

MOBILE PHOTOGRAPHY GUIDE

Coffee Shop

Shoot your own product photos
with just a smartphone.

From the latte on the counter to the chalkboard menu — twenty product photos that make people want to come in for a flat white they didn't know they needed.

WHAT'S INSIDE

- **Phone photo basics for total beginners**
Wipe, lock, light — the cheat sheet.
- **Free editing apps that pros actually use**
Snapseed, Lightroom Mobile, VSCO. All free.
- **Cheap gear that triples your photo quality**
Lights under \$40, lenses, props, backdrops.
- **20 scenarios × 3 angles each, drawn**
Eye-level, top-down, low — copy them on set.

PHONE PHOTO BASICS · READ THIS FIRST

10 things pros do that amateurs skip — for stills.

Photos are different from video: every frame counts. One sharp, well-lit still beats a hundred half-baked ones. These ten habits become muscle memory after a couple of shoots.

01 Wipe the lens. Every. Single. Time.

Phones live in pockets. Fingerprints look fine to your eye, terrible in the photo. Microfibre cloth in your apron.

03 Use natural light, kill the ceiling lights.

Window 90° from subject = magazine cover light. Yellow ceiling LEDs poison everything.

05 Get close, but use the 2× lens for objects.

Phone macro under 30 cm distorts. For tight product shots, switch to 2× and stand 50–80 cm back.

07 Use the 2-second self-timer.

Pressing the shutter shakes the phone. Timer + tripod = pin-sharp every time, even at low light.

09 Fill the frame deliberately.

Decide what's the hero. Then put it on a third — never dead-centre unless the composition is symmetrical on purpose.

02 Shoot at the highest resolution.

iPhone: Settings → Camera → Formats → Most Compatible (or Apple ProRAW).

Samsung: Camera → Pro → RAW. JPEG is fine for casual; RAW for product photos.

04 Tap to focus. Tap-and-hold to lock.

iPhone shows yellow box → "AE/AF Lock". Slide the sun icon to fine-tune brightness. Keep it locked between shots.

06 Use a tripod (or stack of books).

Sharpness drops the moment your hand shakes. Brace on a counter, or invest \$25 in a mini-tripod. Game over.

08 Shoot at eye-level of the product.

Hip-height phone snaps look amateur. Get the lens at the same height as the focal point of the subject.

10 Shoot 5 takes minimum.

Tiny shifts in angle change everything. First take is rehearsal, fourth is usually the keeper. Free to retake.

CAMERA SETTINGS

Best photo settings for your phone.

Set these once, forget about them. They turn a snapshot into a product shot — without you doing anything different on set.

iPhone

- **Photo format: Most Compatible (JPEG).**
Settings → Camera → Formats → Most Compatible. Easier to share. Use "High Efficiency" only if storage is tight.
- **Apple ProRAW (Pro models).**
Settings → Camera → Formats → Apple ProRAW & Resolution → ON. Then tap RAW button in the Camera app. Edit-friendly, larger files.
- **Grid + Mirror Front Camera + Level: ON.**
Settings → Camera → Composition → Grid + Mirror Front Camera + Level. Three free upgrades.
- **Live Photos: OFF for product work.**
The yellow icon at the top — tap it OFF. Live photos burn battery and storage. Off for product, on for people.
- **HDR: AUTO.**
Default. Phone decides. Works 95% of the time. Manually disable only when shooting backlit silhouettes.
- **Tap-and-hold to lock AE/AF.**
Yellow box says "AE/AF Lock". Slide the sun icon to fine-tune brightness. Re-lock if you move the camera.

Samsung Galaxy

- **Photo size: highest available (3:4).**
Camera → Settings (gear) → Picture format → JPEG. Picture size: maximum. Use 3:4 for product (more frame to crop later).
- **RAW (Pro mode).**
Camera → MORE → Pro → tap RAW icon. Saves a DNG + JPEG. Edit-friendly, bigger files.
- **Grid + Vertical/Horizontal Guides: ON.**
Camera Settings → Grid lines → 3×3. Settings → Composition → Auto guide. Free upgrades.
- **Scene Optimizer: OFF for product.**
Auto-modes oversaturate food and skin. Camera Settings → Scene Optimizer → OFF for shoots, ON for casual.
- **Pro mode for hard light.**
Camera → MORE → Pro. Manual ISO (100 in daylight, 400 indoors), shutter, white balance. Beats auto when lighting is tricky.
- **Tap-and-hold to lock focus & exposure.**
Yellow circle appears. Slide the sun icon to brighten/darken.

LIGHTING

The cheapest setup that still looks pro.

Lighting is 80% of why pro photos look pro. The good news: you can fake a \$1,000 setup with \$40 of gear and one window. Here's the fastest path.

THE FREE SETUP — WINDOW + WHITE WALL

Place the subject 1 m from a window so the light hits at 90° from the side. Stand a sheet of white foam-core (or a folded white sheet) on the opposite side to bounce light back into the shadows. That's it — same setup magazines use for ten thousand-dollar product shoots, and it costs nothing.

FOUR LIGHTS WORTH KNOWING

LED panel

The product photographer's workhorse. Best for flat-lays, product, B-roll. \$30–60.

Tape parchment paper over the front for instant softbox effect.

Softbox kit

Big, soft, magazine-look. Best for portraits, food, garments. \$40–80.

Get the biggest one you can afford. Bigger softbox = softer light.

Ring light

Even, beauty-friendly. Best for face/portrait/closeup work. \$25–60.

Don't use for products — ring shape reflects in shiny surfaces.

Clip-on phone light

Tiny LED that snaps onto your phone. Best for venues, markets, outdoor. \$15–30.

Use as fill, never as the main light. Cheap clip-ons make skin look plastic.

WHAT TO BUY (AMAZON)

- **Neewer 660 LED Panel** · ~\$45
Adjustable brightness + colour temperature. Bicolour. Search "Neewer 660 LED".
- **Ulanzi VL49 mini LED** · ~\$15
Pocket light. Magnetic. Perfect for top-down product shots. Search "Ulanzi VL49".
- **Westcott Ice Light** · ~\$80 (alt)
Tube light, soft & wraparound. Ideal for jewellery, glass, eyewear.
- **Foldable softbox 24" + LED** · ~\$60
All-in-one starter kit. Search "24 inch softbox LED kit".
- **Free version: a north-facing window.**
North windows are nature's softbox. No direct sun + soft, even light all day.

MOBILE LENSES & ACCESSORIES

The cheap kit that turns a phone into a real camera.

Most of these clip onto your phone, cost less than a dinner, and will outlast three phone upgrades. Buy the right ones up front.

CLIP-ON LENSES (ESSENTIAL)

- **Macro clip-on** · ~\$25
10×–20× zoom. For jewellery, food close-ups, fabric texture, watches. Best one-purchase upgrade. Search "Apexel macro".
- **Wide-angle clip-on** · ~\$25
0.45×–0.6× wide. For interiors, real estate, group shots. Eliminates 'cramped' look in small spaces.
- **Telephoto clip-on** · ~\$30
2× zoom. For phones without a real telephoto. Skip if you have a Pro/Ultra phone.
- **Filter kit (CPL + ND)** · ~\$30
CPL kills glass reflections (shop windows, screens). ND blocks light for outdoor portraits. Search "phone CPL ND filter".

TRIPODS & RIGS

- **Ulanzi MT-08 mini tripod** · ~\$25
Extends to 90 cm. Best \$25 tripod on the market. Use as tabletop or floor stand.
- **Joby GorillaPod Mobile** · ~\$35
Bendy legs wrap around chairs, railings, branches. Most versatile \$35 you'll spend.
- **Top-down tripod arm** · ~\$30
Horizontal extension for flat-lay food and product shots. Search "overhead phone arm".
- **Phone clamp + cold shoe** · ~\$15
Mounts your phone to any standard tripod. Sometimes the only thing missing.

ALSO WORTH HAVING

- **Bluetooth shutter** · ~\$8
Press a button instead of the screen. Eliminates shake. Single-best photography accessory under \$10.
- **Microfibre cloth × 5** · ~\$5
One in your apron, one in your bag, one near the till.
- **Reflector (5-in-1)** · ~\$20
Silver, gold, white, black, diffuser. Folds into a 30 cm disc. Search "5 in 1 reflector 32 inch".

