

*Almond Rouge*

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TWO - DAY MASTERCLASS

# FOOD CONTENT & STORYTELLING

STYLING • PLATING • PHOTOGRAPHY • PORTFOLIO



**2 DAYS**

12 SESSIONS • HANDS-ON • FINAL PORTFOLIO PROJECT

# What The Two Days Cover

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This two-day masterclass provides participants with essential skills and techniques for creating engaging and visually appealing food content across various platforms. Through interactive sessions and hands-on exercises, participants will gain the knowledge and confidence to elevate their food content creation skills and grow their online presence.

## WHAT YOU WILL LEARN

## The Curriculum

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|    |                                               |
|----|-----------------------------------------------|
| 01 | Learn the art of food styling                 |
| 02 | Food colours and conceptualization            |
| 03 | How to apply storytelling to food styling     |
| 04 | Food styling tools                            |
| 05 | Creating your mood board for social media     |
| 06 | How to create your personal style             |
| 07 | Developing the concept and sourcing materials |
| 08 | The three-course meal                         |
| 09 | The art of plating                            |
| 10 | Food photography                              |
| 11 | How to apply storytelling to photography      |
| 12 | Final project — portfolio building            |

## How You Are Assessed

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- Participation in discussions and hands-on activities
- Submission of a content plan or sample content piece
- Completion of a personal action plan for future content creation

### RESOURCES PROVIDED

- Handouts summarizing key concepts and techniques
- Recommended reading list for further learning
- Access to online resources and tools for ongoing support

### WHO CAN ATTEND

## Made For

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- Food bloggers
- Restaurant managers
- Food enthusiasts
- Content creators
- Food stylists
- Culinary art students
- Marketing and communications specialists

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## Food Content & Storytelling Masterclass