

BY CHRISTINA GREVE

# DAY 1 | MINDFUL PLANNING



[WWW.CHRISTINAGREVE.COM](http://WWW.CHRISTINAGREVE.COM)

# START WITH A PLAN

Planning is KEY when you want to create beautiful food and still life photos. You have to put some thoughts into what you wish to create. I like to call it Mindful Planning.

Ideas can come from everywhere, from a picture you see on Instagram, from a beautiful plate you find at the flea market, from colorful fruits in the grocery shop, a seasonal bouquet, or a delicious recipe in a book.

As soon as you get an idea, investigate how you can execute it. Consider what kind of props, background, and color theme will complement your plan. And most importantly, decide what object will be the leading star in your photo.







# PICK YOUR LEADING STAR

Photography is all about storytelling. It's like a movie told in one frame. As the photographer, you are the director, producer, writer, and editor all in one. And if your image is a movie, then your key subject is the star.

For example, if you photograph a tomato tart, the tart is the leading star. And everything else you place around it is playing a supporting role. So to tell the story of the tomato tart, you could arrange ingredients like tomatoes and herbs around it. Maybe some plates, a knife, and a napkin. This is how you build a storyline.

The more effort you put into telling the story, the more creative and inspiring it will be. It's always best to aim for ONE good story told in ONE image, instead of trying to come up with ten different stories in one shoot. Avoid overwhelming yourself; stick to one star, one storyline, one good photo.







The story you tell doesn't necessarily need to be realistic. In real life, you may not serve or eat food off of old and rustic props or decorate your food with flowers, but styling it this way can add so much charm to the story. Your story is simply a tool for YOU to keep in mind as you style it and capture it.







# 7 QUESTIONS TO ASK YOURSELF IN THE MINDFUL PLANNING PROCESS

**#1. What's my creative idea?** If you feel uninspired, look through Pinterest, Instagram, a cookbook, or a magazine. Create a little mood board of ideas.

**#2. What object/thing/food will be my leading STAR?** You can only pick ONE. This could be a beautiful cup of coffee, a single flower head, a bowl of fruit, a flower installation, a cake, a notebook... the possibilities are endless.

**#3. What is the story I wish to tell about my star?** The story can be as simple as just showing how juicy a lemon is, or how beautiful the texture of a flower is. Don't overcomplicate it. Keep the story simple to help your star stand out.

**#4. What props/items/things will complement my leading star?** Think about props you can include in the frame that will help tell your story. For example, if your leading star is a freshly cut apple, then consider showing the knife that just cut the apple. Maybe the knife blade shows a bit of juice from cutting the apple; it only adds to the storytelling.

**#5. What background will make my leading star stand out?** This is something you have to test when you create the scene. Try a few different backgrounds to see which helps make the star stand out and look spectacular.



**#6. What will be my color theme?** Try not to have too many colors in the frame, as it can take away focus from the leading star.

**#7. What is the best angle to showcase my star?** Do I need to photograph it from above or straight on? Flat objects are best photographed from above and tall objects look best photographed straight on.

Once you have considered all of the above, it's time to set up the scene so you will have the best possible light for your image. Look out for lesson 2 tomorrow, because it's all about working with natural light.

Enjoy and most of all; have FUN!







Christina Greve is a Lifestyle Photographer, Stylist, Empowerment Coach and Holistic therapist. She provides tools, education and inspiration designed to help multi-passionate women, artists and creative souls find direction, push through self-doubt + make a living doing what they LOVE.

Her work has been featured in numerous magazines, blogs and books worldwide. After a decade of working with psychology, Christina's passion for photography evolved into a full-time photography and coaching business.

Today she runs a thriving + fast-growing international empire specializing in professional online training, motivating and engaging female photographers, designers, bloggers, makers and creatives. She has coached thousands of fabulous women from more than 40+ countries.

With her Podcast "The Empowered Creative," her popular Instagram posts, and quickly sold-out workshops, Christina has become the go-to person for many creatives seeking like-minded sisterhood, real support and heartfelt encouragement.



@CHRISTINAGREVE