

# To Study the Significance of Food Styling & Food Photography for Students of Hospitality Institutes in Pune.

Prof. Prashant Adsule.

Ajeenkya D Y Patil University- School of Hotel Management, Lohegaon, Pune.

## Abstract:

Food Styling & Photography has been increased its importance amongst in Hospitality Institutes of Pune. There is phrase called, “A picture is worth a thousand words,” & when it comes to professional food photography; it’s a good idea of saying that, Professional food photography will take your branding and marketing from the level of average to excellent, it can help to increases the sales and new guests. Food photography has the ability to eye appeal to the guests’ emotions, making them stop, look, and want to taste the food products. Usually, this is an action that the human body can’t ignore! So, I have pulled few thoughts that speak to why I, wholeheartedly believe that food photography is worth the time and money, along with a few notes to consider if you’re going to invest in food photography. (Nice Branding, 2017)

You know what they say, “You never get a second chance to make a first impression,” & that couldn’t be truer when it comes to the food you serve at the restaurant. Knowing how to plate your food in the most attractive/styling manner is the key for having guests fall in love with your food products before they even try it. You know, how can you accomplish this? Through food styling. Food styling is becoming more and more of popular on social networking like Food blogs, Twitter, Facebook, & Instagram, some of them have millions of followers and readers. Due to this Hotels & Restaurants can see a huge increase in guest traffic if they manage to get onto one of these sites. (What is a Food Styling, 2017)

**Keywords:** Food photography, Food styling, Restaurant branding

## I. INTRODUCTION:

Nowadays food photography is more popular as like landscape photography or portraiture, but generally which holds many advantages & benefits over others. Usually, we all buy food from different markets & local stores, prepare and consume the food, so basically we don’t need to go to too much extra trouble in sourcing our subjects. It’s something that can be done in the convenience of our own homes (regardless of the weather), & by working with the seasons you have a continuously changing variety of subjects to work with. Basically, the photographs I have seen in different food magazines and books will almost certainly have had some input from a food stylist, one who is experienced with working with different foods and props in order to make everything look eye appealing & presentable. Perhaps most of us don’t have a natural aptitude for food styling, but simple garnishes for most of the food dishes shouldn’t be beyond anyone’s creative capabilities. (Introduction to Food Photography, 2012)

The foundation of food styling depends on using the freshest and most beautiful food available, contrary to popular assumptions. Usually, I do not use fake food ingredients. All of the food is very real & original form & most of the time it’s edible. In order to make food beautiful, there are a lot of tricks that I have learned over the sixteen years & some that I continue to figure out while working with culinary chefs & students in the kitchen. There are workshops available, but food styling is very much a hands-on profession. There are a few basic rules, but each shot, each scenario of each client is different; only through on experience can a food stylist know what solution will work in each situation. A typical shoot starts by shopping or buying the day before or the morning of the shoot for all of the ingredients. I want to get the freshest ingredients available.

## II RESEARCH METHODOLOGY:

### 2.1 Research Objectives:

- 1] To understand the significance of food styling & food photography for hospitality students.
- 2] To understand the career opportunities of food styling & food photography for hospitality students.
- 3] To develop understand the value of food styling & food photography for hospitality students & developing the curriculum according.

## 2.2 Data Collection:

1] **Secondary Data Sources:** Secondary data collection consisted of detailed literature search by referring various books, Journals, articles etc. on Food styling & Food photography, techniques & skills for food styling & food photography for students of hospitality institutes in Pune.

## III REVIEW OF LITERATURE:

In culinary Industry food styling & photography develops a lot itself – changes in students of the culinary industry over the time period. With the purpose of action that is "designed to improve students performance in overall aspects of their culinary professional lives to become – a food stylist, food photographer, food blogger, food consultant, & food expert to the culinary industry.", the acknowledgment of the distinct feature of food styling & food photography career has been recognized, which oppose the earlier definitions which focus solely on the culinary students to be expertise, be passionate & be a success in this career.

