# [PDF] Digital Food Photography

## Lou Manna - pdf download free book

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## Description:

**Review** Introduction 1. The Key Ingredient: Pixels 2. Digital Photography: The Necessities 3. Who"s Digesting It: Advertising, Packaging, Public Relations, and the Media 4. Who"s Doing the Cooking: Working with Food Stylists 5. Prop Styling: Who"s Doing the Shopping? 6. Grabbing Your Attention: Composition 7. The Recipe for Light 8. The Digital Spice: Retouching 9. Get Cooking and Make Some Money: Getting into the Business

**About the Author** Lou Manna is an award-winning Olympus visionary photographer whose work has appeared in national ad campaigns, major magazines, and more than 30 cookbooks. After shooting for the New York Times from 1975 to 1990, he went on to establish his own Fifth Avenue studio, where he works with corporate, advertising, and restaurant clients to create photos that can only be described as "exquisite." Lou is the author of DIGITAL FOOD PHOTGRAPHY, the only book on the art of food photography devoted exclusively to digital technology. Craig Clairborne,

restaurant critic and food writer for the New York Times, said, "The important thing about being a real photographer is not only having a great lens, but having a feeling of warmth, collaborating, and bringing out the best of a subject. It requires a sense of style and a feeling of creative arrangement-- Lou is marvelous at this."

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