EDITING APPS

Free apps that pros actually use.

Most professional Instagram photographers edit on their phone. The apps below are free or near-free — and they're the ones the pros use, not student-grade alternatives.

FREE — START HERE

- **Snapseed (Google)**
Best free editor on any phone. Selective tool, brushes, healing, perspective. Used by pros for years.
- **Lightroom Mobile**
Free tier covers 95% of needs. Apply presets, sync across devices, RAW editing. Free with an Adobe ID.
- **VSCO (free filters)**
Iconic film-look presets. Free filters are some of the best out there. Skip the paid subscription.
- **Photoshop Express (free)**
Quick fixes, blemish removal, cropping. Free version is plenty for product photos.

WORTH PAYING FOR

- **Lightroom Mobile Premium** · ~\$5/mo
Unlocks all features, syncs presets, auto-cloud backup. Best \$5 in mobile photography.
- **Tezza** · ~\$3/mo
Trendy filters + collage maker. Big with fashion and lifestyle creators.
- **Afterlight** · ~\$3/mo
Beautiful film looks + dust/light leaks. For brands going for a vintage feel.
- **Picsart Pro** · ~\$5/mo
AI background remover, sky replacement, magic effects. Use when you need to fake stock-photo backgrounds.

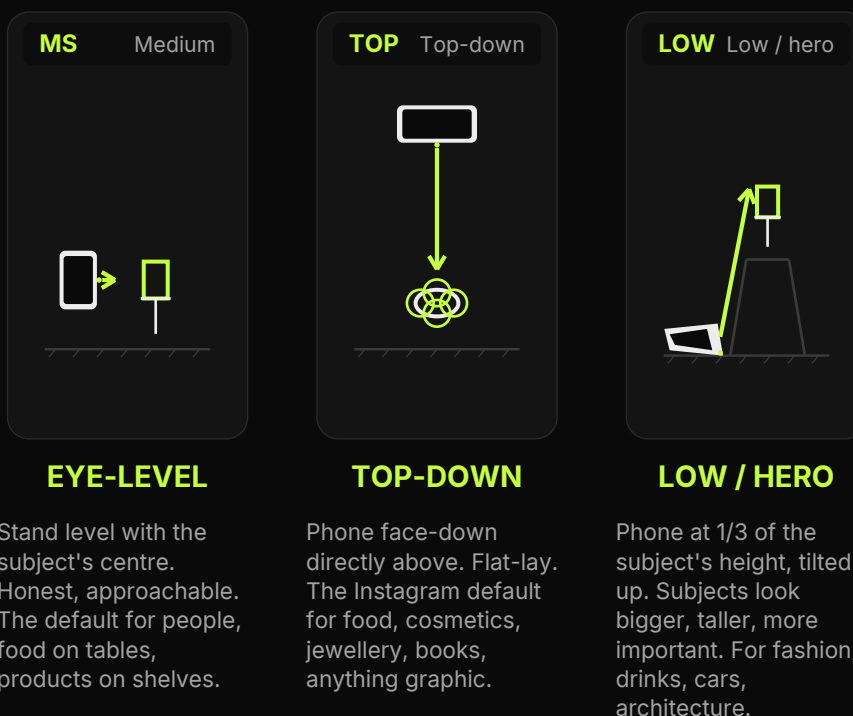
THE 60-SECOND EDIT (SNAPSEED OR LIGHTROOM)

- **01 · Crop & straighten.**
Rule of thirds. Horizon level. Trim distracting edges.
- **02 · Exposure +0.3 to +0.7.**
Lift the whole image one notch. Phones underexpose product shots by default.
- **03 · Shadows up, highlights down.**
Recover detail in dark and bright areas. Photo looks instantly professional.
- **04 · Whites up, blacks down.**
Increases contrast where it matters. Less murky.
- **05 · Vibrance, not saturation.**
Vibrance boosts dull colours. Saturation neon-fries faces.
- **06 · Sharpen +20.**
Adds bite. Phones soften by default. Don't go higher than 30.

COMPOSITION & ANGLES

The three angles that work for almost any product.

Every scenario in this guide uses these three. Memorise them once and you can shoot anything — coffee, jewellery, dogs, furniture. The same three angles. Always.



FIVE COMPOSITION RULES

- **Rule of thirds.**
Put the main subject on a third-line, not in the centre. Phone Camera grid helps you see the lines.
- **Negative space sells.**
Empty space around a product reads as 'expensive'. Crowded frames feel like clutter, not style.
- **Leading lines.**
Counters, shelves, tile edges, road lines — let them point at your subject. Lines lead the eye like an arrow.
- **Frame within a frame.**
Door frames, windows, arches around the subject. Adds depth, focus, and a 'documentary' feel.
- **Odd numbers feel right.**
Three plates, five candles. Three. Always three. Even-number compositions feel symmetrical and boring.

PROPS & BACKDROPS

The styling kit you can buy at the dollar store.

Background and styling decide whether your photo looks 'made for Instagram' or 'taken on the kitchen table'. Most of these cost less than a coffee.

BACKDROPS — WHAT TO BUY

- **Roll of white seamless paper** · ~\$15
53" wide, no-seam, infinite background. Tape to wall, drape over a table. The pro-photo backdrop.
- **Linen tablecloths × 3** · ~\$10 each
White, beige, charcoal. Wrinkle-friendly textures. Drape over anything; instant warm flat-lay surface.
- **PVC tile boards** · ~\$15 each
Marble, oak, slate-print boards. Two boards = floor + wall corner. Cheaper than the real thing.
- **Black foam-core × 3** · ~\$5 each
Black backdrop, light absorber, light blocker. Most-used cheap photo tool.
- **Free version: a clean white wall.**
If your shop has one, you have a backdrop. Photograph against it. Done.

PROPS — DOLLAR-STORE STYLING KIT

- **Linen napkins, kraft paper, twine.**
For food, packaging, gift shots. Natural textures photograph better than glossy plastic.
- **Small dried bouquets / eucalyptus.**
\$5 at any florist. Adds life to flat-lays. Doesn't wilt under hot lights.
- **Wooden trays, marble cheese boards.**
Elevates plate flat-lays. Hides ugly tables. Buy two sizes.
- **Glass jars, ceramic bowls (matte, not glossy).**
Glossy reflects ceiling lights. Matte absorbs them. Always buy matte for photo props.
- **Two acrylic ice cubes.**
\$3 on Amazon. Drinks photograph 10× better. Real ice melts; acrylic doesn't.
- **Black velvet cloth (1 m).**
Background for jewellery and dark products. \$5 at a fabric store. Eats reflections.

PRO TRICKS

The things pros do that you won't read on YouTube.

These are real production secrets — most cost nothing. Use one and you'll see the difference; use all of them and your photos will look like a magazine shot them.

- 01 Wipe the lens before every shot.**
Phones gather oil. Two-second wipe with a cloth between shots is the difference between haze and bite.
- 02 Lock exposure on the brightest important thing.**
Tap-and-hold on the lit subject — not the dark background. Phones try to balance everything; you have to overrule it.
- 03 Use the 2× telephoto for product close-ups.**
Stand 50–80 cm back. The 1× lens distorts close-up; 2× flattens it like a portrait lens.
- 04 Shoot 5+ angles. Pick later.**
Same scene, eye-level, top-down, 45°, low, macro detail. You'll know which is the keeper only when editing.
- 05 Wipe the product, too.**
Lint, fingerprints, flour smudges all photograph 10× more visibly than they look. Wipe the product. Then wipe again.
- 06 Light from 45°, never head-on.**
Side-light reveals texture. Head-on light flattens everything. Move the subject 90° to the window.
- 07 Bounce, don't add lights.**
More light isn't the answer. Bounce existing light into shadows with white card. Cheaper, faster, looks pro.
- 08 Shoot through something.**
A pane of glass, a leafy branch, a stack of books in soft focus in the foreground. Adds depth instantly.
- 09 Shoot one stop underexposed for moody.**
Slide the sun icon down by half a stop. Slightly darker = more cinematic = better Instagram.
- 10 Dirty plates beat clean ones.**
Crumbs, drips, fingerprints in food photos read as 'real'. Spotless = ad. Lived-in = wanted.
- 11 Symmetry only on purpose.**
If a photo isn't deliberately symmetrical, push the subject off-centre. Boring rules: centred subjects feel amateur.
- 12 Steam, mist, droplets.**
Boil a kettle next to a hot drink. Spray a vegetable with water. Visible texture = 10× more clicks.
- 13 White-balance manually for warm scenes.**
Auto white-balance kills the warm light of cafes/bakeries. In Pro mode, set WB to 4500–5500 K to keep the glow.
- 14 Shoot vertical 4:5 — not square.**
Instagram crops 1:1 from feed but shows full 4:5 in posts. 4:5 takes more screen, more attention.
- 15 Crop in post, not on the phone.**
Phone digital zoom = quality loss. Always shoot wider; crop tight in Snapseed/Lightroom later.

