

CREATE

A PSEUDO

PRIME LENS

task

TWO LOVES STUDIO

task

CREATE A PSEUDO PRIME LENS

DON'T LET YOUR CREATIVITY GET LAZY AND SUFFER!

Zoom lenses look and sound impressive. A 24-70mm is bigger than most of my primes and it sounds like I know my stuff when I tell people I have a range of focal lengths with just the flick of the wrist. Most of us when we get a new camera get the kit lens and nine times out of ten it's a zoom.

But could you falling into the creativity sucking trap that is what I call the 24-70 syndrome?

It's easy for us to think that zoom lenses give us more options. Sure, it gives us a range of focal lengths to play with, but this doesn't equal more options for creativity.

Size doesn't matter. Zoom is simply zoom. That's it - Josh Johnson.

Photography is all about HOW we see, rather than WHAT we see

When it comes to food photography you're only limited by how you see its story, rather than your lens. So let's get on top of composition with this simple exercise!

STEP 1 - PICK A FOCAL LENGTH AND SET IT FOR THE DAY.

You've got two options here, either use electrical tape and tape around your lens so that you don't use the zoom function OR practice self-control.

Why not shoot with a focal lens that you normally wouldn't?

HINT: I have some suggestions for you!

task

CROPPED SENSOR >> 35mm

Set your lens at 35mm for the day, the equivalent to a 50mm. Great all rounder.

FULL FRAME >> 50mm

Set your lens at 50mm for the day.

FEELING LUCK? >> 70-85mm

Try a narrow focal length in the upper limits of your zoom lens.

If you don't have a zoom lens, you can absolutely use a prime lens equivalent to the above!

STEP 2 - USE FOOT ZOOM.

While practising self-control, get creative with your composition and use 'foot zoom' to change your angle/view point.

Shoot from above - below - left side - right side - near - far.

Move, move, move. Stand on something. Crouch down. Get on your knees.

Take your food to the floor (if you can), and get down there with it. Take at least one shot with your whole body on the floor - you'd be surprised!

STEP 3 - GET UNCOMFORTABLE.

When you're shooting at any of the angles/viewpoints above, notice when you start to feel uncomfortable. You're nearly at the sweet spot. Linger here a little longer and again, you'll be surprised with what you can find.

If you find nothing, that's ok too. At least you explored that option.