Visual Communication Design in Food Commercial Photography

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Photography is a new visual aesthetic field, which is created by multifarious visual communication elements. In the context of the continuous development of science and technology, based on people’s pursuit of beauty, the increasingly portability of the photographic equipment has become more and more independent, so photography has been integrated into all aspects of life. Food commercial photography emerges in this case, which is not only widely used in commercial areas including catering, but also has become an art of publicity using the characteristics of photography. In this paper, the food commercial photography is analyzed and studied from the application of light and colour, and the corresponding suggestions are given.

Keyword: food design, commercial photography, visual communication

1 The Importance of Food Commercial Photography

Food, as a necessary resource in people’s daily life, has lasting charms, adding some beauty to the plain life. Recording the beauty and authenticity of food with photographic equipment so as to fully display it in front of the audience is the value of food commercial photography. Usually, in order to make clear what kind of performance method should be used to show the good side of food, photographers need to communicate with customers fully and effectively before photographing.

2 The Use of Light

Reasonable lighting is very important in food commercial photography, because the attractiveness and beauty of food can be photographed only when the use of light is appropriate. Generally speaking, natural light and studio light are needed for food photography.

2.1 The Use of Natural Light

If it is necessary to use natural light in the photography process, it must be determined that the food to be photographed can be placed for a long time, and the weather and practice conditions for photographing are available. Only when these two conditions are met can natural light be used for photographing. Shooting can be carried out at the side of the indoor window according to the actual needs, because the natural light coming in from the window can be turned into backlight or side backlight after shining on the food, so as to increase the

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volume sense of the food visually. Moreover, the photography can also be carried out in the outdoor backlight. Because too strong light will cause the food photographed to have a large contrast, the direct sunlight is not selected for photographing. During the period from 10 a.m. to 3 p.m. on a sunny day, there is not only sufficient light but also suitable temperature, so this time period is selected when using natural light to shoot food. No matter the photography time is too early or too late, there will be bad photographic effects, such as low colour temperature, slow exposure speed and so on. If natural light is used for photographing, the reflector can be used to reflect a softer light, because it will not conflict with the main light source, but also increase the texture of the food photo.

2.2 Indoor Light

It is more convenient to use flash lamp indoors than to use natural light, because it is not limited by time, and different light needs can be built by using various tools anytime and anywhere. Therefore, the three-dimensional sense and texture of food can be better demonstrated by using professional indoor light for food commercial photography. At the same time, proper lighting can also restore the colour of food. Usually, the top light with a little backlight feeling is combined with the main light on the side and the auxiliary light with personalization, which can better highlight the beauty and texture of food.

When photographing food in a commercial environment, the arrangement of lighting is also very important. Different light needs to be arranged according to different food materials and textures. For example, when photographing some drinks with strong light transmittance, backlight and contour light should be used to increase its transparency, when photographing delicate food such as bread, dessert, cake, etc., soft light should be used, and when photographing some greasy food like braised food and fried food, the harder light source should be used to show the richness of the food. Therefore, the arrangement of the light mainly depends on the actual situation, and sometimes it needs to take a variety of attempts to get better results. In addition, in order to achieve the best atmosphere expression, the proportion of main light and auxiliary light should be paid attention to when arranging the light. The virtual and real feeling of food can be realized by multiple lamps or by strengthening the white soft light reflector with lamps.

3 The Role of Colour

The application of colour in food commercial photography is also very important, especially in the design of food logo and packaging.

3.1 Application of Logo and Colour

When designing and displaying the logo of food commercial photography, colour needs to be used to show strong ideological connotation. The proper use of colour directly determines the success of the design. Therefore, only when the colour can be reasonably matched can it show a striking sign and make food commercial photography more valuable. Generally speaking, there are three ways to show the logo of food design in photography. The first is to match the primary colour, which is usually bright and simple, so it has a very good effect of art communication. The second is to match the same kind of colour, that is, to choose the same colour to form a transition colour through the change of colour brightness, so as to give people a dynamic visual sense. The third is to match the complementary colour, which will make the colour of the photographic atmosphere more
distinct and give people a great visual impact.

3.2 Packaging Design and Colour Application

The colour matching of packaging in food commercial photography should also be paid attention to. Packaging gives people a first impression, so good design should be used to show the uniqueness of food. The matching of multiple colors when displaying food packaging, because people prefer simple colors to colorful matching. Generally speaking, different colors have their own meanings, for example, red represents warmth, which has a strong sense of visual impact, green represents peace, which is a symbol of nature, blue represents calm, which can make people feel calm, purple stands for nobility, which can show the value of food, and gray represents elegance and modest. Different colors express different meanings. As long as the colour attribute is mastered and applied to the packaging of food commercial photography, the customer’s purchase desire can be further improved, and then the market competitiveness of relevant food products can be strengthened.

References