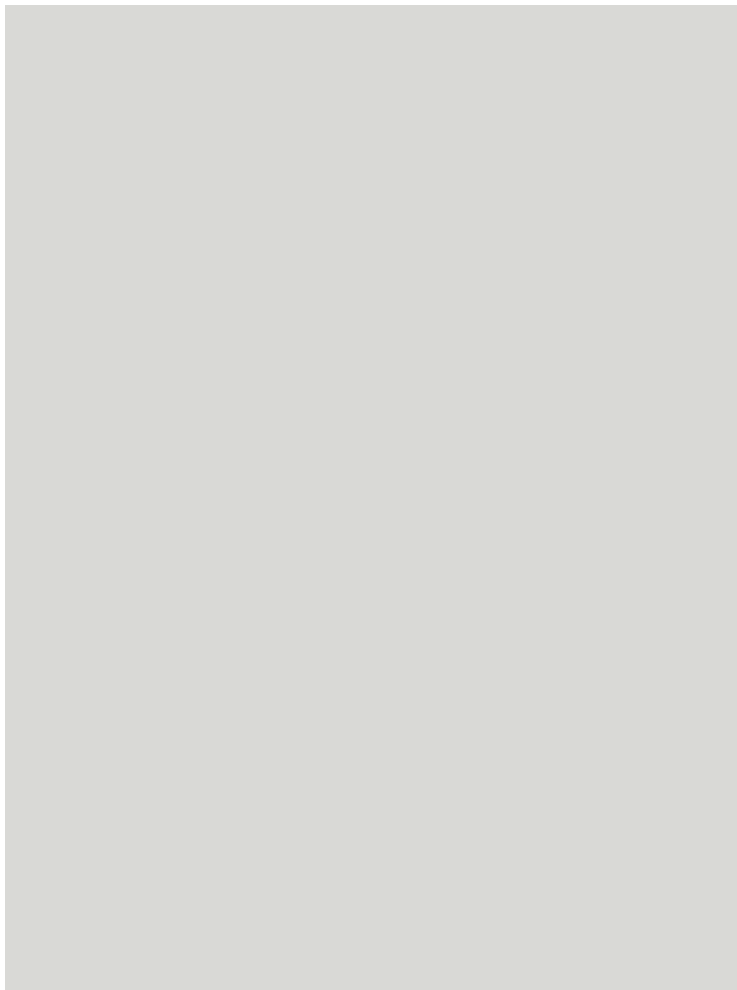




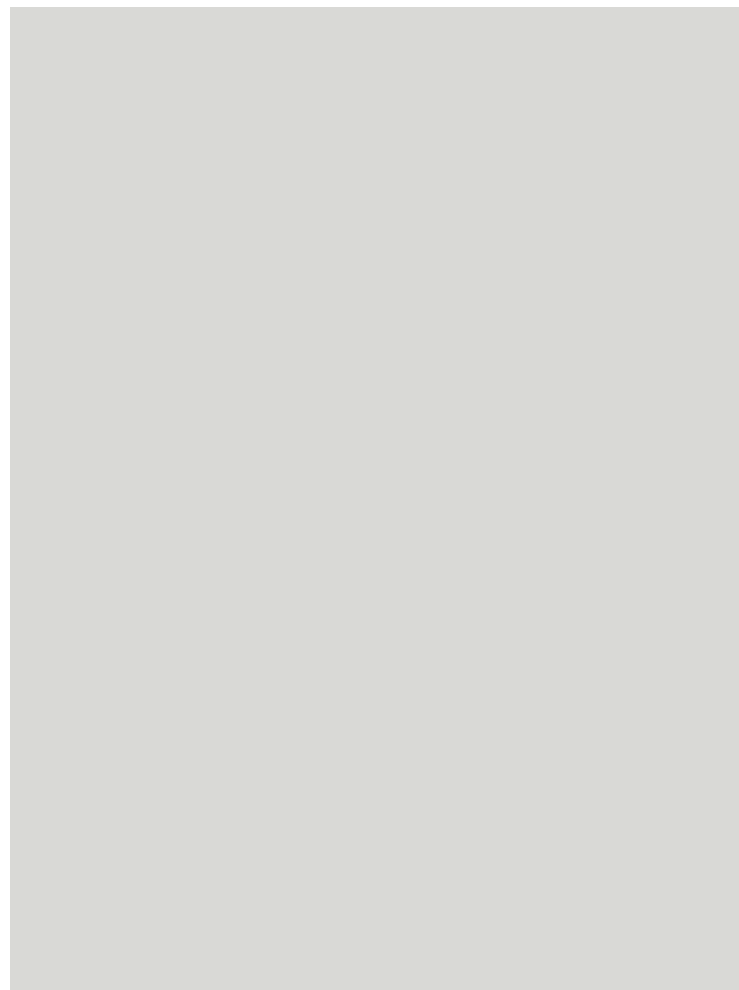
**IDENTIFY
YOUR STYLE
& PURPOSE**



- Describe your brand in 3-5 words. Does your social media reflect those words?
 - Keep your social media visuals consistent.
- Who is actually consuming your product? Who do you want to be consuming your product? Are they the same?
 - Your answer should never be “everyone and anyone”
 - What does your demographic enjoy?
 - What will they respond to, visually?



