

Picture Perfect

A guide to mastering Iphone photography



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Environment

Are you taking a photograph in the kitchen or the service counter?

Kitchen

Counter

Individual plated dish

Do you have an option to photograph
in a different location?

NO

Remove clutter from background eg,

D10 spray
Cling film and tubs
Blue wipes

**Consider using a backdrop to cover
silver counter (See list of suppliers on
last page)**

YES

**Ideally look for a location in the
restaurant near a window**

Stand with window to the side of you
Watch for harsh sunlight
Consider a more softly lit area to avoid
harsh shadows

**Consider using a backdrop (See list of
suppliers on last page)**

Check counter for unwanted clutter

Remove tongs and cling film
Remove price signs if possible
Position plants and props to hide any
unwanted clutter/plug sockets etc.
Tiles and other covers to hide the shiny
silver counters

Example Environment

Kitchen



In kitchen on silver counter



Moving to a well lit area using backdrop or nicer surface

Counter

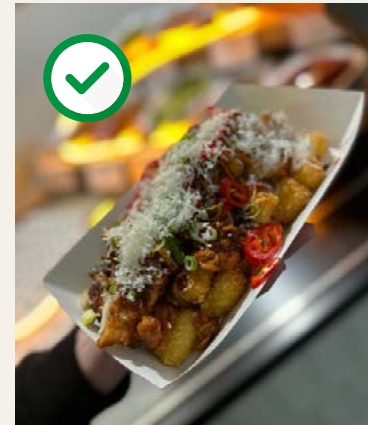
Check counter for unwanted clutter



Remove tongs



Well lit, close up minimising clutter in the background



Nice blur in background to hide any clutter



Removing tongs and move to a lower angle to get a nicer shot

Composition

Camera angles/positioning

Angles that work well for the dish



Zoomed in with blur to background (Portrait mode on a phone)



Low side angle showing nice layers



From above works well - maybe less background



From above using circular dishes and boards

Example showing above shot isn't always right for a round dish



Works better as a side view showing the height in the dish



No pictures on an angle - work better in portrait mode



Lighting

Gantry ON



Natural light from window



Ring light/photo lights
(See list of suppliers)



