



Course Title: Food Content Creation

Course Description: This one-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.

Duration: 1 Day

What You'll Learn

- Learn the Art of Food Styling
- Food Colors (Conceptualization)
- How to apply storytelling to food styling
- Food Styling Tools
- Creating your mood board for social media
- How to create your personal style
- Developing the concept and sourcing materials
- 3 course meal
- The art of plating
- Food Photography
- How to apply storytelling to Photography
- Final Project - Portfolio building.

Assessment:

- 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 endeavors

Resources:

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

Who Can Attend

- Food Bloggers
- Restaurant Managers
- Food Enthusiast
- Content Creators
- Food Stylist
- Culinary Art Students
- Marketing and communications Specialists.