



food videography tips

LIGHTING RECOMMENDATIONS

- Use soft natural light when possible
- Don't use direct or harsh lighting - be aware of reflections of lights in countertops and other materials that can be unpleasant or distracting in the video

TIPS - ALL OF OUR RECIPE VIDEOS WILL BE FILMED IN THE OVERHEAD OR "TASTY" STYLE

- Center the area of the activity in the middle of the frame.
- Leave a corner free of activity/ingredients/tools so text can be added.
- When performing an action, remove hands completely from the frame when done.
- Make decisive and purposeful movements. Examples:
 - Dump an ingredient into a pot and get out of the frame (don't scrape the bowl for long periods of time)
 - Enter the frame, stir and get out of the frame. Don't let your hand and spatula hover in the shot.
- Remove empty bowls or no longer used utensils from the frame.
- Go at your usual cooking speed - no faster no slower.
- Go in the order of directions and ingredients of your written recipe.
 - If your video does not match with your written recipe, you will be responsible for rewriting or refilming
- Film in "landscape" orientation.
- Audio gets deleted off of the cooking videos - if you have a special video you want audio left on, please let Odessa know ahead of time.
- If there is a long pause between activities (i.e. simmer for 15 minutes) pause your video and restart it so the video file isn't HUGE.
- Follow industry Food Safety Standards (hair back, limited jewelry, etc.) **NO SMART WATCHES.**
 - if you break a food safety standard you will have to refilm the video or portion of the video