

The Food Photography Quick-Start Guide

Simple tips to make your dishes look irresistible online.

-Crafted by Kakao Studio-

Hey Chef,

We eat with our eyes first. And in today's social media world, your photography isn't just a "nice to have" — it's your brand. The difference between a blurry food pic and a polished photo is the difference between being ignored... or getting booked.

Here's the good news: you don't need fancy gear or a pro studio. This guide will give you quick, practical tips you can apply TODAY to make your dishes look as mouthwatering on screen as they do in real life.

Inside, you'll find:

- Lighting hacks you can do at home (no studio needed).
- 3 plating tricks for scroll-stopping shots.
- How to brand your photos so they look cohesive and professional.

Let's plate your brand like a pro.



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Lighting Hacks for Chefs (No Studio Needed)

Lighting is the secret sauce of great food photography. Here's how to get it right without pro gear:

- **Use Natural Light:** Shoot near a window with indirect sunlight. Harsh light creates ugly shadows; soft light makes food glow.
- **Skip the Kitchen Lights:** Overhead yellow bulbs make food look dull. Turn them off.
- **DIY Reflector:** Grab a white foam board or even a piece of parchment paper to bounce light back onto your dish.
- **Golden Hour Bonus:** Early morning or late afternoon gives the warm, delicious glow food photography dreams are made of.

Pro Tip: Always shoot with the light coming from the side, not directly behind you. It adds depth and texture.

3 Plating Tricks for Instagram-Worthy Shots



1. The Rule of Odds:

Food looks better in 3s or 5s (3 cookies, 5 berries) — it feels balanced and natural.



2. Garnish Like a Pro:

Fresh herbs, a drizzle of sauce, or a sprinkle of seeds add texture and color.



3. Leave Negative Space:

Don't overcrowd the plate. A little empty space makes your dish pop.

Pro Tip: Always wipe the rim of your plate before shooting. Messy edges ruin the effect.

How to Brand Your Photos (Cohesion is Key)

Your feed should look like it all belongs together — not like 10 different people posted it. Here's how:

- **Colors:** Stick to 2–3 brand colors for backgrounds, props, or text overlays.
- **Filters:** Pick ONE editing style (light & airy, dark & moody, vibrant). Use it consistently.
- **Overlays & Text:** Add subtle branded elements like your logo watermark or a consistent font for recipe titles.
- **Props & Backgrounds:** Choose props that reflect your vibe; rustic wood for comfort food, marble for elegance, bright ceramics for playful brands.

Pro Tip: Create a “prop box” with 3–5 go-to items (napkins, boards, bowls) that match your brand style.



Bonus: Quick Shot Checklist

Before you click post, ask yourself:

4. Is the lighting natural and flattering?
5. Does the plating look clean and balanced?
6. Is the style consistent with my brand colors/filters?
7. Would I stop scrolling for this?

If yes, post away. If not, adjust before sharing.

Better food photography = better brand. These small changes will help you serve visuals that get attention, grow your following, and make your brand unforgettable.

This guide is your appetizer. When you're ready for the main course — full brand design, illustrations, packaging, or social content that matches your food business — Kakao Studio is here to cook it up with you.

Congrats!

You've just taken the first step toward transforming your brand from bland to bold.

Remember: branding isn't just about looking pretty. It's about building trust, attracting the right clients, and showing up consistently as the expert you already are.

This kit is your appetizer. When you're ready for the main course: a custom brand identity crafted just for your nutrition or wellness practice, Kakao Studio is here to cook it up with you.

Let's create something bold together!



**Is your message getting
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