Gantry OFF



Natural light from window



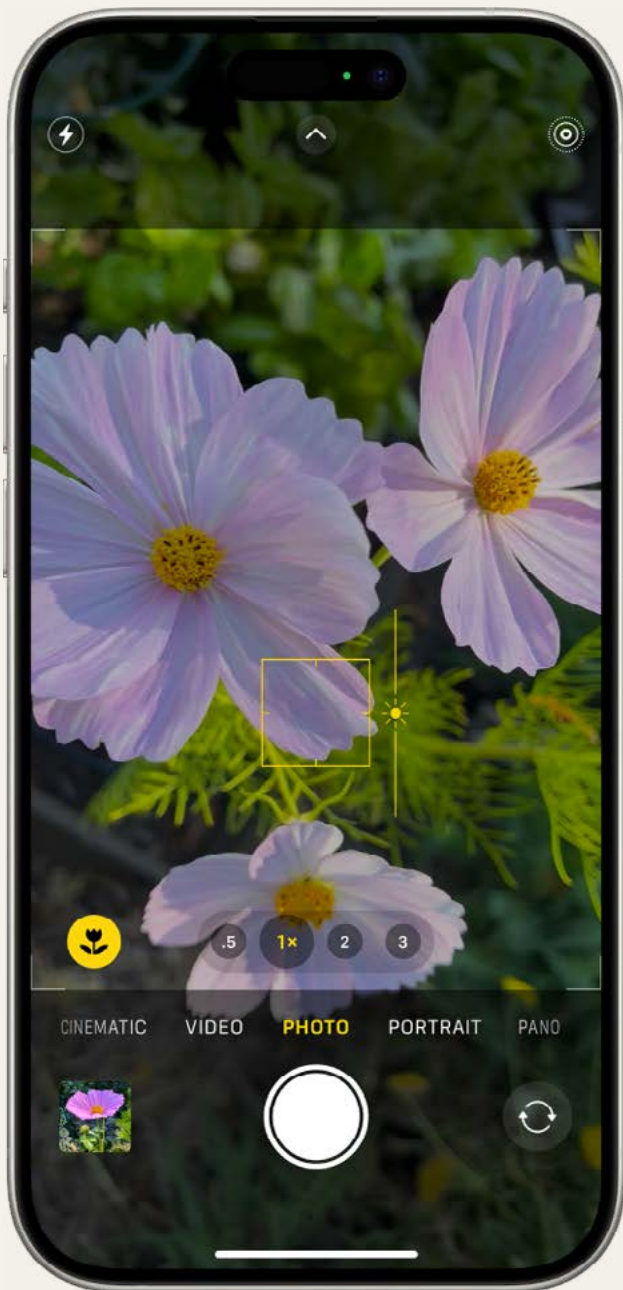
Phone settings

Setting/tips for adjusting phone lighting and zoom settings



On some of the newer iPhone models, swipe up just above the shutter button to open up more advanced camera settings

