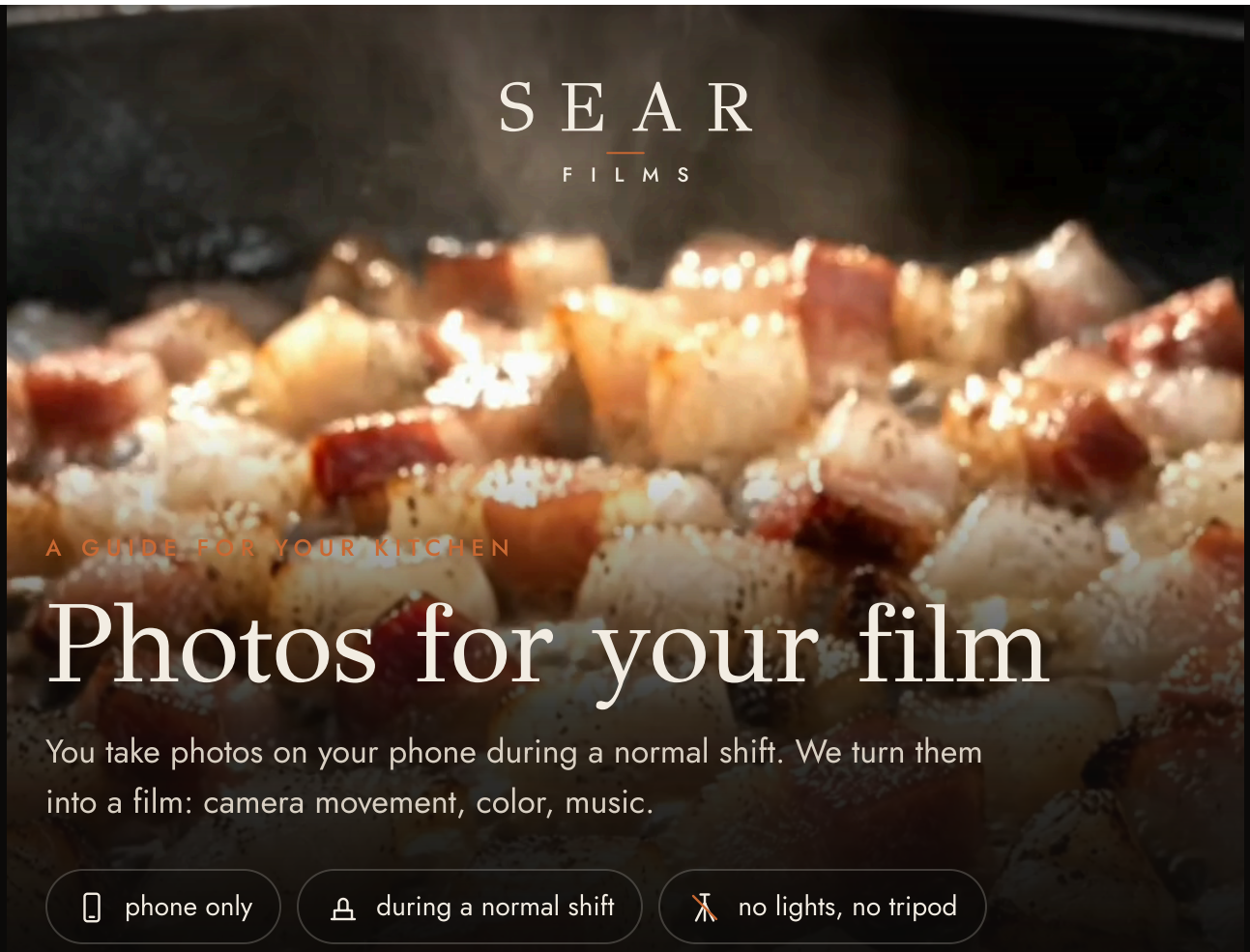


A GUIDE FOR YOUR KITCHEN

Photos for your film

You take photos on your phone during a normal shift. We turn them into a film: camera movement, color, music.

phone only · during a normal shift · no lights, no tripod

Real photos, real film

We only animate what was actually on your counter. The better the photo, the better the shot.



Your photo
straight from a phone



Frame from the film
Carbonara, Sear Films

01 Your phone

First, check which format you ordered. It decides how you hold your phone.

MOST POPULAR



Vertical
Instagram, TikTok, Facebook



Horizontal
website, YouTube, in-house screens



Both
shoot every photo twice

We can't make a horizontal film from vertical photos alone, or the other way around.



Wipe the lens
kitchen air always leaves it greasy



Flash off
not on Auto



No Portrait mode or filters
we handle the color



No zoom
step closer instead

02 Side light, no flash

Don't change your kitchen lighting. Position yourself so the strongest light hits the food from the side, not from behind you.



Side light
depth, shine, true colors



Shot with flash
washed-out colors, glare, flat

- Got a window? Shoot next to it, in daylight
  it's the best light you have, and it's free
- Only ceiling lights? Stand so the light is in front of you or to the side
  your own shadow should never fall on the food
- Too dark? Put a small lamp or a second phone's flashlight to the side
  never the flash, never light coming from the camera

03 *Mise en place* for the frame

Just like before service: only what's needed on the counter, everything in its place. We can clean up small clutter in editing, but the cleaner the frame, the better the film.



Background far away
it blurs on its own, the food stands out



Background right behind
appliances and bottles pull the eye away

- Keep walls far behind the food
  turn so the whole kitchen is in the background, not a wall right behind the board. The background will blur on its own.

- Clear spoons, towels and packaging out of the frame
  and people too: no guests, no staff

- Don't cut the food off at the edge
  leave some space around what you're shooting. We'll do the cropping.

04 Three heights

Shoot everything three times, lowering your phone each time.



↓ **Overhead**
phone flat, directly above



↘ **Angled**
like standing over the board



→ **Low**
at food level

> Shoot in bursts, not single photos.

05 What to shoot

From each of the three heights, take roughly this many photos:



Ingredients
also one by one, up close

10-15



Hands at work
keep your hand still as you shoot

15-20



Close-up details
sauce, crust, nuts, spices

10-15



Plating
step by step, down to the last garnish

10-15



The finished dish
the hero shot; if you have a moment, also from the left and right

20+

At least 100 photos from the whole session, from different angles and during different steps. We use them to tell the story of how your dish comes to life.

06 Upload everything

After you order, we'll send you a link to your own cloud folder. Upload all your photos there, straight from your phone.

Only to your folder
not by text, WhatsApp or email, they shrink the photos

Bad shots too
don't delete anything, we'll do the picking

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