



You don't need an expensive camera to take great photos. Technique is more important than equipment. Today's Android or iPhone cameras are more than adequate. The following 8 tips will help you get the best possible photos of your menu items without expensive equipment.

1. Set Camera to a Wide Aspect Ratio

If you post a lot of photos on social media, you might have the aspect ratio set to square, which is not ideal for Menovative. The photos in Menovative should be wide screen, ideally 4:3 aspect ratio. The end resolution will be 720 x 480 pixels.

2. Use the Food or Macro setting

Most smartphones now allow you to easily adjust depth of field (may have a flower or food icon). This creates a short focal length that gets your food in focus while leaving the background blurry. If you don't know what aperture and shutter adjustments do, ignore advice to operate your camera manually; the advances in the last fifty years in automatic focusing and metering have happened for a reason.

3. GET OUT OF THE KITCHEN AND GET NEAR NATURAL LIGHT

Lighting is the single biggest impact you can make on your photos. **DO NOT TAKE FOOD PHOTOS UNDER YOUR KITCHEN FLUORESCENT LIGHTING. IT WILL NEVER BE GOOD!** The easiest thing to do is pick a table near a window that gets good natural light. That's the best place to take your food photos.

4. Clean the Lens

It is basic, yes, but even a fingerprint on a camera lens can ruin an otherwise perfect photograph.

5. Compose Carefully

Your photos in Menovative are presented in landscape (wide not tall) so be sure to compose your photos in LANDSCAPE format and *not* portrait (**horizontal not vertical**). Find an angle that minimizes shadows and maximizes light. You should be close enough that you cannot see much beyond the plate and nothing beyond the table. If you do – get closer. Your dish is the subject, not the table setting, so fill the frame with it. The main component of your dish should be the prominent part of the image.

6. Focus

Poor focusing is one of the most common ways that photographs are ruined. Use the automatic focus of your camera, if you have it; usually, this is done by half-pressing the shutter button. Use the "macro" mode of your camera for close-up shots. Don't focus manually unless your auto-focus is having issues; as with metering, automatic focus usually does a far better job of focusing than you can. After you take your picture, zoom in on the shot to see if and where the image is blurry.

7. Be Still

Many people are surprised at how blurry their pictures come out when going for a close-up. To minimize blurring, use a tripod if you can. If not, look for something to rest your hands or elbows on when taking the picture. If your camera or lens has image stabilization features, use them.