

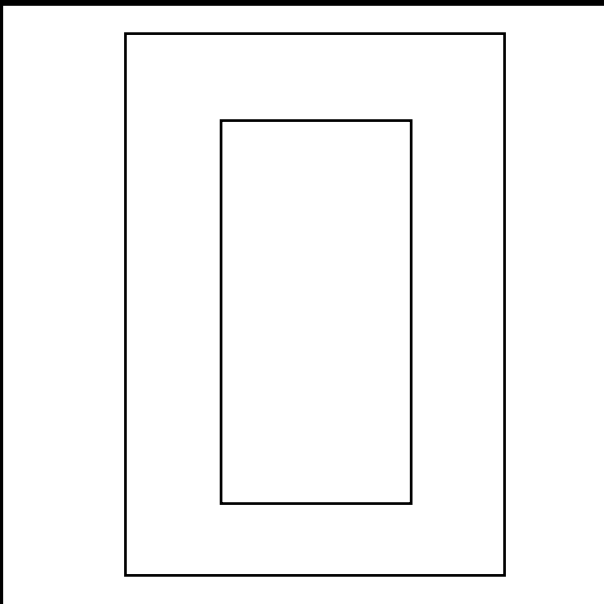
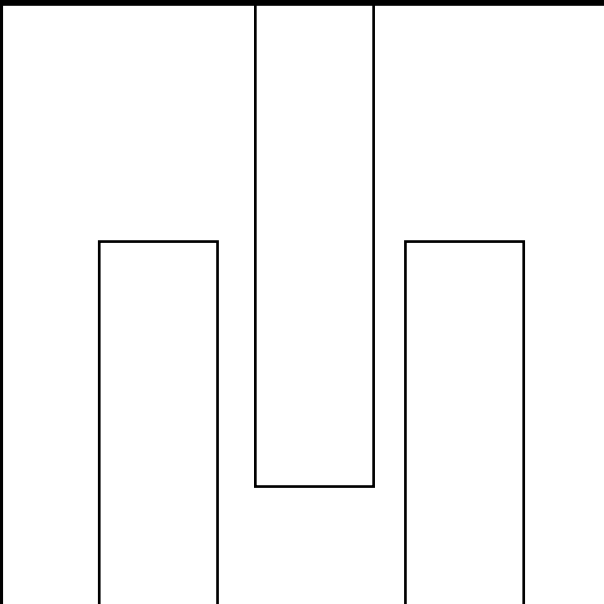
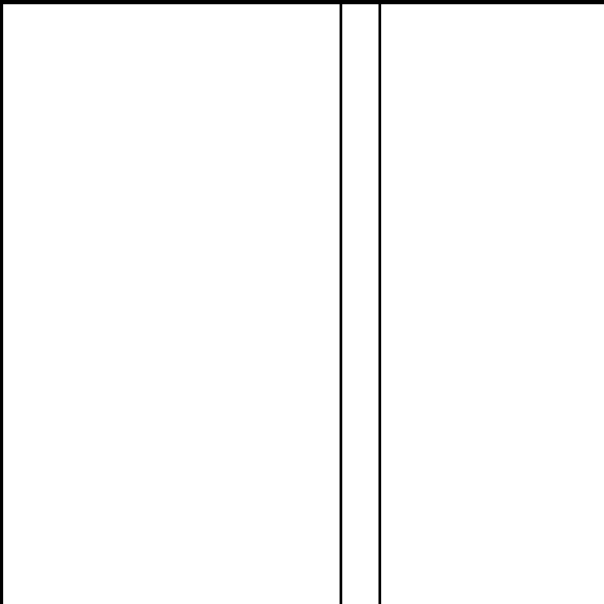
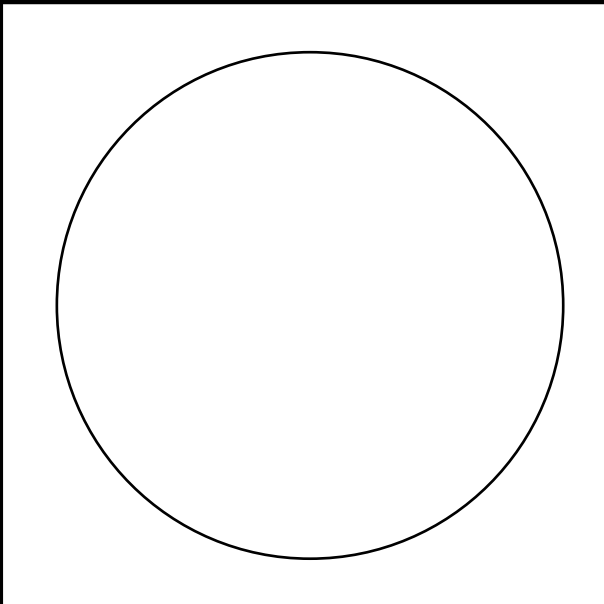
@matt_inwood