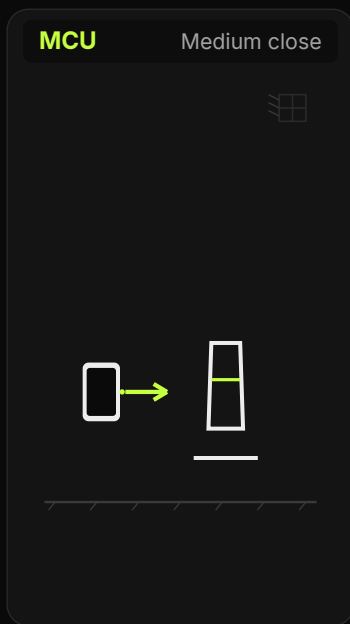
COFFEE SHOP

SCENARIO 01 OF 20

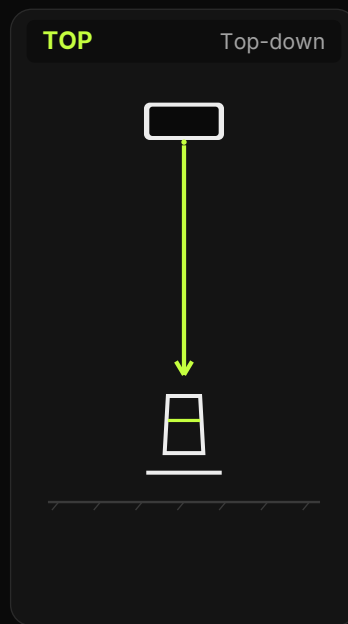
SCENARIO 01

The hero latte

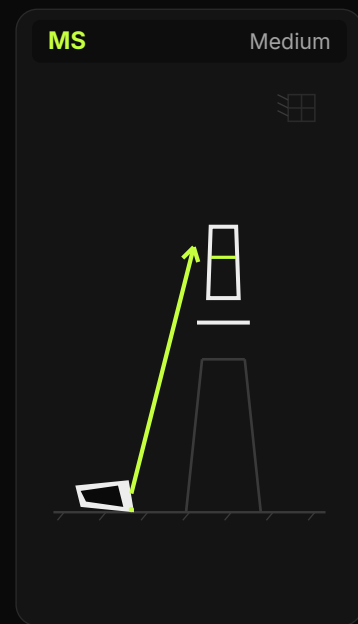
A finished latte placed on a wooden saucer, near a window. The shot every café needs in their feed.

**EYE-LEVEL**

Phone at the cup's rim height. Frame the latte centred on the saucer, leave breathing room top and bottom.

**TOP-DOWN (FLAT-LAY)**

Phone face-down 30 cm above the cup. Centre the latte art. Add a napkin, a teaspoon, three coffee beans on the side.

**LOW HERO**

Crouch. Phone at table-edge height. Tilt up so the rim of the cup cuts through the top third of the frame.

STYLING TIP

Drag a small dried-flower stem (eucalyptus works) to the side of the cup. Adds life without crowding the drink.

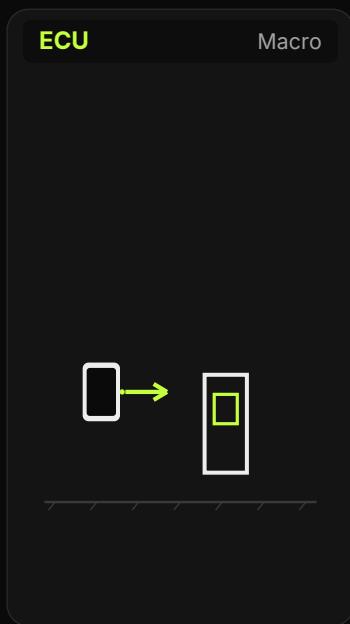
COFFEE SHOP

SCENARIO 02 OF 20

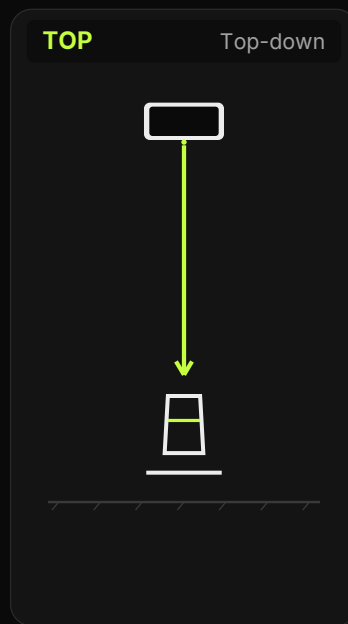
SCENARIO 02

Espresso pull

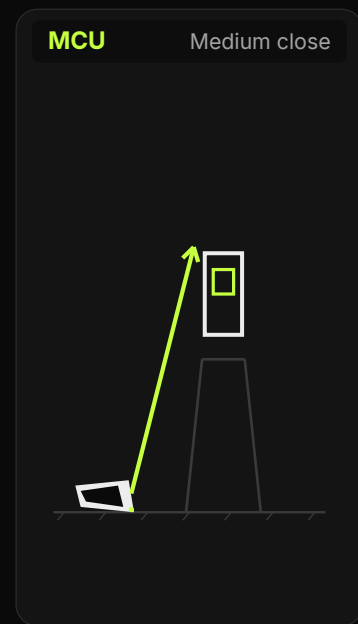
The dark stream of espresso falling from the portafilter into a small cup. Pure motion arrested in stills.

**EYE-LEVEL**

Phone at counter height, lens 15 cm from the spouts. Lock focus on the stream, not the cup.

**TOP-DOWN**

Phone overhead looking down into the cup. Capture the crema forming.

**LOW HERO**

Crouch below counter, phone tilted up at the portafilter. Drama mode — espresso looks heroic from below.

STYLING TIP

Wipe the chrome of the espresso machine with a cloth before shooting. Smudges photograph 10× more visibly than they look.