**1.1 Food Stylist: Job Description & Career Opportunities:** As a food stylists manage food preparation and presentation for live productions or food photographs. This article will helps you to an overview of the educational requirements and job duties for food stylists. Food stylists specialize in crafting food displays that are aesthetically pleasing and designed to support food product sales in hotels & restaurants. They may work for different organizations, shopping networks or creative food consulting agencies. They may work for varied hours, including on-call positions. Specific job duties may assign for food stylists will be vary depending on their industry. Usually general Job responsibilities may include developing new recipes, creating a recipe database for social media accounts, sourcing ingredients by working with buyers, and preparing food. Food stylists may collaborate with other food stylists on best practices. They have to be very much of taking care of hygiene part of the kitchen area is clean and hazard-free and maintain an inventory of ingredients. Food stylists may collaborate with the styling personnel on the best props for highlighting foods, advertising or editorial personnel on requests and deliverables. Food stylists may be required to act on camera for instructional cooking of food videos. They may also present food displays to food expertise/blogger for review and make any suggested changes. Food stylists could work with the creative director to set a shooting schedule based on available personnel and upcoming projects. They may need a minimum of an associate's degree in culinary arts to work as a food stylist. A strong background with food or prop styling will be beneficial. Interested individuals can opt to join a professional organization like the International Association of Culinary Professionals. The organization is comprised of a variety of professionals, including chefs, stylists, marketers, & offers members a place to connect. Innovation & Creativity is the most essential skills required for a food stylist, as they are responsible for visually appealing of food presentations. They must have a strong knowledge of food industry trends, as well as a sense of what will appeal to an organization's customers. Food stylists should have excellent communication skills in order to interface with food production chefs, guests, or clients. They should also have strong attention to detail & organizational skills to ensure their work is carry smooth efficient, timely, & meet all necessary specifications. As an individuals may be considering a career as a food stylist might also be interested in one of the related careers profiled below. Organization may offer candidates the career opportunity to utilize their skills in other visually creative positions.

A. Pastry Education Requirements & Career Information

B. Become a Set Designer: Training & Career Roadmap

C. Art Director: Employment Information & Requirements. (Food Stylist)

**1.2 Food Photographer: Job Description & Career Opportunities:** As a professional, if i would like to be a food photographer, then I have to be work alongside food stylists to create images of food for use them for advertising, menus, cookbooks and other social media. According to me prospective food photographers must be proficient with a digital camera and related technologies & also need a creative and instinctual expertise in arranging food in an appetizing and appealing way because food photography jobs are typically freelance-based and highly competitive. As food photographers you should be creative, innovative, detail oriented & having the experienced of, How to use the digital cameras, printing & the use of computer editing software. Also very important to be having the knowledge of business, marketing & good interpersonal skills can also help them become a successful in the field of food photography. It is not necessarily required to work as a food photographer, a bachelor's degree or formal training in art or photography may be helpful. Nowadays most of the culinary degree programs have added the specialized subjects of food photography & food styling in their academic curriculums, so that students will comes to know how to creatively arrange & frame a photograph properly while operating a digital camera. Photography courses typically include topics in lighting, composition, editing and printing. It will be beneficial for culinary students, who are interested in freelancing or self-employment, through which they can learn how to manage & promote their own food businesses. Food photography workshops can serve as an alternative training route, to culinary professionals & students with the helps of degrees may also

participate. Usually workshops focus solely on how to do the food photograph in a visually appealing way. Some of the workshops might function like daily traditional classes, weekly classes & some are event offered online. As food photographers should always have both a print & digital copy of their portfolios, or a collection of their best work, to show potential clients or employers. In addition, creating a website showcasing previous work may also prove beneficial when seeking employment. Images used in a portfolio should always be taken in high resolution to be of the highest quality and clarity. Portfolios may include the variety of food photographs taken by different angles, which can demonstrate versatility and uniqueness of style. As an individual may be considering a career as a food stylist might also be interested in one of the related careers profiled below.

A. Joining an association, such as the International Association of Culinary Professionals - Food Photographer & Stylist division, provides professionalism in the field the opportunity to attend networking & development activities, as well as stay current on trends in the industry. ([https://study.com/articles/Food\\_Photographer\\_Job\\_Description\\_and\\_Career\\_Roadmap.html](https://study.com/articles/Food_Photographer_Job_Description_and_Career_Roadmap.html))

**Keywords:** Food Styling, Food Photography, Career Opportunities.

### 1.3 Institutes offering the Food Styling & Food Photography courses Pune:

Sr. No	Name of the Institute	Courses Offered
1.	Ajeenkya D Y Patil University – School of Hotel Management, Lohegaon, Pune	-Bachelor of Hotel Management -B.Sc. in Culinary Arts -B.Sc. in Hospitality & Hotel Administration
2	Bharati Vidyapeeth University Institute of Hotel Management and catering Technology, Pune	- Bachelor of Hotel Management & Catering Technology -B.Sc. Hospitality and Hotel Administration

### 1.4 Professional food photography tips:

**1.4.1 The result exceeds the sacrifice:** As I saw so many culinary professionals & students have the biggest fear factor of food photography is the cost. Yes, the initial stage of investment can be expensive, but the long-term benefits far exceed the initial cost. It has been proven over and over that great food photography is what draws the guest in & ultimately drives sales. When you compare a professional-quality photograph of a food menu item next to a snapshot of unstaged food, it's not rocket science to figure out which will make a selling statement. Most of the hotels & restaurant, food is the passion, the center, the core offering. I can almost guarantee that restaurants who have invested in professional photography have never regretted that decision. When your food photos session completed, think of all the places you will be able to use them. That initial investment starts to itself to a more feasible cost after the photographs are on your print ads, social posts, online ads, and food menus.