- Flash
- Live camera mode
- Ratio
- Timer
- Pre set effects

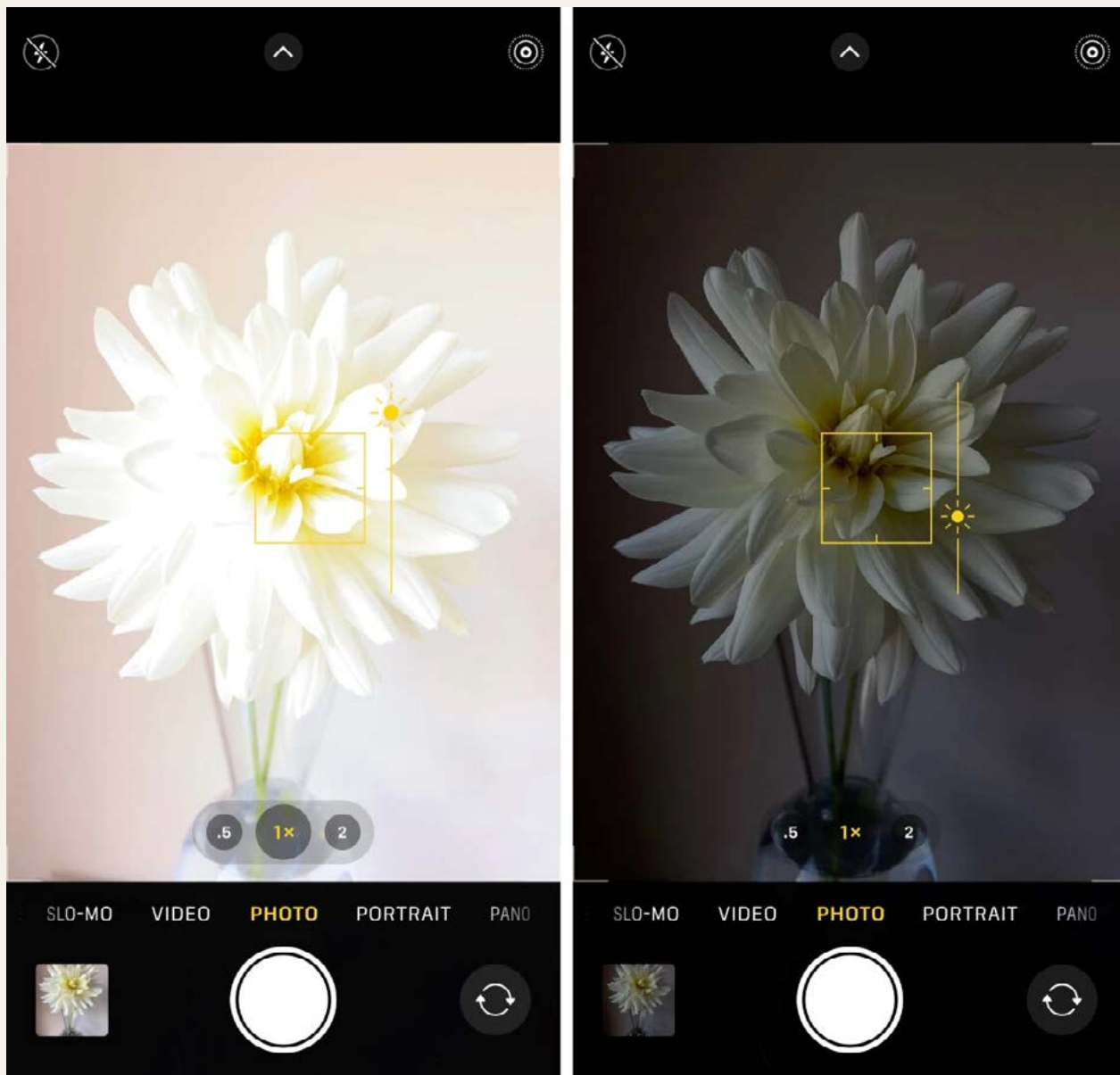


Focus & Exposure

Before you take a photo, the iPhone camera automatically sets the focus and exposure, and face detection balances the exposure across many faces. If you want to manually adjust the focus and exposure, do the following:

1. Open Camera on your iPhone.
2. Tap the screen to show the automatic focus area and exposure setting.
3. Tap where you want to move the focus area.
4. Next to the focus area, drag the Adjust Exposure button up or down to adjust the exposure.
5. Camera in Photo mode. In the viewfinder, focus is locked on a subject and a slider to adjust the brightness level is next to the subject.

Tip: To lock your manual focus and exposure settings for upcoming shots, touch and hold the focus area until you see AE/AF Lock; tap the screen to unlock settings.