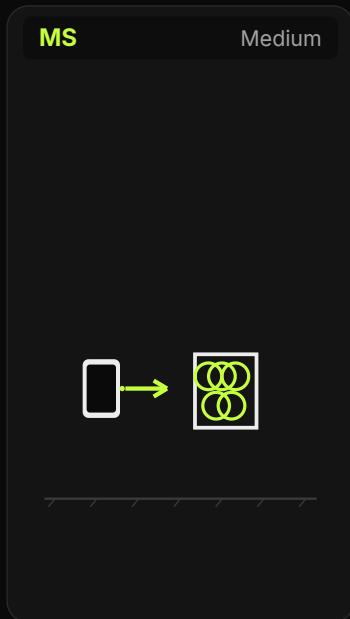
COFFEE SHOP

SCENARIO 03 OF 20

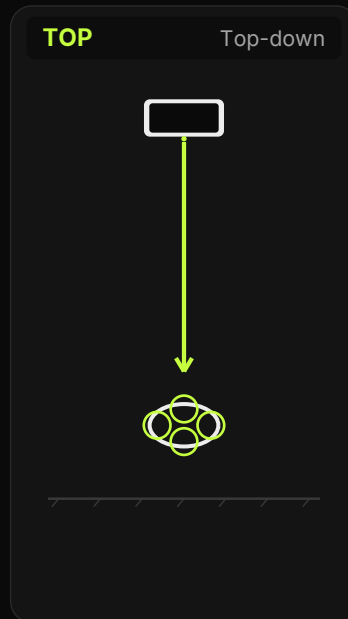
SCENARIO 03

Pastry case glow

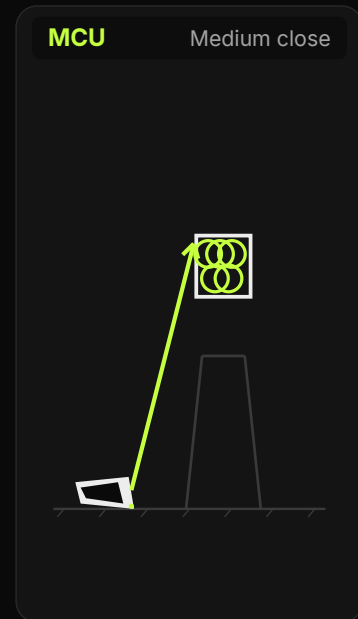
The illuminated display of croissants, muffins, and brownies. Sells the morning rush.

**EYE-LEVEL**

Stand level with the middle shelf. Lens against the glass. Frame three pastries in a row.

**TOP-DOWN**

Phone overhead from above the case. Looks like a flat-lay of every pastry.

**LOW HERO**

Crouch below the case. Phone tilted up. Pastries look like architecture.

STYLING TIP

Press the lens flat against the glass. Eliminates reflections and gets you 5 cm closer than possible from outside.

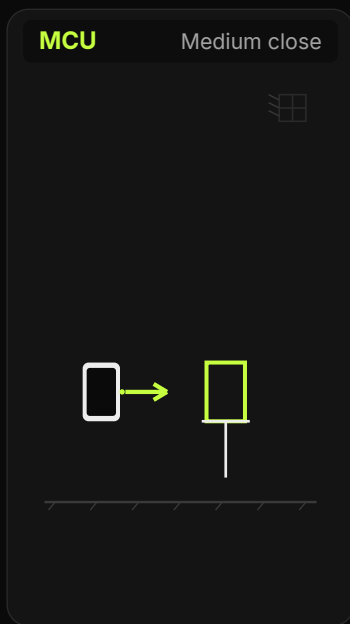
COFFEE SHOP

SCENARIO 04 OF 20

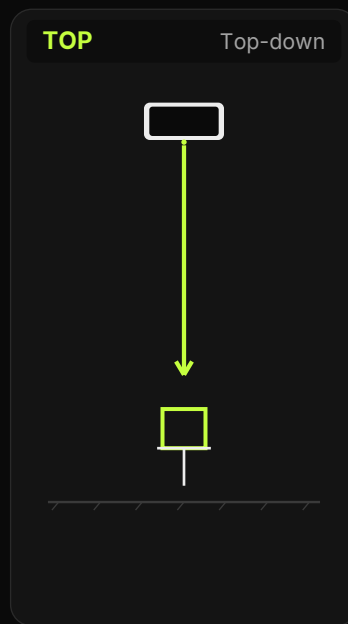
SCENARIO 04

Beans in a kraft bag

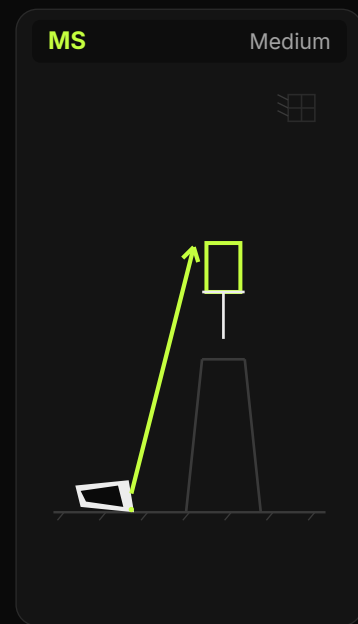
A bag of whole beans on a wooden surface — the take-home shot. Makes people order beans, not just drinks.

**EYE-LEVEL**

Bag standing upright. Phone at bag's mid-height. Logo facing camera.

**TOP-DOWN**

Phone overhead. Bag laid flat next to a small pile of loose beans. Negative space on one side.

**LOW HERO**

Crouch. Phone below bag's base. Bag towers in the frame, ceiling lines lead the eye.

STYLING TIP

Cuff the top of the bag down once or twice. Folded paper photographs better than tightly closed bags.

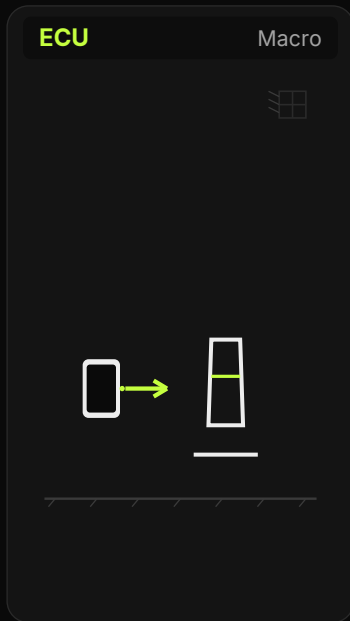
COFFEE SHOP

SCENARIO 05 OF 20

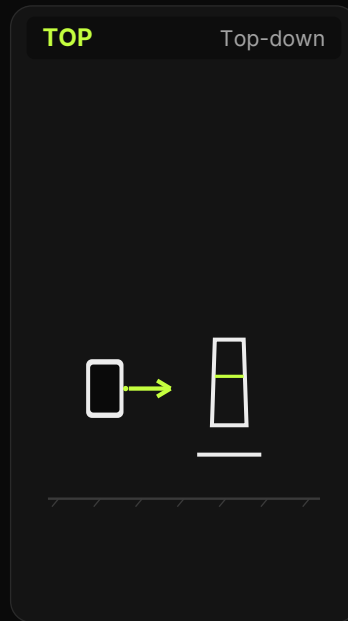
SCENARIO 05

Cup logo close-up

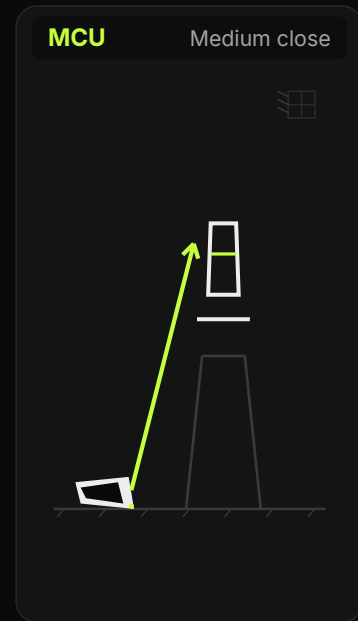
Macro shot of your branding on the takeaway cup. Best brand-recognition tool you have.

**EYE-LEVEL**

Phone level with logo. Use 2× zoom. Lens 30 cm from cup.

**TOP-DOWN**

Phone overhead. Lid up showing the printed lid; cup centred.

**LOW HERO**

Crouch. Phone below cup. Cup looms; logo is foreground hero.

STYLING TIP

Heat the cup with hot water inside. Steam rises behind the logo and gives the shot atmosphere.

