



Moo-ving Content: From Plate to Pixel
Elevating Social Presence with Dairy Delightful Photography

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Dive into top-tier techniques in food styling and photography to craft the ultimate charcuterie showcase. This workshop is designed to help you milk every photo-op, turning your online brand into a sundae sensation while crafting a vibrant social presence.

During this seminar, we'll uncover strategies, best practices, and innovative approaches to refine and elevate both your photography techniques and content creation abilities.

1. Introduction (5 minutes)	<ul style="list-style-type: none">○ Brief about the significance of visual content on social media.○ The power of personal branding for RDs on digital platforms.○ How connecting casually on social can build reputation and impact positive, correct information sharing online.
2. Understanding Your Tool: The iPhone (3 minutes)	<ul style="list-style-type: none">○ Highlight the capabilities of the iPhone camera.○ Quick tips: Clean lens, native camera app, resolution, ProRes, other apps to consider (more below), etc.
3. Basic Principles of Food Styling (5 minutes)	<ul style="list-style-type: none">○ Composition basics: Rule of thirds, leading lines, and framing.○ Importance of color contrast and texture in food photography.○ Quick hack: Using everyday items to elevate the presentation.
4. Lighting Techniques (7 minutes)	<ul style="list-style-type: none">○ Importance of natural light and positioning.○ How to manipulate available light (e.g., using reflectors, diffusers, napkin trick).○ Overcoming common lighting challenges with the iPhone.
5. Props and Background (5 minutes)	<ul style="list-style-type: none">○ Choosing the right backdrop for charcuterie boards.○ Incorporating props without overwhelming the food.
6. Photographing Your Charcuterie Board (8 minutes)	<ul style="list-style-type: none">○ Live demo: Photographing a sample charcuterie board.



	<ul style="list-style-type: none">○ Discussing angles: Overhead vs. 45-degree vs. side shots.○ Demonstrating zoom, focus, and portrait mode features.
7. Post-processing with iPhone (5 minutes)	<ul style="list-style-type: none">○ Quick edits: Brightness, contrast, sharpness, and saturation.○ Introduction to popular editing apps and filters.
8. Elevating Social Presence (5 minutes)	<ul style="list-style-type: none">○ Writing engaging captions to accompany photos.○ Using hashtags and geotags strategically.○ Interacting with followers: Replying to comments, resharing tagged photos, etc.
9. Best Practices and Tips for Continuous Growth (2 minutes)	<ul style="list-style-type: none">○ Consistency in posting.○ Encourage user-generated content.○ Collaborating with fellow RDs, food influencers, The Dairy Alliance.
10. Q&A and Feedback (5 minutes)	<ul style="list-style-type: none">● Answering any questions participants might have.● Collecting feedback.

This session aims to be interactive, engaging, and hands-on. Timing will adjust as necessary based upon the specific needs and engagement level of the participants. Encourage participants to photograph their charcuterie boards as we progress through the session, implementing the techniques discussed in real-time. Possibly share their fav shots and vote on a winner for a fun contest.

Session Technical Needs:

- Screen
- Connection for computer
- Could probably do with or without a mic/speaker with the group size

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More detailed notes...

Slide 1: Introduction

- **Duration:** 5 minutes
- **Detailed Content:**
 - **Visual Content Impact:** "Studies show that visually appealing content on social media generates significantly more engagement than text-only posts. For instance, a post with an image can see up to 650% higher engagement, making visual storytelling a crucial aspect of digital communication."
 - **Success Story:** "Consider the case of a dietitian who transformed their online presence through compelling imagery, leading to a 30% increase in client engagement within three months. This example highlights the power of visual content in building a professional brand online."
 - **Elements of Personal Branding:** "Personal branding for RDs encompasses authenticity, which connects more deeply with the audience, storytelling that makes content relatable, and a consistent visual aesthetic that becomes recognizable and trustworthy to followers."

Slide 2: Understanding Your Tool: The iPhone

- **Duration:** 3 minutes
- **Detailed Content:**
 - **iPhone Camera Specs:** "The iPhone's camera, with a 12MP sensor and f/1.8 aperture, offers high-quality image capture suitable for professional food photography. Understanding these technical specifications helps in optimizing the use of the device for different lighting and subjects."
 - **Lens Cleaning Demonstration:** "A clean lens is vital for clear images. Demonstrating a before-and-after photo taken with a smudged and a clean lens will emphasize the importance of this often-overlooked step."
 - **App Examples:** "Apps like VSCO and Snapseed expand the iPhone's camera capabilities. They offer advanced editing features such as fine-tuning exposure and applying professional-grade filters, enhancing the final photo significantly."

