

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 in particularly 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.

Introduction:

Lighting is the most important element when we talk about photography, where the good lighting is the magic solution to get an attractive food photo. The patterns of lighting transfer information clear and specific fully as passing them through the words, which includes specific phrases, such as “this pot is made of stainless steel” it is, illuminated with rules and vocabulary needed to be studied by the photographer. The understanding of lighting and its uses is very important to take out the best photo of the topic.

Statement of the problem

The problem of the search in the multiplicity of elements and variables that affect the production of images of foods and the effect of each of them in the success of the advertising image, which calls for the existence of a study of the methods of lighting to produce images of foods than through the study of those elements.

Research importance

- 1- To provide a specialized vision for those interested in this field, with which they can understand the links between the creative elements used in the production of food and beverage images.
- 2- The scarcity of studies that have been exposed to the production map of food and beverage images for modern advertising in all stages of image production.

Search limits

Limited research on the application of certain kinds of food.

Hypotheses

Studying different methods of lighting to produce the photographic image of foods will bring an element of attraction in the image, and also achieve the illusion of taste and textures of foods.

Methodology

The research methodology follows descriptive and analytical effects of different lighting and studies the methods of modern food photography.

How to employ light to create attractive food images?

How can food be replaced in the image of art to achieve the best way possible?

Schematic lighting to communicate the lighting work strategy to photographers or other clients or before starting to shoot, and it can also be used as a guide and reference for lighting in the future, which makes it easier and allows the photography process to be faster.

The effects of the lighting quality and methods employed in the image of foods:

Quality of light can be described as lighting sharpens or softens, they are ranging from sharp lighting and dark shadows to soft light and light shadows. It is to determine the quality of light from through the source of light and whether it is the use of modified lighting, where filming most of the images of food using soft box or dispersal material of light and purpose. The direct light of the sun is an example of the sharp light, it is known that it produces shades of dark and contrast high, on the contrary, the light is direct or diffuse. Now we can't judge

whether any type of lighting would be better, as that one of them would be more convenient than the other to the image based on the impact of art, which we may need to achieve. The important question here, what is the story or situation mood that we want to create within the image?

The effects of direction of lighting on food:

The most important step for the recruitment of light is the choice of best direction that can achieve the most influence that can enhance the characteristics of food by employing the direction of lighting, only because the direction of the light sets for the subject or any part of the subject to be highlighted and determine where to drop shadows.

1- Front light

It produces lighting which makes it easy to adjust the light exposure, but one defect of the main lighting front is that the light is flat.

2. Back Light

The source of light which illuminates the back side of the subject and moving towards the camera, most of what causes by this type of lighting is a lack of exposure, where lights up the edges of the subject in a way produced by areas of glowing in the body illustrator, which makes the rest of the values of exposure is low, referred to as the illumination edge.

3- Side Light

The side light is the one that comes from the side of the photographed subject. It is obtained on the lighting side of the source of the sun at noon between 2 and at 4 pm, or morning between 8 and 10 am. Add lighting side dimensions of the image by highlighting shape, textures, and shadows that were created by the details of the food and surrounding accessories. When photographing foods with surfaces it is preferred to use side light, because the light falls essentially on the side of one only, and therefore it casts shadows on the other side.

4. Top Lighting

Is the lighting that is used normally when there are many of the foods at the same level at the same time. This light creates a comprehensive lighting for all the photographed elements.

The color of the light to express the time

With the focus on the natural light, we find that every color of the source of light gives the signal of clear color to the timing of the shooting in the day. At time of dawn light tends to be warm, but it is rarely up to the degree of the deep red color, which may occur at the end of the day. During the evening it becomes light and cooler. In spring, for example, we find colors are light and vibrant and bright. In summer, colors are greener. While fall is more like some season rich in color throughout the year as nature is full of colors of warmth that we associate with during this time of the year. Through learning, emphasis on these colors through the elements and lighting, can be connected to the mood of the photos and the time of it.

Adding colored filters on the light source:

Filters can be used to work in the mixing ratios of color for the day light and with the other sources of lighting. Which is available in all grades of color different from the terms of value. Value and saturation and the origin of color hue. We find that it may be that some of them are more common than others. Perhaps the most important filters that are used in the field of photographing foods are summarized as follows:

- 1- The orange filter CTO
- 2- The Blue Filter CTB
- 3- Tough Plus Green Gel

Results

- The effect of different lighting can change the shape of the elements of the photo and the details and give an atmosphere in proportions of realism and freshness to food photographs.
- Of the most important factors of technical affecting the quality of the production of images of foods is the angle and quality of lighting, smoothing colors, and exposing the right.
- The right employment of different color effects serving the photographed subject.
- Studying filters gels of lighting sources help to give the best results for the pictured elements.
- When the identification techniques of digital or technology lighting and the accessories appropriate to the nature of the food photographer, it will lead it to build an advertising image that enhance the properties of the food and attract the viewer .

Recommendations

- Develop the form of visual images of food, to create new ways and different expressions of the general atmosphere theme illustrator through the study of theories of color and their significance in the image, and the study of the aesthetics of lighting and have the ability to highlight the dimensions of the elements of the scenes.
- Create interest in the work of studies and research, and to encourage both students and researchers to conduct more within the Department of Photography, Film and Television, to develop the image in the advertising business.
- Create interest within companies and institutions competent in this field to establish workshops for those in this field to expand the extent to benefit from their expertise.
- The need to provide students with information about the field of food photography to create specialists in the field where the researcher made a great effort to find a profession information in this field for the use of their expertise.

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