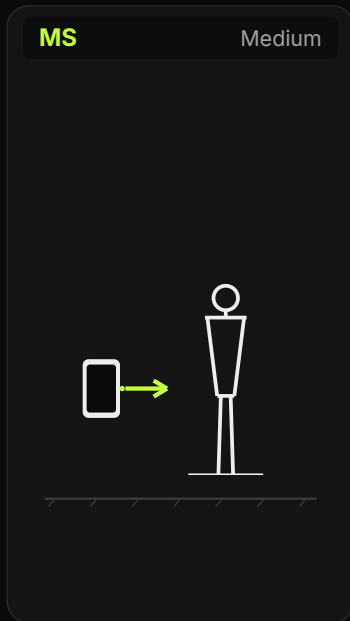
COFFEE SHOP

SCENARIO 06 OF 20

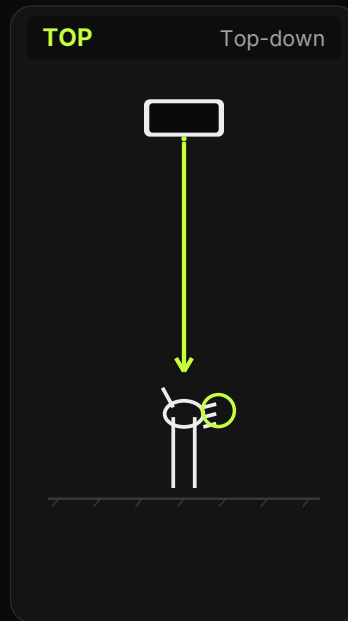
SCENARIO 06

Barista pulling shot

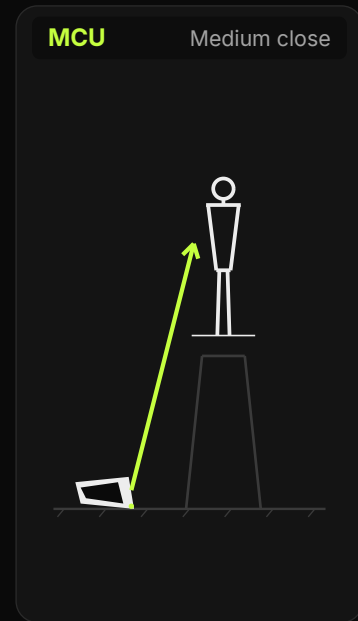
Hands locking the portafilter into the group head — the choreography of espresso.

**EYE-LEVEL**

Side-on. Phone at chest height. Frame hands + portafilter + chest.

**TOP-DOWN**

Phone overhead the work area. Hands moving below.

**LOW HERO**

Crouch. Phone at counter height angled up. Barista in silhouette against ceiling lights.

STYLING TIP

Tell the barista you'll shoot 5 reps; they'll stop performing by the third.

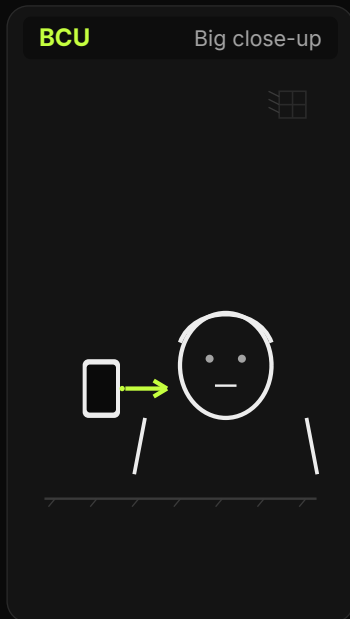
COFFEE SHOP

SCENARIO 07 OF 20

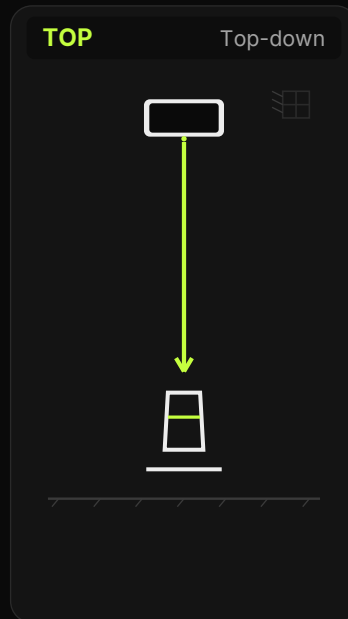
SCENARIO 07

Customer's first sip

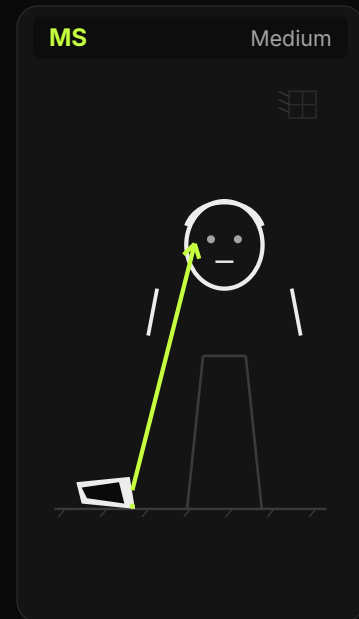
The eyes-closed, satisfied moment after the first taste.

**EYE-LEVEL**

Stand 1 m back, 2× zoom. Frame customer's face from collar up.

**TOP-DOWN**

Less common — phone above table, capture cup + half their face leaning in.

**LOW HERO**

Phone at table edge. Cup foreground, face background, soft.

STYLING TIP

Roll quietly. Real reactions happen in the second 10 of a 30-second hold — never the first.

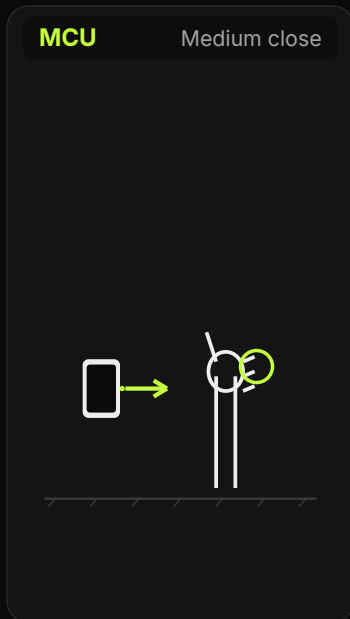
COFFEE SHOP

SCENARIO 08 OF 20

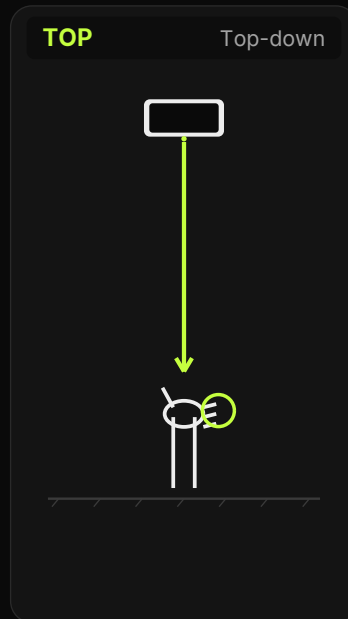
SCENARIO 08

Pour over kettle

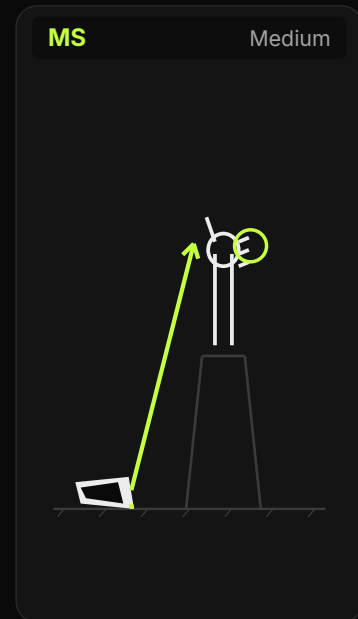
The slow-spiral pour into a V60. Photogenic ritual.

**EYE-LEVEL**

Side-on. Phone at the V60's rim. Kettle pours in from the right.

**TOP-DOWN**

Phone above. Watch the spiral form on the coffee bed.

**LOW HERO**

Phone below counter. Kettle and arm in tall vertical frame; ceiling leaks light at top.

STYLING TIP

Use a black kettle on a black tray. Eliminates competing tones; the water becomes the only highlight.