**TELL THE
STORY**



Lifestyle Focused:

- Tell people how your product fits into their life. It's not just "I make beer. These are beers. You come to me to get these beers."
- Where/when is your product being consumed? What's happening around the consumer? What's in the background?
- The "story" painted by the photo is as important as the product itself.



Product Focused:

- Help people know what they're looking at. Use visuals to describe the flavor profiles.
- Get creative with the props.

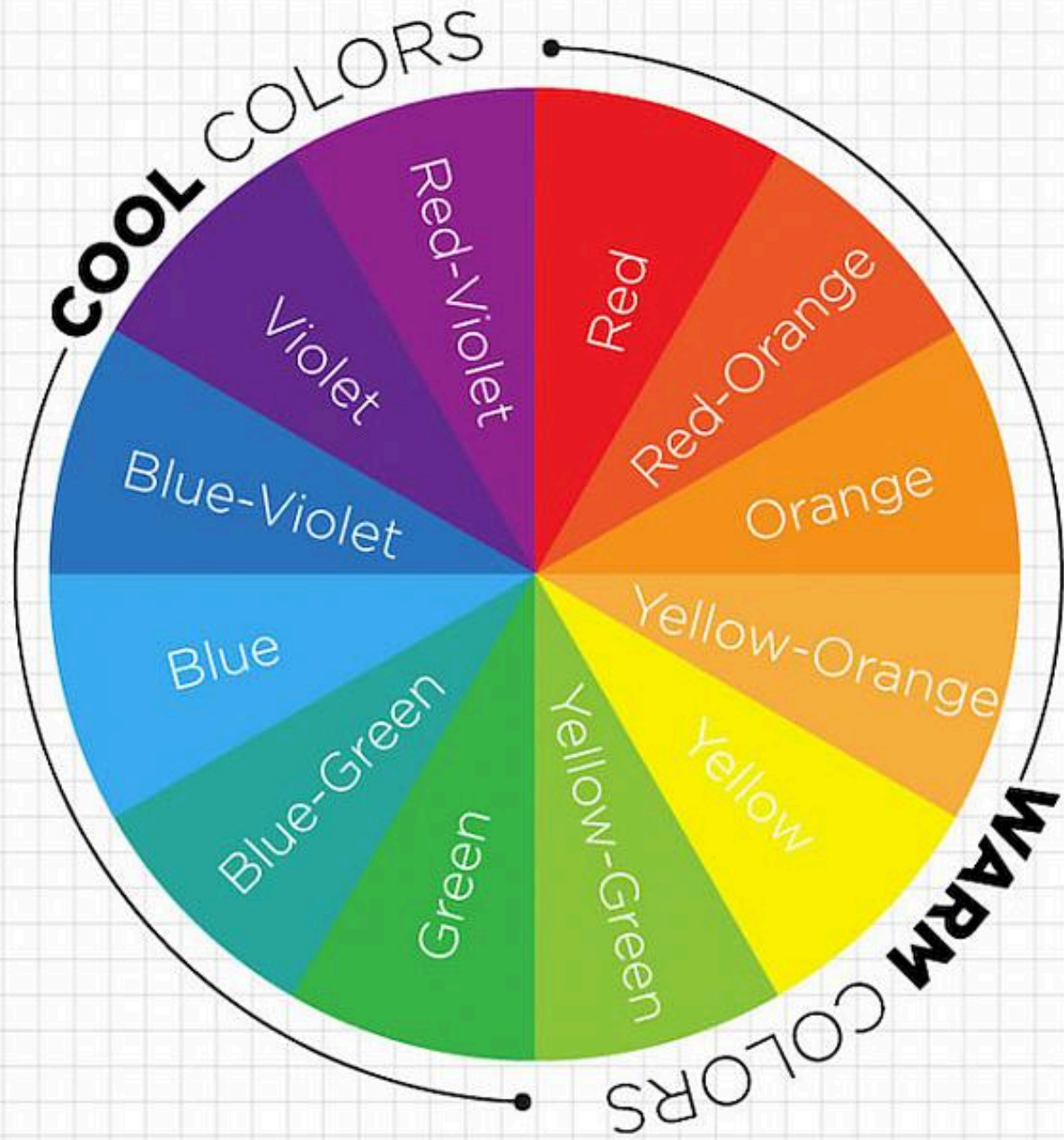
EXAMPLE



EXAMPLE



COLOR WHEEL



**THINK ABOUT
YOUR COLOR
PALETTE**



HOTTIP

Green makes brown
look good



Cool, neutral colors
make warm tones pop

HOTTIP



Think about seasonal color palettes!