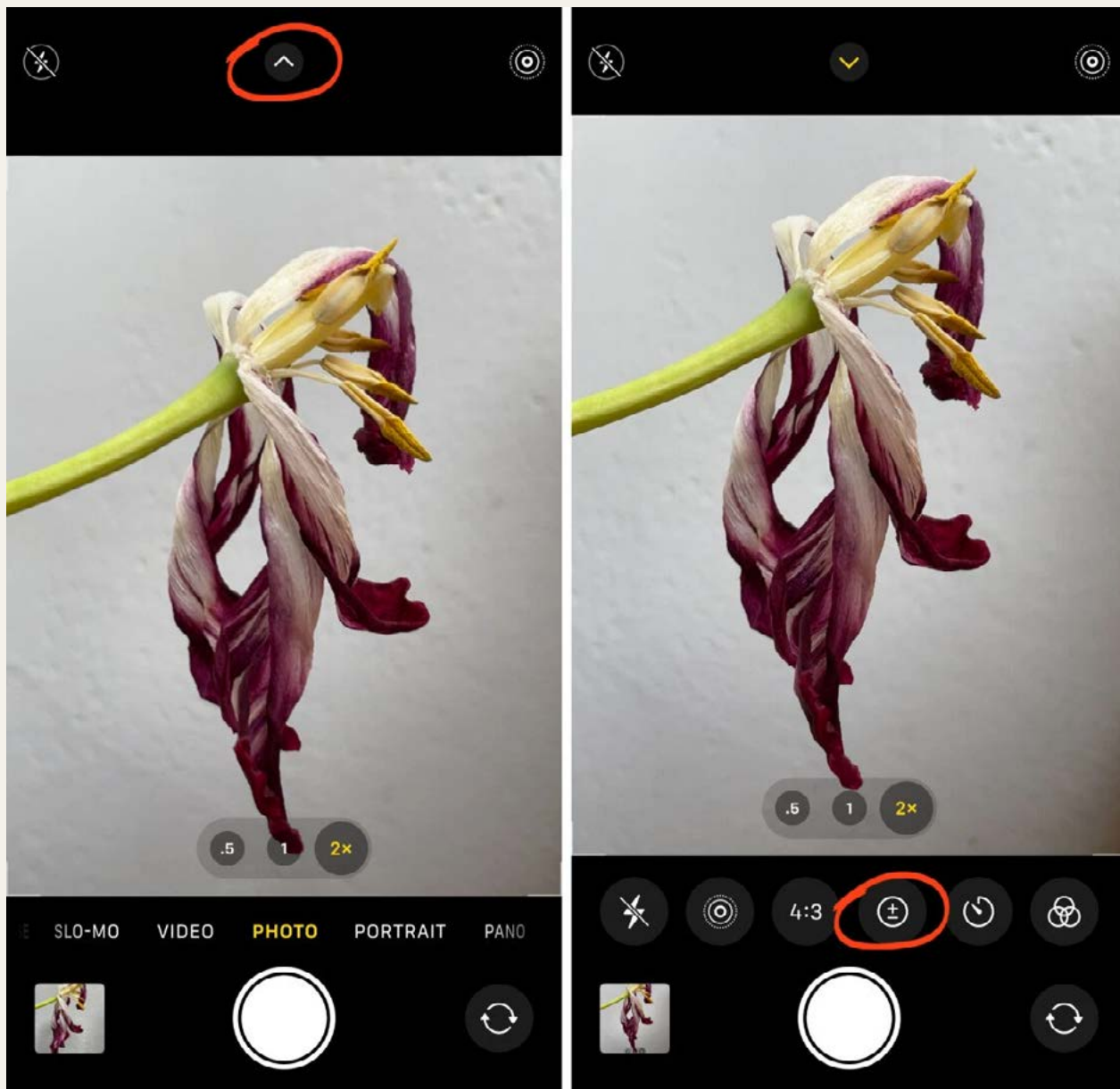


Exposure

In the built-in Camera app, start by tapping to set focus. Then simply swipe up or down to adjust exposure (brightness).

Swipe up to make the image brighter, or down to make it darker.

When the brightness levels look good, tap the shutter button to take a photo.



Exposure

Now, if you have an iPhone 11 or later (running iOS 14 or later), there's a second way to adjust exposure in the Camera app. This involves using the Exposure Compensation slider in the hidden camera menu.

1. To access the hidden menu, tap the arrow at the top of the screen (or swipe up on your viewfinder). Next, tap the Exposure icon (circle with a plus and minus symbol).
2. Then drag the exposure slider left or right to adjust the brightness.
3. Your chosen exposure setting will be used for any photos that you take from now on. This is very useful when you want to set a precise exposure for a series of upcoming shots.
4. However, when you've finished shooting, it's a good idea to adjust the exposure back to zero. If you don't, the exposure might not look right when you start shooting a different subject in different light.

