A conversation about photographic styles….

This Blog Post is aimed at being a useful resource for clients wishing to discuss a photographic brief with us. It shows and explains the various types of imagery we can create and goes towards starting the conversation to ensure all our clients are happy with the images supplied.









Location: Studio or Location
Photographic Term: Top Down

Point of View: Top Down
Description: This is known as a TOP DOWN or Birds-eye-view. Popular with online Blogs, Websites, Social Media use. The shots can be cropped to fit most online uses.
Benefits: Great way of showing multiple objects/products. Sometimes uses to show work in progress (for example baking a cake) or ingredients used in a recipe.

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Location: Studio or Location
Photographic Term: ¾ **View**
Point of View: ¾ View

Description: This view helps the viewer feel as if they are looking at the items themselves. It mimics the view point when standing and looking down onto a table top / or sitting and ready to tuck into that great meal.
Benefits: Great way of involving the viewer – shooting food this way encourages people to get involved. You really feel as if you are there, and sometimes start dribbling…

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Location: Studio or Location
Photographic Term: Side View
Point of View: Level with the product

Description: This view helps make that “Hero” product shot.
Benefits: Great way to show off. Really draws attention to the product.

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Location: Studio
Photographic Term: White Out
Point of View: Top Down, ¾ View
Description: These images are shot with a pure white (ZERO data) background. This can be achieved with specialist lighting knowledge “in-camera” saving you time and money in the editing stages.

Benefits: Great way of shooting images for journalists and designers. These images can be dropped into page layouts with ease. Giving the designers great scope and creative freedom. These images work very well with press releases, as they are ready to go – saving the journalism time and money.

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Location: Mainly Studio
Photographic Term: Cut Out
Point of View: Top Down, ¾ View, Side view.
Description: These images are cut out by hand to enable images to be stacked. Clipping path editing is used here.
Benefits: If you have to shoot the background for an advert (for example a beach) then overlay a product (bottle of Champaign) over the background. The images are cut-out and the clipping path enables the photographic editor / designer to overlay the bottle on the location photograph.

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Location: Location
Photographic Term: Location Photography
Point of View: Any of the above.
Description: These images are shot on location. We have a portable professional lighting studio which can be set up on location if / when required.
Benefits: We come to you. If you have multiple items (warehouse for example) we can come to you and shoot, edit and deliver images on site. Saving you from shipping, moving and sending your items to us.

We hope this helps to discuss your photographic needs – for more information or to discuss your requirements email Richard@DorsetFoodandDrinkPhotographer.co.uk or phone us on +44 (0) 7767 895205 – we'd be happy to talk more about your project.

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