

MODULE DOCUMENTATION

Digital Food Photography and

Styling

HOSP07015

Elective

The contents of this document are intended for information only and shall not be deemed to constitute a contract, or the terms thereof, between the Institute and an applicant or any third party. While every effort is made to ensure the accuracy of the information contained in this document, GMIT reserves the right to amend, delete, change details at any time without notice. All courses and electives are offered subject to viable numbers.

Please contact GIHS@gmit.ie to confirm the accuracy, adequacy, validity, reliability, availability or completeness of any information pertaining to this document. Contents of this document are copyright of Galway Mayo Institute of Technology.

Full Title	Digital Food Photography and Styling		
Status	Uploaded to Banner	Start Term	2009
NFQ Level	07	ECTS Credits	05
Module Code	HOSP07015	Duration	Semester - (13 Weeks)
Grading Mode	Numeric	Department	Culinary Arts
Module Author	Anne OLeary		
Co Authors	Martin Ruffley		

Module Description

To provide an insight into digital food photography and food styling and give the learner the opportunity to develop skills in food promotion.

Learning Outcomes	
☰	<i>On completion of this module the learner will/should be able to:</i>
1.	Evaluate photographic styles and techniques applicable to digital food photography.
2.	Apply photographic techniques to capture and output better food images.
3.	Critique the socio-psychological factors influencing food and presentation.
4.	Analyse the impact of the media on the food industry.

Indicative Syllabus

1. Introduction to Photographic Styles & Techniques

- 1.1 Camera controls
- 1.2 Composition
- 1.3 Lighting / Use of flash
- 1.4 Food styling and food design
- 1.5 Layout for photographic design

2. Introduction to Digital Image Editing

- 2.1 Image adjustment through Adobe Photoshop.
- 2.2 Working with layers and filters.
- 2.3 Image resolution, colour balance and contrast.
- 2.4 Outputting images

3. Food Styling & Media Impact

- 3.1 Popular and professional styles
- 3.2 The colour cycle and it's relationship to dish and menu planning
- 3.3 Food in art, literature and film
- 3.4 The image of culinary arts and food styling in the print media

Teaching and Learning Strategy

The module will use a variety of teaching methodologies including lectures, screenings, practical workshops and tutorials

Assessment Strategy

100% Continuous Assessment

Repeat Assessment Strategies

Repeat Practical Project

Indicative Coursework and Continuous Assessment:		100 %		
Form	Title	Percent	Week (Indicative)	Learning Outcomes
UNKNOWN	Other Exam Digital Food Photo & Styling	- %	OnGoing	3
UNKNOWN	Class Assessment Food Styling Practical 1	20 %	OnGoing	1,3
UNKNOWN	Class Assessment Food Styling Practical 2	20 %	OnGoing	1,2,3
UNKNOWN	Class Assessment In Class Quiz	10 %	OnGoing	1,2,3,4
UNKNOWN	Class Assessment Final Photographic Project	50 %	OnGoing	1,2,3

Full Time Delivery Mode Average Weekly Workload:			4.00 Hours		
Type	Description	Location	Hours	Frequency	Weekly Avg
Lecture	Digital Food Photo & Styling	Lecture Theatre	1	Weekly	1.00
Practical	Digital Food Photo & Styling	Not Specified	3	Weekly	3.00

Literary Resources

Essential Reading

Digital Food Photography., Manna, L., Cengage US: 2005

Food Photography and Styling., Carafoli, J.,Amphoto:1992

Supplementary Material

Culinary Artistry, Dorenburg, K., Wiley: 1996

Digital Photography, Busch,D., Prentice Hill US: 2005

Digital Photography, May, A., Dorling Kindersley London: 2000

Photoshop 7 Bible, McClelland, D., Wiley: 2002

Photoshop CS2: Book for Digital Photographers, Kelby, S., Pearson London:2005

Sociology on the Menu: An Invitation to the Study of Food & Society, Breadsworth, A.& Keil, T., Routledge: 1996

40 Digital Photography Techniques, O'Reilly, A., Farnham Seoul: 2001

Journals & Periodicals

BBC Good Food Guide

Caterer and Hotelkeeper

Catering and Licensing Review

Croner's Catering Magazine

Hospitality

Hotel and Catering Review

Inside Hotels

Other Resources**The following equipment is essential**

Digital Camera

Memory Card (2 GB or larger)

USB Key Drive (1GB or larger)

Additional Information

None

Programme Membership

GA_OCULG_B07 201500 Bachelor of Business in Culinary Arts

GA_OFIEG_H08 201800 Bachelor of Business (Honours) in Food Innovation and Enterprise

GA_OFIEG_B07 201800 Bachelor of Business in Food Innovation and Enterprise

GA_OCGSG_B07 202000 Bachelor of Arts in Culinary and Gastronomic Sciences

GA_OCGSG_H08 202000 Bachelor of Arts (Honours) in Culinary and Gastronomic Sciences