

## **Ashley Moyna Schwickert, MS, RD**

### Capturing Food Magic: A Food Photography Workshop for Dietitians

#### **Bio:**

Ashley Moyna Schwickert is a registered dietitian turned food photographer and the owner of Studio Moyna, a commercial food photography studio. Armed with a zest for storytelling through her work, Ashley has collaborated with numerous food brands, restaurants, and cookbook authors to tell their stories through eye-catching visuals, and her photography appears weekly in the Minneapolis Star Tribune.

#### **Description of Presentation:**

In our highly-visual digital world, crafting beautiful imagery is an essential way for Registered Dietitians to stand out and attract their ideal audience including patients, clients, or brands.

From sharing delicious and nutritious recipes online to crafting high-converting social content and inspiring healthier food choices, enhancing your food photography skills can help you reach your goals - all while using the power of your smartphone!

During this engaging workshop, you will learn the basics of food photography and gain hands-on experience styling your own food scene with an expert guidance and live feedback from a dietitian turned commercial food photographer.

Let's capture food magic together!

#### **Learning Objectives:**

1. Recall the three angles for optimal food photography
2. Setup a food photography scene utilizing natural light
3. Capture food photos using basic compositional techniques (layering objects, color theory, rule of thirds, odd pairs, flavor cues, etc.)