**BACKGROUND
MATTERS**

EXAMPLE





**SET THE SCENE:
IF YOU CAN'T
MAKE IT, FAKE IT**



GATHER PROPS & TEXTILES



**GLASSWARE
SPRAY BOTTLE
TRAYS
UTENSILS
NAPKINS
CLOTH
EDIBLE FLOWERS
FOOD & GARNISH**



**CHOOSE
YOUR POV**

EXAMPLE



Top down

EXAMPLE



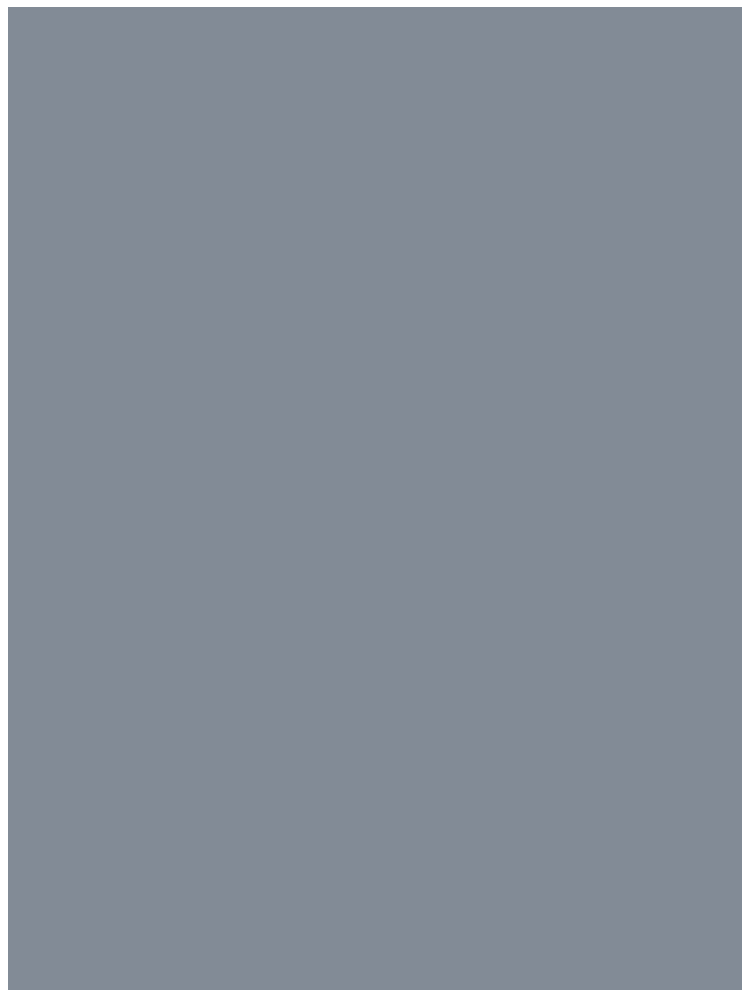
"Diner" View

EXAMPLE



Straight on





**ANGLES,
TEXTURE,
CONTRAST**

EXAMPLE



EXAMPLE



HOTTIP



♡ 💬 📌

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Watch your hands!



**CHOOSE YOUR
LIGHT:
DIFFUSED VS.
DIRECT**

EXAMPLE



Direct



Diffused

EXAMPLE



Original



Edited

EXAMPLE





**IPHONE
PHOTOGRAPHY**



PORTRAIT MODE
FACETUNE
INSTAGRAM
CAPCUT



iPhone:

- Portrait Mode - depth of field
- Editing functions - test them yourself!
Don't use the filters!
- True to life is better



FaceTune:

- Details function - sharpen certain aspects like carbonation, condensation, bubbles
- Smooth function - smooth out fingerprints, smudges or sharp reflection

EXAMPLE



Before



After

EXAMPLE



Before



After

EXAMPLE



Before



After

HOTTIP



have Fun!

Follow me!

QUESTIONS?

Instagram | @LindsLoves_ | @LindsLovesEvents

TikTok | @lindsloves_

Email | hello@lindseyleichthammer.com

Website | www.lindseyleichthammer.com

