

Study of Lighting Techniques of Food Advertising Photo Production

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Abstract

Commercial photography is a branch of photography, considering some elements that are not important in the artwork, such as advertising needs, purpose, and style at the present time. We usually see this type of images in catalogs, brochures, and advertisements in newspapers, magazines, and electronic means of communication for marketing a product. Food advertising photos are expected to be realistic images, but it must also be in a form that gives a good impression to the viewer. so the food must appear beautiful and free from impurities and unpleasant signs, in order to leave the good impression that attracts the viewer's senses and pushes him to taste that food. But when placing the food in front of the camera, defects appear that may not be noticeable completely. Photography in general includes many technologies in terms of photography and post-photography, but advertising photography, especially foods, must be very natural so the viewer could be convinced that it is real, so the modern techniques must be used in serving the aesthetics of the image. Which made the photographer in constant need to use all the basic factors during the production to serve the work, including backgrounds, tools, arrangements, and lighting. But Lighting especially has the power to shape how we feel, and to mimic natural light sources at all times of the day. Where the skilled photographer uses lighting to express the nature of the subject in an artistic and aesthetic manner that enhances the properties of food. When we use two identical light sources on two different surfaces, the results look completely different, so the different subjects change the coordination of light in different ways, thus the subject plays an active role in controlling the shape of the light on it. Also, studying lighting trends, embodiment methods, and how to use color to achieve depth and balance, and highlight food characteristics in a more distinctive way.

keywords

Lighting Effects- Food Photography- Lighting Quality