Slide 3: Basic Principles of Food Styling



- **Duration:** 5 minutes

- **Detailed Content:**

- **Composition Techniques:** "Effective composition, like the rule of thirds, can dramatically change a photo's focus and balance. By positioning key elements of a dish at certain points in the frame, the photo becomes more engaging and visually appealing."
- **Color Theory in Food:** "Utilizing complementary colors can make dishes stand out. For example, pairing a green salad with a red plate can enhance the vibrancy of the meal, drawing the viewer's attention instantly."
- **Styling Hacks:** "Simple tricks, such as using a spray bottle to add 'freshness' to vegetables or a light brushing of oil on meats to create a glossy appearance, can significantly enhance the visual appeal of the food."

Slide 4: Lighting Techniques

- **Duration:** 7 minutes

- **Detailed Content:**

- **Natural vs. Artificial Light:** "Comparing photos of the same dish taken under natural and artificial lighting can illustrate the impact of different light sources. Natural light often provides a soft, diffused look, which is preferable in food photography."
- **DIY Light Manipulation Tools:** "Using everyday items like a white cardboard or a piece of paper as a bounce board can help soften shadows and evenly distribute light, showcasing how simple tools can dramatically improve photo quality."
- **iPhone's HDR Feature:** "HDR mode on the iPhone is particularly useful for balancing the light in high-contrast settings, such as bright sunlight. It captures multiple exposures and combines them for a more balanced image."

Slide 5: Props and Background

- **Duration:** 5 minutes

- **Detailed Content:**

- **Backdrop Selection:** "Different backdrops, like wood, marble, or cloth, can set various moods for food photography. A wooden backdrop might give a rustic feel, while marble can look modern and clean."



- **Prop Balancing:** "Demonstrate how adding or removing props can change the focus of the image. A minimalist approach often works best, ensuring the food remains the star of the show."

Slide 6: Photographing Your Charcuterie Board

- **Duration:** 8 minutes
- **Detailed Content:**
 - **Composition in Action:** "Arranging a charcuterie board live, we can explore how placement of each item affects visual balance. This hands-on demonstration will cover how to create a focal point and balance different elements for aesthetic appeal."
 - **Angle Analysis:** "Showcasing photos of the same board taken from various angles—overhead, 45-degree, and side—highlights how different perspectives can tell a unique story about the dish."

Slide 7: Post-processing with iPhone

- **Duration:** 5 minutes
- **Detailed Content:**
 - **Editing Walkthrough:** "A live editing session of a raw photo can illustrate the impact of adjusting brightness, contrast, and saturation. This step-by-step guide will show how subtle changes can dramatically improve the overall look of a photograph."
 - **Favorite Apps:** "Demonstrating a quick edit in an app like Lightroom Mobile can highlight its key features like selective adjustments and preset filters, showing how these tools can refine and enhance food photographs."

Slide 8: Elevating Social Presence

- **Duration:** 5 minutes
- **Detailed Content:**
 - **Crafting Captions:** "Discuss the art of crafting engaging captions. A good caption should tell a story, evoke emotion, or provide valuable information, making the visual content more relatable and engaging to the audience."



- **Hashtag Research:** "Illustrate the process of selecting effective hashtags using tools like Hashtagify. Explain how to balance popular and niche hashtags to maximize reach and engagement."

Slide 9: Best Practices and Tips for Continuous Growth

- **Duration:** 2 minutes
- **Detailed Content:**
 - **Content Calendar Example:** "Present a sample weekly content calendar, highlighting the importance of planning and consistency. Explain how a content calendar aids in maintaining a steady stream of diverse and engaging posts."
 - **Collaboration Strategies:** "Discuss strategies for successful collaborations, such as identifying potential partners with similar audiences and crafting mutually beneficial content plans."

Slide 10: Q&A and Feedback

- **Duration:** 5 minutes
- **Detailed Content:**
 - **Interactive Q&A:** "Encourage participants to ask specific questions related to their challenges in food photography and social media engagement. Provide tailored advice based on your expertise."
 - **Feedback Form:** "Introduce a feedback form, either digital or paper, to gather insights on the session's effectiveness and areas for improvement."

Additional Activities

- **In-Session Photography:** "Invite attendees to apply the techniques in real-time by photographing their dishes. This hands-on activity will help reinforce learning and provide immediate practice."
- **Photo Contest Details:** "Explain the contest rules, judging criteria, and the prize for the best charcuterie board photo. This activity is designed to encourage participation and apply the learned skills in a fun, competitive environment."