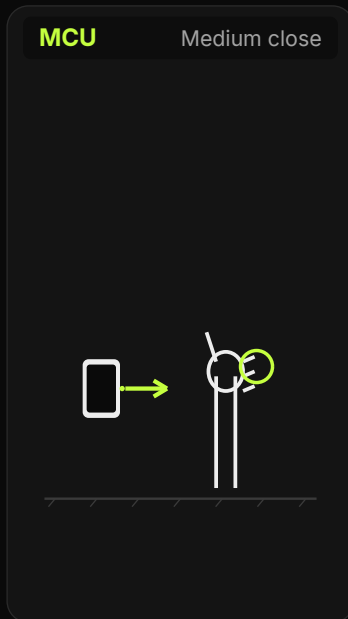
COFFEE SHOP

SCENARIO 09 OF 20

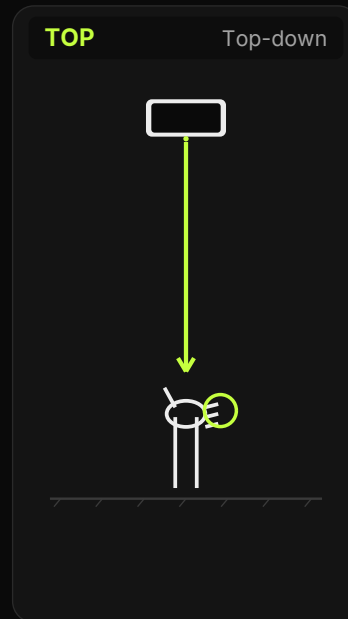
SCENARIO 09

Cup hand-off

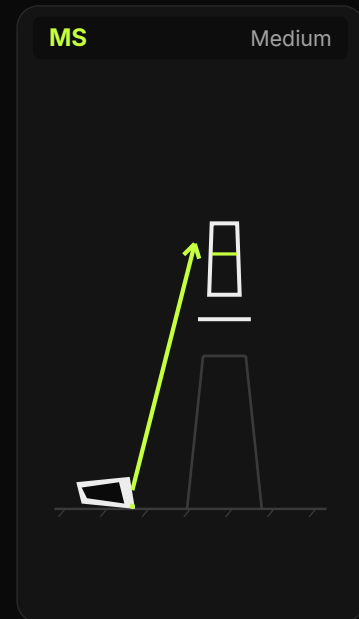
Two hands meeting across the counter — yours and the customer's.

**EYE-LEVEL**

Side-on. Phone at counter height. Both hands fully in frame.

**TOP-DOWN**

Phone overhead. Cup and hands form a centred composition.

**LOW HERO**

Phone at counter edge tilted up. Cup big in foreground, faces blurred.

STYLING TIP

Cuff your apron sleeves; tidy hands photograph better than working hands.

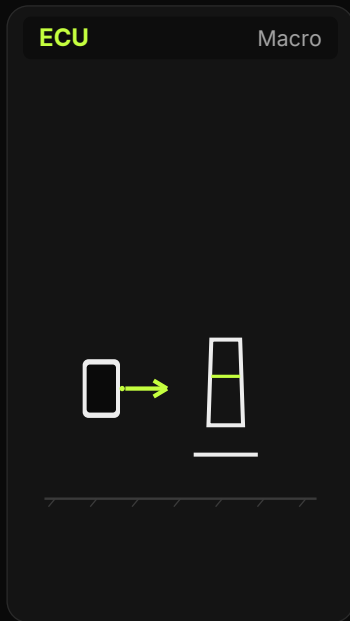
COFFEE SHOP

SCENARIO 10 OF 20

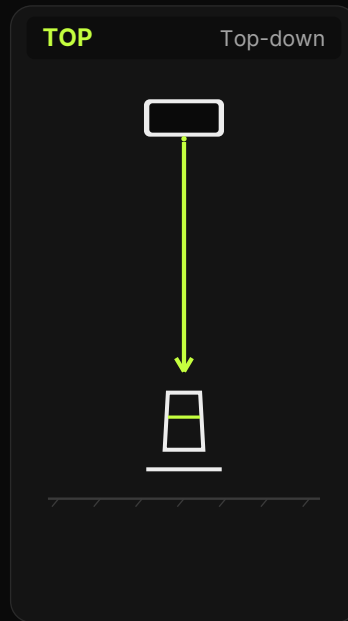
SCENARIO 10

Latte art top-down

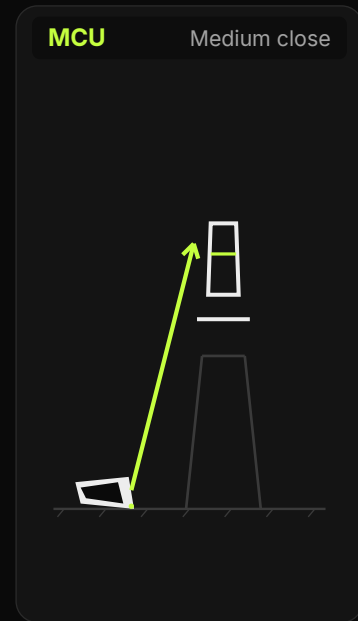
The classic rosetta or heart in a flat white. The Instagram default.

**EYE-LEVEL**

Side-on close-up. Phone at cup rim.

**TOP-DOWN**

Phone overhead, dead-centre. Use a teaspoon and a coffee bean as side props.

**LOW HERO**

Cup at frame top, lifted slightly. Rim of cup cuts horizon.

STYLING TIP

Pour with the cup tilted toward you — pattern always lands more centred. Then straighten the cup as you finish.

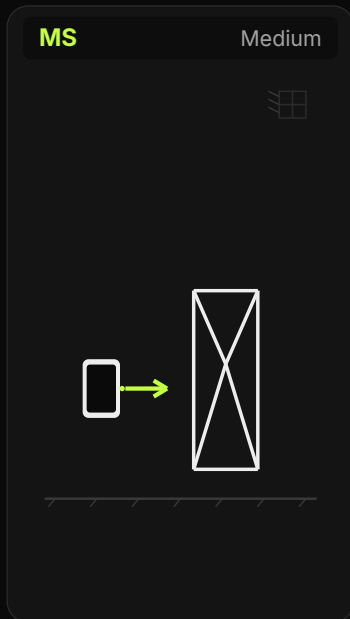
COFFEE SHOP

SCENARIO 11 OF 20

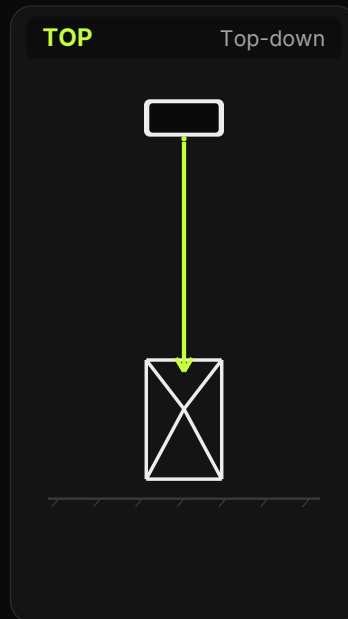
SCENARIO 11

Chalkboard menu

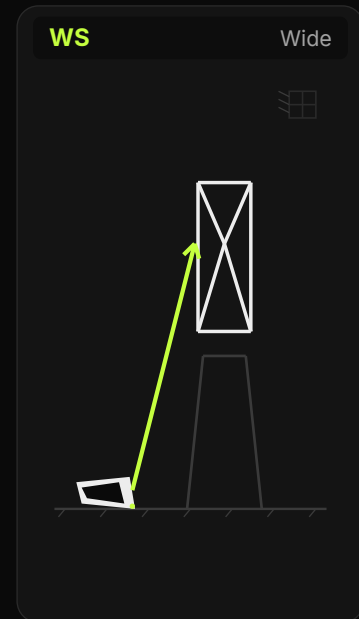
Wide shot of the day's specials. Sells walk-ins from the street.

**EYE-LEVEL**

Stand 2 m back. Phone vertical. Frame board with breathing room top and bottom.

**TOP-DOWN**

Detail of one menu item — name, price, descriptor. Phone overhead the board flat.

**LOW HERO**

Crouch. Board towers like a billboard. Tilt corrects in editing.

STYLING TIP

Wipe chalk dust off the frame. Phones see every smudge. Re-write any letters that have rubbed thin.