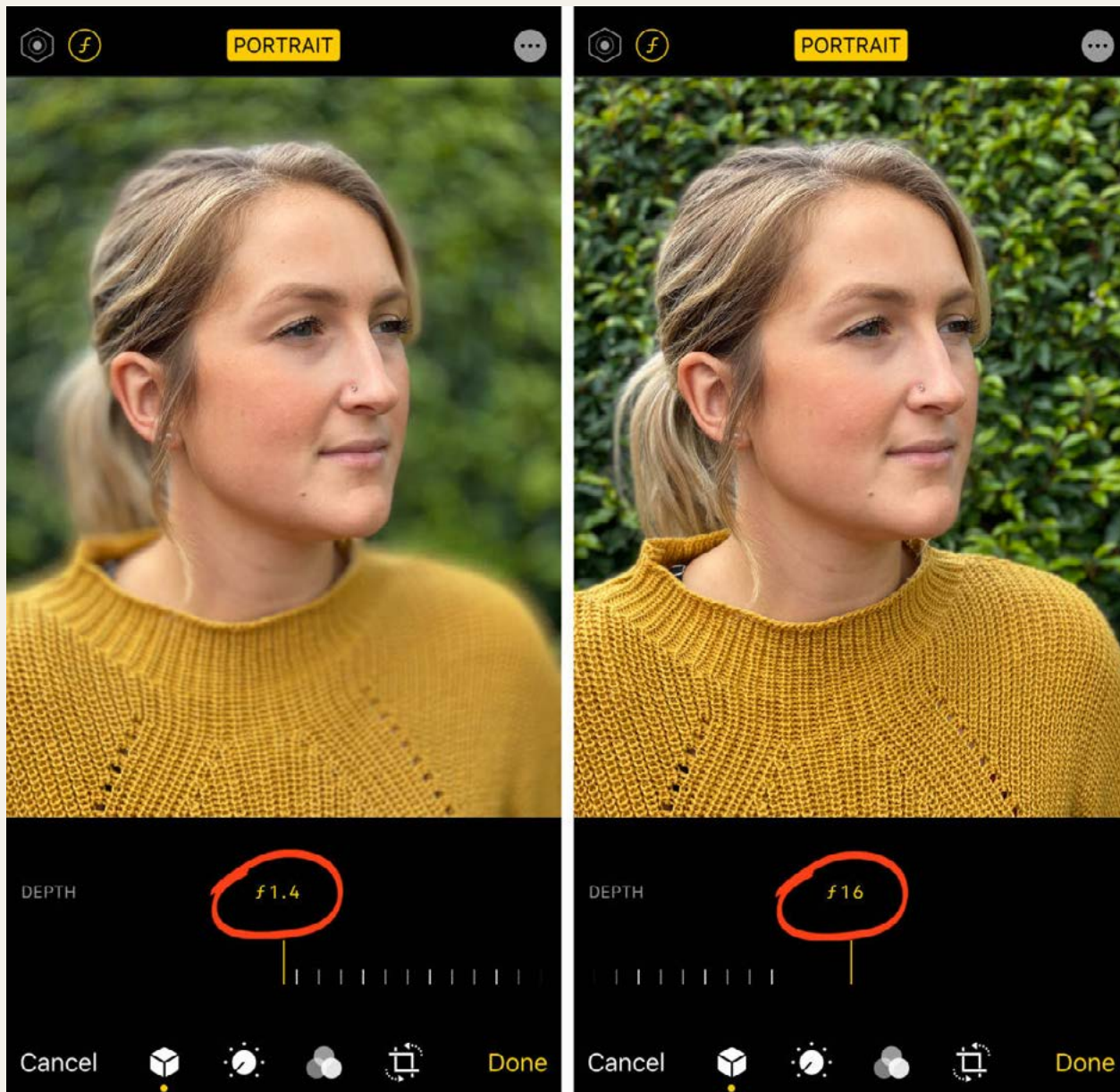


Depth of field

How to blur the background in your photos

Use potrait mode to add a blur into the background of your photo.

Ensure the subject is between two and eight feet from the camera. If you're too close or too far away, you'll see a message telling you to change your distance.



Depth of field

If you have one of the newer iPhones (all iPhone 12 models, all iPhone 11 models, iPhone XS, XS Max, or XR), you can do even more with Portrait mode.

These iPhones allow you to adjust the strength of the background blur after taking your photo. This offers a huge amount of creative control.

To adjust the blur strength, open your portrait photo in the Photos app, then tap Edit.

Tap the f/number icon at the top left of the screen. You'll now see the Depth slider beneath your photo. Drag the slider left or right to adjust the strength of the background blur.

Tap Done to save the changes.

Backdrops and lights

Backdrops

Black velvet styling

<https://blackvelvetstyling.com/>

Capture by Lucy

<https://www.capturebylucy.com/backdrops>

Ring Light

Amazon