

# Food Styling Classes

## in Long Beach, California

June 26 & 27, 2010

### Styling and Photo Techniques for Food Writers and Bloggers

Join us for an intensive weekend devoted to food styling and photography for writers and bloggers. On Saturday we concentrate on using professional styling techniques to:

- Cook for the camera
- Plate food to show it at its best
- Garnish effectively
- Use only edible styling methods
- Hold and refresh food

On Sunday we focus on digital photography and how to improve your photos through:

- Camera angle and selective focus
- Shooting with available light
- The use of fill cards and reflectors
- When to supplement available light
- The use of props

Class size is limited so sign up today!  
Mail or fax-in registration on next page.

\$695

Instructors: **Denise Vivaldo**, **Cindie Flannigan** of **Food Fanatics**, a Los Angeles-based food styling company, and photographer **Matt Armendariz** of **MattBites.com**.

For online registration please visit:

**[www.CulinaryEntrepreneurship.com](http://www.CulinaryEntrepreneurship.com)**  
or **[www.FoodStylingWorkshop.com](http://www.FoodStylingWorkshop.com)**

For additional information please contact:

Mandy Unruh at [mandyscopy@gmail.com](mailto:mandyscopy@gmail.com)  
310.237.3366

# Food Styling Classes

## in Long Beach, California

### REGISTRATION FORM

#### Styling and Photo Techniques for Food Writers and Bloggers

June 26 & 27, 2010

Cost: \$695 for the 2-day workshop

Registration and payment must be received 15 days prior to class in order to guarantee your space.

Please make checks out to Food Fanatics.

Fill out the information below and mail or fax to:

**Food Fanatics**

**P.O. Box 351088, Los Angeles, CA 90035**

**Fax: 310-836-3422**

Name:

Street address:

City:

State:

Zip:

Home phone:

Work phone:

E-mail:

Check enclosed

Money order enclosed

Paying by PayPal\*

I was referred by:

\*To pay by PayPal, visit our website: [www.CulinaryEntrepreneurship.com](http://www.CulinaryEntrepreneurship.com), or contact us and we will send you the link.

**Reservation and cancellation policies:** Registration for classes must be accompanied by payment. You may register for classes by fax or by mail with a check or money order. Please mark your calendar, as we do not send reminders. If you cannot attend a class you must cancel at least 1 week in advance for a full refund. You may send someone to take your place if you cannot attend and it is too late to cancel.

**Classroom rules and etiquette:** Participants are expected to silence cell phones and pagers, and to behave in a courteous and professional manner.

## FOOD STYLING STUDIO CLASSROOM    LONG BEACH

Denise Vivaldo 310-836-3520 [dvaldo@earthlink.net](mailto:dvaldo@earthlink.net)

[www.CulinaryEntrepreneurship.com](http://www.CulinaryEntrepreneurship.com)    [www.FoodStylingWorkshop.com](http://www.FoodStylingWorkshop.com)    [www.MattBites.com](http://www.MattBites.com)

# Styling and Photo Techniques for Food Writers and Bloggers **Agenda**

## **Saturday**

- 9:00 a.m.    Introduction: How this class came about; knowing the professional tricks even if you decide not to use them; the elements of a great photo.
- 9:30 a.m.    Cooking for the camera: the difference between cooking, styling and eating your own food and professional styling. Discuss:
- Cooking in your own kitchen vs studio and temporary kitchens
  - Using product not under your control
  - Refrigeration limitations
  - Temperature danger zone
  - Sanitation
  - Holding and refreshing cooked food
- 10:15 a.m.    Demonstrate pancakes:
- Proper heating and oiling of pan
  - Proper batter consistency
  - Scotch Guard (professional)
  - Freezing syrup (home and professional), cheap vs real maple syrup
  - Plating and garnishing for the camera
  - Pre-scooping and melting butter with heat gun and torch
- 11:15 a.m.    Demonstrate salmon:
- Searing for color, undercooking so it won't fall apart
  - Rubbing alcohol to remove fat (professional), talk about rubbing alcohol for frosted cakes.
  - Polygrip or Vaseline to fill cracks or glue together (professional), piping gel (home)
  - Plating and garnishing for the camera
- 12:00 p.m.    Lunch break

- 1:00 p.m. Demonstrate burger:
- Charcoal starters for grill marks (professional)
  - Kitchen torches for browning, talk about kitchen torches on chicken whole chicken skins.
  - Polygrip and Vaseline for glue and spackle (professional) and piping gel (home and professional)
  - Kitchen Bouquet for color (professional and home)
  - Pam and Karo syrup for moisture and shine (professional and home)
  - Building and plating the burger
- 2:00 p.m. Demonstrate pasta:
- Undercooking pasta slightly for body
  - Placement of ingredients
  - Creating movement
  - Saucing
- 2:45 p.m. Matt discusses projects and assigns tomorrow's shooting schedule.
- 3:30 p.m. Denise and Cindie go over project ideas and make suggestions for tomorrow's shoot, discuss what each student expects from their photo and how to maximize its usage.
- 4:00 p.m. End

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## Styling and Photo Techniques for Food Writers and Bloggers **Agenda**

### **Sunday**

9:00 a.m.    Go over student projects and the best way to achieve a natural and edible styled plate.

10:00 a.m.    First project shoot scheduled. Issues covered are:

- Shooting with available light.
- The use of fill cards and reflectors.
- When to supplement available light.
- The use of props.

Lunch break taken at anytime during the afternoon, according to student's scheduled project time.

3:00 p.m.    Class discussion of projects and wrap-up.

4:00 p.m.    End