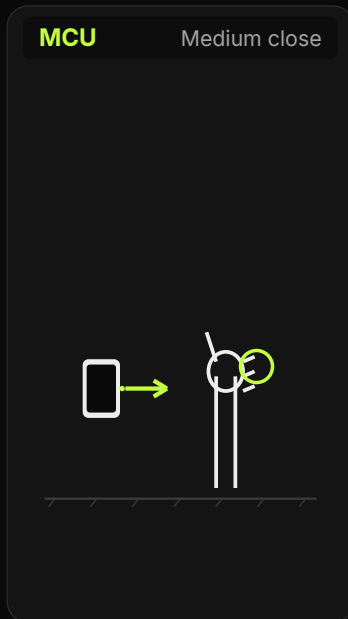
COFFEE SHOP

SCENARIO 12 OF 20

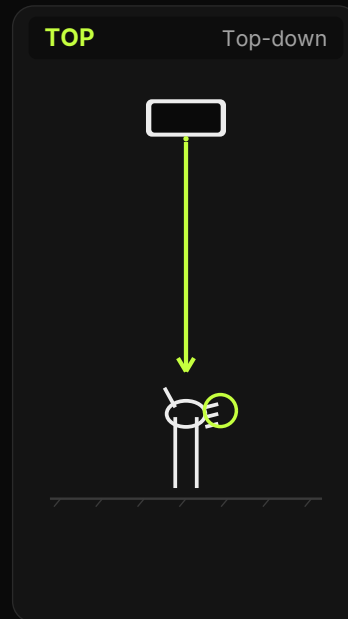
SCENARIO 12

Beans cascade

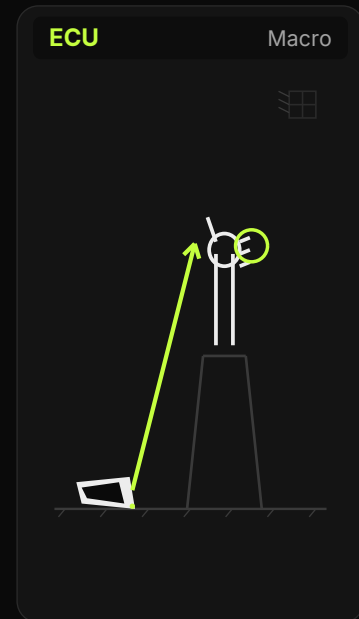
Coffee beans falling from a hand into a hopper or jar. Texture-heavy.

**EYE-LEVEL**

Side-on. Phone at bean-fall height. 1/2 second exposure if your phone allows (Pro mode).

**TOP-DOWN**

Phone above. Capture beans hitting the jar bottom.

**LOW HERO**

Phone below table. Hand and beans backlit against window.

STYLING TIP

Use lightly oily, dark-roast beans. They photograph richer than dry, light-roast ones.

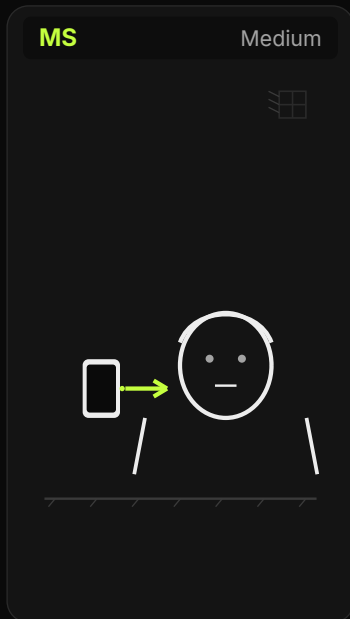
COFFEE SHOP

SCENARIO 13 OF 20

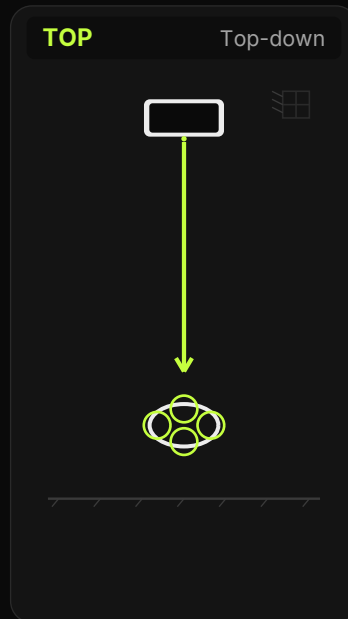
SCENARIO 13

Window seat with cup

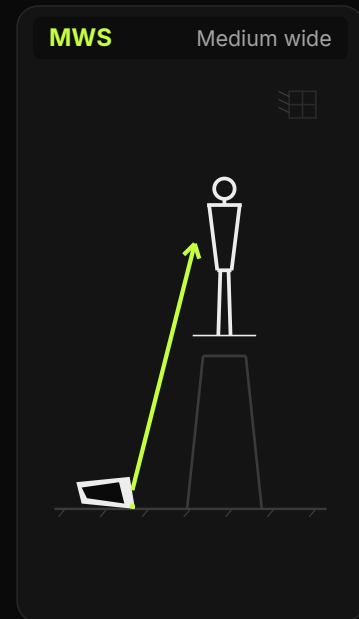
A customer at a window seat, cup in hand, soft afternoon light.

**EYE-LEVEL**

Phone at customer's seated eye level. Side-profile.

**TOP-DOWN**

Phone above the table. Cup, hand, magazine, scarf — the scene from above.

**LOW HERO**

Phone at table edge, looking up. Customer in silhouette against window.

STYLING TIP

Ask the customer to look out the window, not at the camera. Catches the introspective café mood.

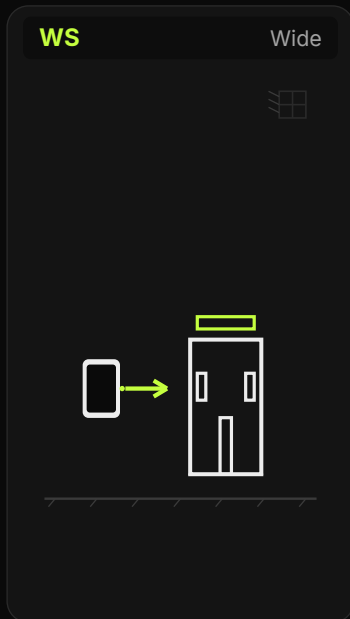
COFFEE SHOP

SCENARIO 14 OF 20

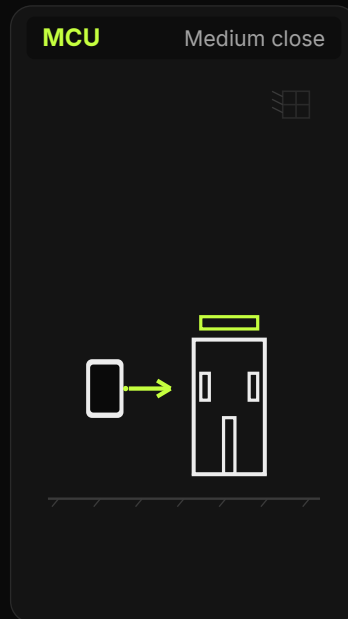
SCENARIO 14

Storefront from outside

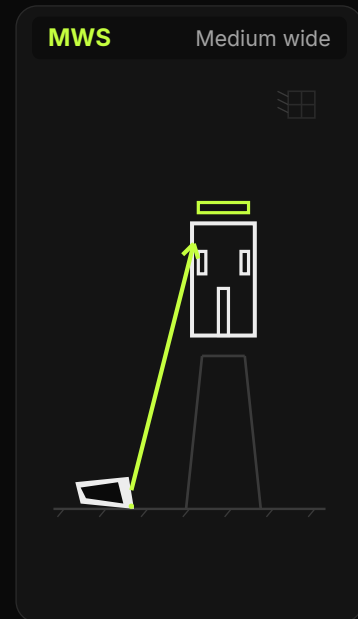
The shop's facade with the open sign visible. The 'come in' shot.

**EYE-LEVEL**

Stand 4 m back across the street. Phone vertical. Wait until no one is in front of door.

**TOP-DOWN**

Skip — top-down doesn't apply. Use detail of the sign instead, phone close.

**LOW HERO**

Crouch right at the door. Building looms. Sign at frame top.