**1.4.2 But I can just use my phone:** Many of them believe that food photography is not worth it simply because they can "just snap a decent photo with their phone" or basic point-and-shoot camera. Leave the real images to your customers. Let them snap the photos with their own phones and share them. As culinary expert, it's your job to convey your food in the most enticing manner possible to enhance your hotel & restaurant branding. If you would like to showcase the real thing, then you should use a little bit of creative direction, staging, and prop consideration, your food photography has the ability to extend your brand in enormous ways. It's not so easy to get all the elements just right without the help of professional food photographer or food stylist. It's their job to consider the food, the lighting, the colors, the angles, the props and on and on. With all of these challenges, you can see that it takes a team to get gorgeous and appetizing food images.

**1.4.3 Give those images proper effects:** You have to think about composition, angles, lighting, color, etc., but your photos are what will visually represent your hotel or restaurant's brand in print ads, online ads, social media posts, signage, menus & so much more. Always remember, just like an ad or a menu, your food photography must display your brand personality and visual image. You should have very strong elements of your visual images & align with your brand direction. If your brand is bright, colorful, and upbeat, then your food photography should reflect the positive signs of your personality in classy, sophisticated & traditional form. As culinary experts you should always think about people who look up a hotel restaurant online and all they have to influence their decision are photos of the food, which always tell the customers what the restaurant is all about? (<https://nice-branding.com/professional-food-photography/>, 2017)

### 1.5 What is food styling?

It's a culinary art of arranging food in an attractive manner, mainly for the production of food photography for advertisements, menus, websites, books & magazines.

### 1.6 What is a food stylist?

A food stylist is culinary experts or someone who performs the actual food styling itself. They may be typically chefs or professional photographers who know how to make food look tastier than ever, with the helps of using the appropriate tools like syringes, torches & wooden skewers.

### 1.7 What are the benefits of food styling?

There are many benefits of food styling for both the hotel restaurant itself & professional chefs, by hiring a food stylist to revamp their menu, improve their social media presence & have their restaurant customers fall in love with their food at first sight. As a professional chefs may take their careers to the next level by actually becomes a food stylist themselves. When they do this they can impress their own restaurant customers.

### 1.8 Is food styling important for culinary students?

In my opinion, yes, food styling is very important for culinary students nowadays. If suppose you embrace it in your menus or social media, or your daily plating, food styling will help your customers to fall in love with your food at first sight. You also have the potential to get featured on one of the major food blogs or Instagram accounts, putting millions of eyes on your brand! In my opinion, it's a win-win!

(<http://www.claytangroup.com.au/food-styling/>)

## IV. CONCLUSION:

Food styling & Food photography for students of hospitality has increased its importance amongst the hospitality Institute of Pune. Today, food stylists may be on top of their game due to the rise of food blogs and the popularity of food accounts on Instagram. Nowadays hospitality sector of Pune is becomes more popular. There is a huge scope for the food styling & food photography for students of hospitality with the growing significance of culinary or hospitality industry. Schools & colleges now realized the value of food styling & food photography for students of hospitality industry & some of the institutes already started developing curriculum for students aspiring to become professionals in the hospitality industry & also they should understood the significances, to update on food styling & food photography for Students with the latest trends and practices in the hospitality industry & food photography industry.

## V. SUGGESTIONS:

To become a professional food photographer, you have to keep practicing of the technical aspects of the camera while shooting food photos, with the help of light effects & how it affects your subject food photography. While doing the food photography mood you have to create through your props & styling. While doing the food photography presentation of the food texture should be in innovative & creative manner. Always choose your perspective & angle like: overhead angles, 45 degree or  $\frac{3}{4}$  angles. You should pre-plan your props & garnishes according to food styling & food photography. There is a huge scope for the food styling & food photography for students of hospitality with the growing significance of culinary or hospitality industry. Schools & colleges now realized the value of food styling & food photography for students of hospitality industry & some of the institutes already started developing curriculum for students aspiring to become professionals in this fields. Food stylist must have a strong knowledge of food industry trends, as well as a sense of what will appeal to an organization's customers.

## REFERENCE:

1. (What is a Food Styling, 2017)
2. (nice brandy agency, 2017)
3. (nice branding, 2017)
4. (Food Stylist)
5. (<https://nice-branding.com/professional-food-photography/>, 2017)
6. ([https://study.com/articles/Food\\_Photographer\\_Job\\_Description\\_and\\_Career\\_Roadmap.html](https://study.com/articles/Food_Photographer_Job_Description_and_Career_Roadmap.html))
7. (<http://www.claytangroup.com.au/food-styling/>)