#MattInwoodMasterclass

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**I try to simplify things.
I reduce a shot down
to the most important
shapes and lines.**



**Give things space
to breathe and
the eye a space to
explore. Don't fret to
keep it simple.**



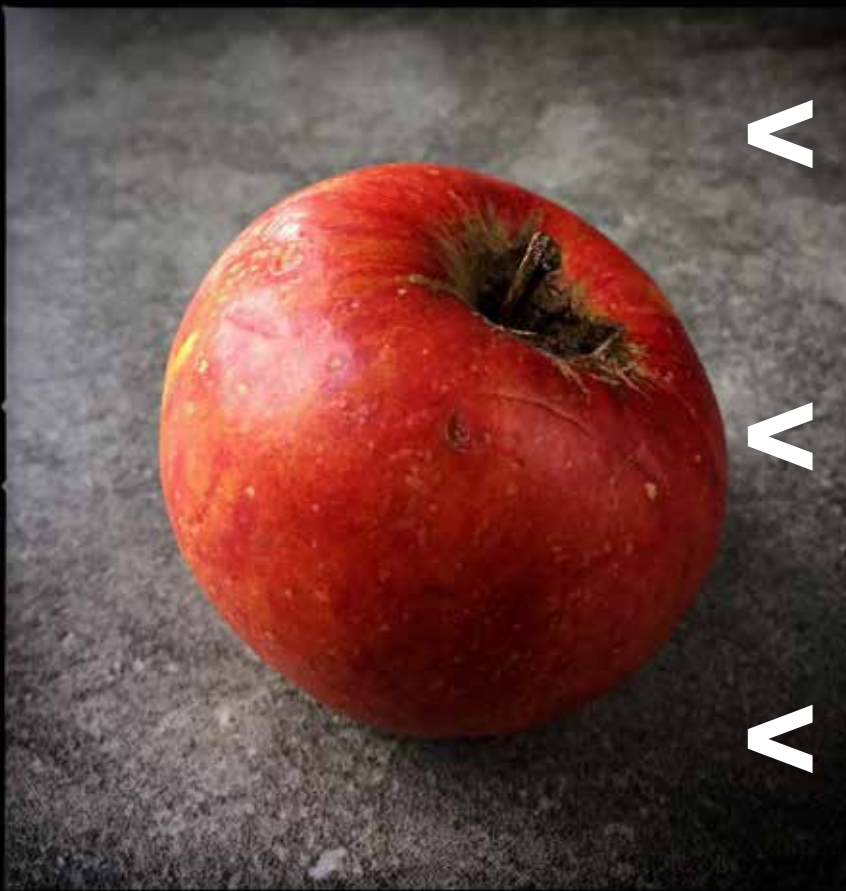
**Finding light. I shoot
with a single source
of indirect daylight
where possible.**



**An apple is a
simple subject with
which to study how
light works.**



**Manipulate your own
light. A reflector and
diffuser will allow you
to enhance lighting.**



**Backgrounds can
make (or break) a
food photo. Always
aim for it to enhance
your subject.**



**Explore every angle.
Get multiple shots
with different set-ups
and get several
options for content.**



**And don't forget the
small details. They
show focus, process,
the day-to-day: your
care for each step.**





**It need not always be
the finished dish –
it can be about the
steps to getting there.**



**Inside and out.
Floor to ceiling.
There is interest all
around you. Look up,
down and all around.**



**There's beauty to be
found in the detritus,
the washing-up even
– in the things that
don't usually get seen.**



**Those who work with
you, supply to you
and buy from you are
a huge part of your
story: show them off.**





**Almost all photos are
improved by editing.**



**Hashtags codify your
content and bring
new people to your
feed. Use them.**

**#FOOD #FOODPORN #FOODIE #FOODSTAGRAM
#FOODGASM #FOODBLOGGER #FOODPICS
#FOODPHOTOGRAPHY #FOODLOVER #FOODPIC
#FOODIES #FOODS #FOODBLOG #FOODGRAM
#FOODART #FOODLOVERS #FOODDIARY #FOODPHOTO
#FOODSTYLING #FOODSHARE #FOODLOVE #FOODIEGRAM
#FOODOFTHE DAY #FOODFORTHOUGHT #FOODANDWINE
#FOODISFUEL #FOODCOMA #FOODADDICT #FOODTRUCK
#FOODNETWORK**

- Use up to 30 hashtags per post
- Check out peer/rival accounts for tags
 - Or try a Hashtag Generator
 - Refresh your hashtags
 - #CreateABespokeHashtag

**If you're going to do
Instagram, do it well.**



- 1) Create good photos, edit them better.
- 2) Tell stories: inspire, inform and enjoy.
- 3) Don't just project – interact.
- 4) Use all that Instagram has to offer –
photos, videos, Stories, Live Feed.
- 5) Be *you*. Be social. Be kind.