

By Marianne Häggström | Deliciously Captured



# *deliciously* CREATIVE

IMAGE ANALYSIS + TIPS

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Photography and words @ 2021 by Marianne Haggstrom

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Content in this ebook is for education and informative purpose only.

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A top-down view of a white textured tablecloth. Two white plates are visible, each containing a slice of cake with white frosting and a red filling. Grey napkins with a decorative edge are placed around the plates. A silver fork is on each plate. The text "deliciously CREATIVE" is centered on the image.

*deliciously*  
CREATIVE



# WELCOME

## CREATIVES & *photographers*

Capturing effortless looking images requires effort and planning and just because of that - I wanted to create these mini e-books to provide simple image analysis and compositional tips to enhance your next capture. I created this for anyone interested in food photography, colour theory and composition. Hopefully you will find this useful.

In this first image analysis I look at this minimalistic Dalgano coffee shot. It is simple yet captivating.





1.



## COLOUR HARMONY

Creating harmonious colour palette allows the image to feel cohesive and calm. Monochromatic colour palette brings serenity to an image.

Without distraction of too many colours the viewer will focus solely on the subject and the story.

Adding achromatic white and grey to this images makes it feel light and airy. The white and grey textures adds depth and interest in the image as well.



2.



## LIGHT

Lighting your scene correctly will add dimension, depth and texture to your image.

I used natural light with a negative fill on the right hand side to give deeper shadows and a moodier feel and to emphasis the texture of the foam. Without the negative fill the image would have felt flat.

This image has been captured on an over cast day without diffuser on the left hand side.



3.



## COMPOSITION

Adding composition elements which create a triangle shape in your image will not only frame the subject, as seen below, but also guides the eye and keeps the focus on the hero. Triangles in food photography can be as obvious as below. Or the other technique is to place three elements which create three points of focus and create the shape of a triangle. As you can see below with the spoon, the whisk and the coffee pot.



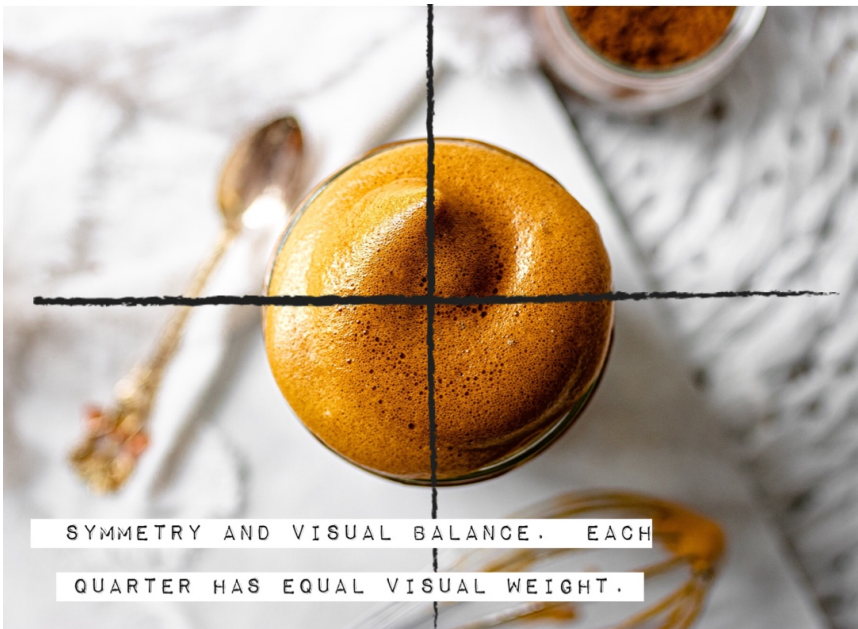


4.



## VISUAL BALANCE

Visual balance refers to the visual weight of the scene - scene which is aesthetically pleasing and comfortable to view due to the placements of the objects in the frame. Below you can see that every quarter of the image has a similar weight, making viewer feel at ease. Unbalanced image would have the opposite impact in the viewer.



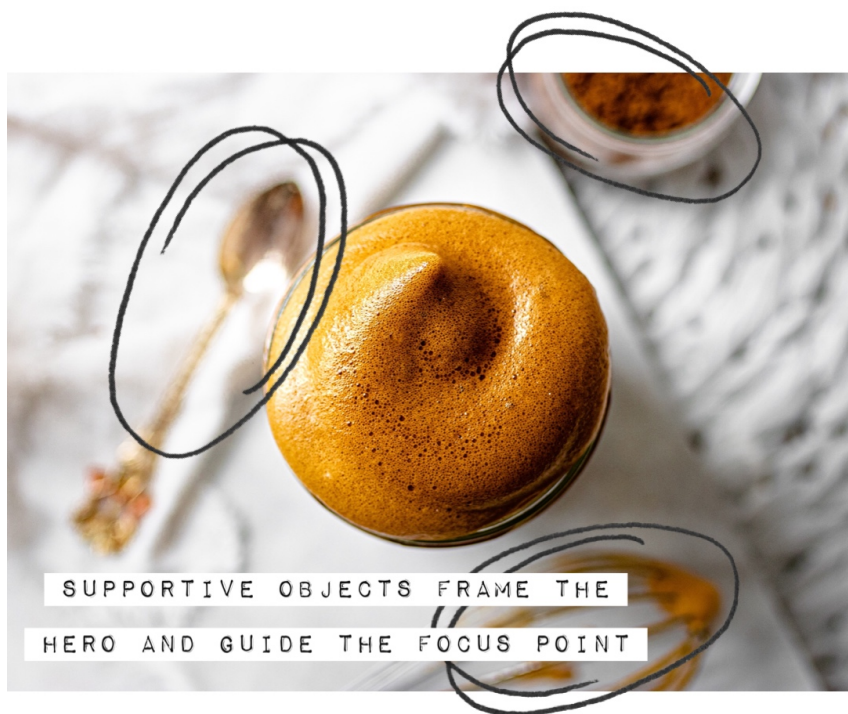
5.



## FRAMING

Framing is the simplest technique to guide the view to the hero or keep the eye focused on the subject.

Framing is to place your supporting objects in a way that it creates a visual frame. Supporting objects can be anything from ingredients to textiles, cutting boards, plates etc. Just think about your hero as a picture and supporting objects the picture frame.





# HELLO CREATIVES!



I'm Marianne, a web designer & photographer based in London, UK and the face behind Deliciously Captured and Marianne Haggstrom Photography.

My love for simple, beautifully composed images and design in every aspect has allowed me to create my own bright and airy photography brand.

I wanted to create “Deliciously” ebook series to allow you to splash some statement colour harmonies and drizzle some superb compositional techniques into your visual storytelling which would allow you to create your delicious food images. Hopefully you enjoyed this image analysis ebook. I would love to hear your feedback.



Love, *Marianne*

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