



10 Tips for Better Food Photography

<p>1. Ace the basics. Is the subject in focus? Centered? Whether it's a lunch tray, a shot of the line, or your staff members' smiling faces, make sure you take the time to capture a quality snap.</p>	<p>2. Crop, don't zoom. This can make your image look grainy or pixilated. Crop your photos instead of using your phone's zoom whenever possible</p>
<p>3. Love the right light. Good lighting can make food look more appetizing and faces more cheerful. Try to take photos in the most natural light possible—near a window. Avoid low-lighting or harsh, florescent lights.</p>	<p>4. Play it Safe. Don't forget — anytime you're posting photos of people don't forget to make sure they are released. Your district may have the right files, or you might need to get release forms signed and created on your own.</p>
<p>5. Crave some Color. Colorful photos really pop — make sure you load your tray up with colorful fruits and veggies! Taking your photo on a one-color tray (blue or green are great) with no distracting pattern will brighten the picture up.</p>	<p>6. Pick Less Packaging. If you've got any packaged products (crackers, grahams, fruit cup, etc.) take them out of the wrapper before placing them on the tray. If possible, feature your lunch on a re-usable tray as opposed to a disposable one, too.</p>
<p>7. Capitalize on the Caption. The caption is essential for conveying what's going on in your picture. For example, parents may not realize that the wrap is whole grain or that the pizza sauce is low-sodium, or that the pear is local. Use the caption to convey these key facts.</p>	<p>8. Make it Share-able. NSLW is a time to have some fun. Remember that photos that get shared and have a 'viral' effect embrace the human moments – smiles, hugs, humor, and connections.</p>
<p>9. Go with your Gut. Do you have a photo you think would draw a lot of 'likes', but you're not sure it's professional, appropriate, or flattering? If your instinct is telling you no, remember: better safe than sorry—don't post it!</p>	<p>10. Mix it Up. Try to post a variety of photos during NSLW of your lunch trays, fresh foods on the lines, your staff, students, and cafeteria celebrations.</p>