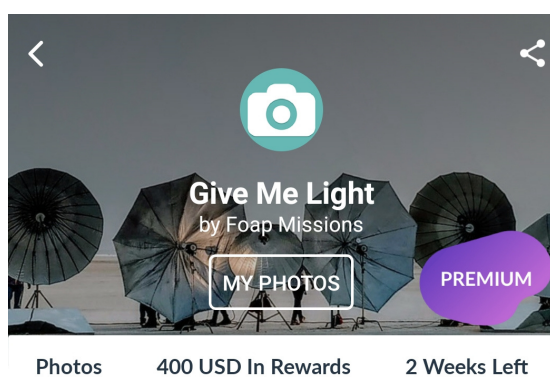
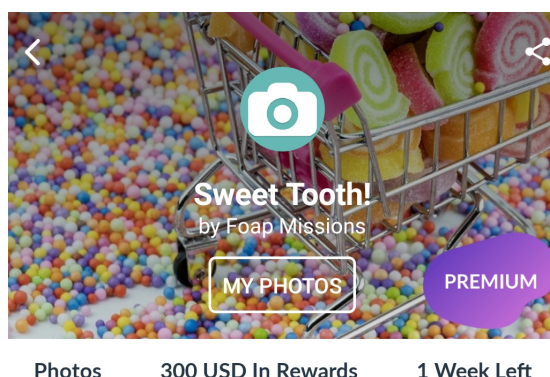


THE FOAPLY

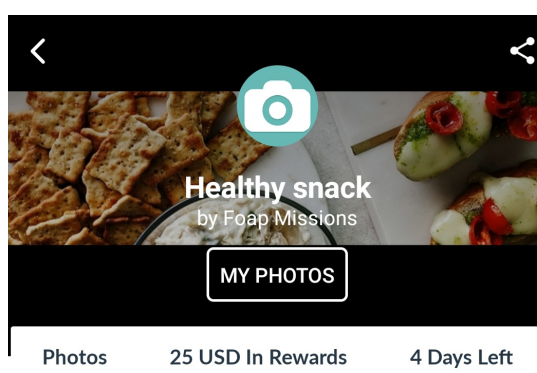
TIPS FOR MISSIONS



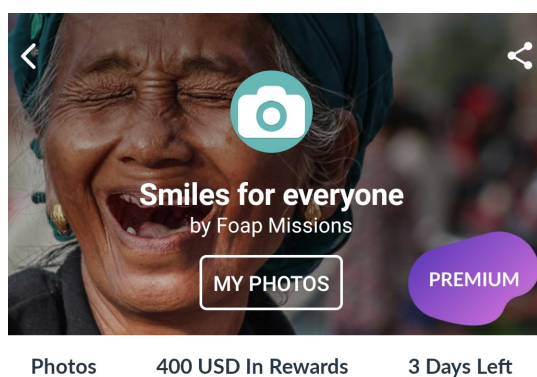
Give Me Light. Light is everything in photography. Before shooting you should familiarise yourself with some tips and ways to exploit the light that you have. First, try to take couple sample photos of your subject with the front, back, and side lighting, to get an idea of which positioning of your subject fits best. You should also keep in mind that there are two types of light – hard and soft. Hard light can be described as having a minimal transition between highlights and shadows, it creates much more of a contrast. Soft light, on the other hand, tends to disguise blemishes and imperfections and can be achieved by using diffusers.



Sweet Tooth! Try to combine your knowledge for product and food shots. One that we find helpful is to choose the perfect angle before you start adding more props to your composition. There are a few main angles – top, front, 25, and 45 degrees. In practice photographers agree that too many times they start styling and setting up the whole display, only to realize that the angle was not right. Often resulting in having to start over and getting a little demotivated! So make sure to keep that as one of your first steps.



Healthy snack. In this mission use all the food photography tips you are familiar with. Here's our top tip: focus not only on the foreground but also the background which can often help to tell a much wider story. Use empty (or negative) spaces to surround the main subject with props or ingredients related to the food. You can arrange it in the front or back or all around it, adding a lot of depth into your final shots!



Smiles for everyone. One of the most valuable things for photographers is to get the most natural smile out of their models. Top techniques include– cracking a joke or asking the model to tell you their favorite one, surprise them... Sometimes it even helps to have an awkward moment and react accordingly. Talk with them and learn about the things they enjoy. All of this helps to keep your models comfortable and happy throughout the shoot. Really aim for authenticity!



Welcome to Foap Plus!



Welcome to Foap Plus! mission requires different combinations of photography techniques. You can use candid and product photography tips we've written about before, but we picked two for now, that we feel are most crucial!

Firstly, we want you to focus on perfecting the balance between product and background in your photos. Chosen models (your friends in this case) could draw attention away from the product itself. Instead, try using the model as more of a prop that helps the product pop even more! For example, photograph only the hands holding the product etc.

Secondly, don't forget about the colors of your composition. Colors enhance photos but also help evoke emotions! We encourage you to research which color is responsible for those specific ideas or emotions, it will help with prepping before you shoot and allow you to avoid relying too much on post-editing.

Finally, as a bonus tip, even though we are asking for you or your friends to be in the photos, we also love to see unique ideas. Lifestyle photography doesn't always mean people have to be in the photos. If you can set up the perfect environment for the product, and show how it belongs there - we want to see it!