STYLING TIP

Shoot 30 minutes before sunset. Sky is still bright; interior glows warm. Best two hours of the day for facade.

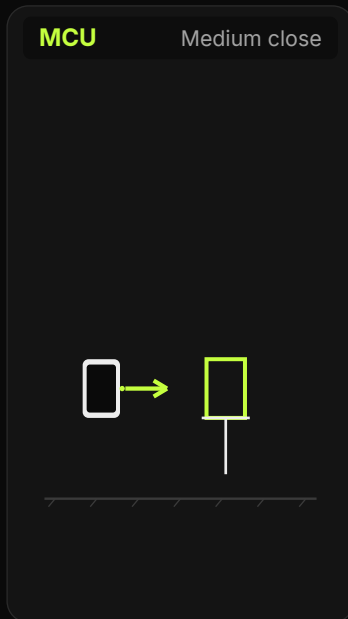
COFFEE SHOP

SCENARIO 15 OF 20

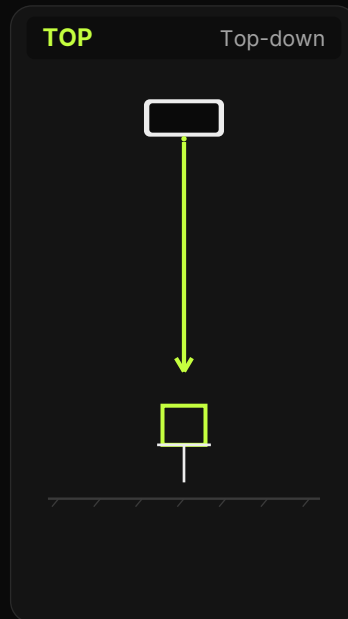
SCENARIO 15

Stack of mugs on shelf

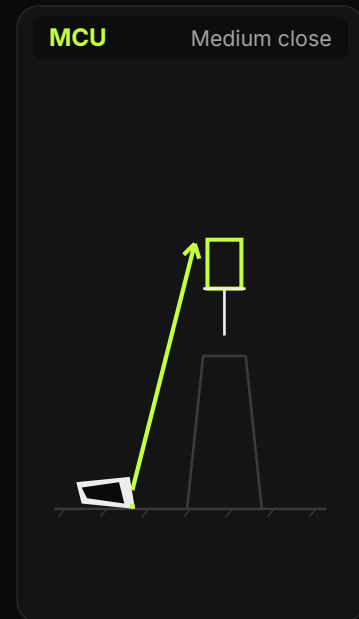
Mugs or branded merchandise neatly stacked. Tells customers you sell things to take home.

**EYE-LEVEL**

Phone level with stack. Use 2× zoom for clean framing.

**TOP-DOWN**

Phone overhead. Mugs lifted out, arranged on a wood board.

**LOW HERO**

Phone at shelf edge tilted up. Mugs arranged like a small skyline.

STYLING TIP

Three or five mugs, never four. Odd-number compositions feel right; even feels symmetrical and dead.

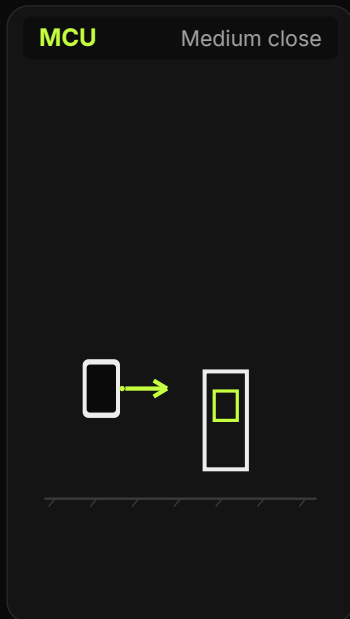
COFFEE SHOP

SCENARIO 16 OF 20

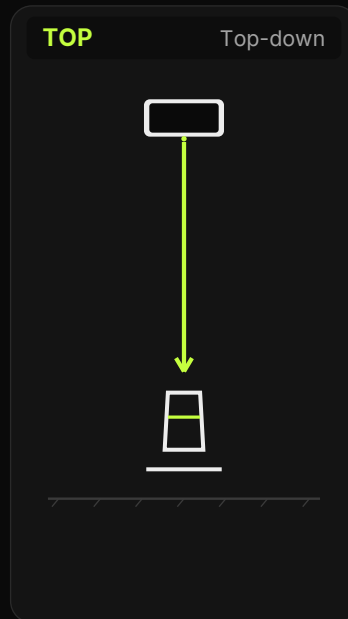
SCENARIO 16

Steamed milk pitcher

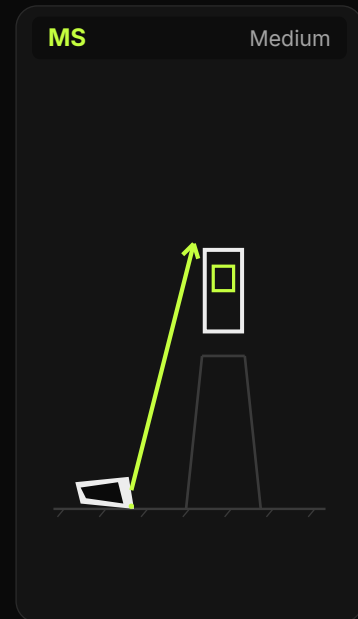
Stainless pitcher with the steam wand mid-stretch. Pure motion + sound.

**EYE-LEVEL**

Phone level with the pitcher. Side-on so you see the wand entering.

**TOP-DOWN**

Phone above. Foam swirl in the milk.

**LOW HERO**

Phone below counter. Pitcher and barista loom up. Steam rises through the frame.

STYLING TIP

Keep a black backdrop behind the pitcher (a black towel will do). Highlights the steam.

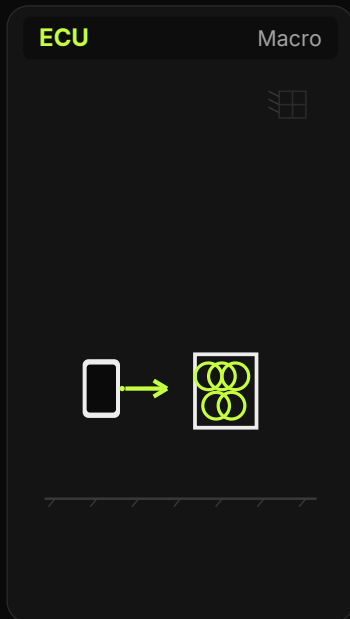
COFFEE SHOP

SCENARIO 17 OF 20

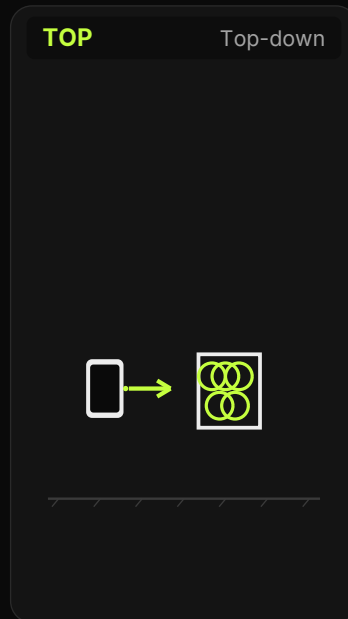
SCENARIO 17

Croissant cross-section

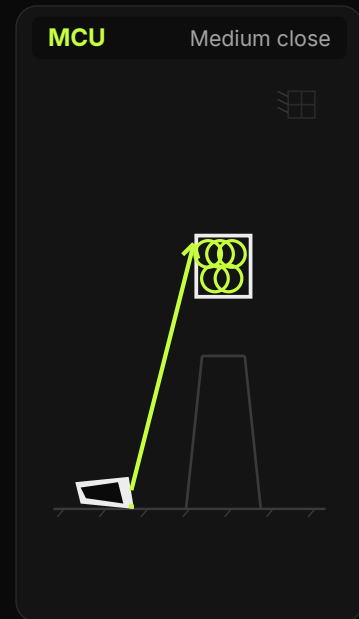
A croissant torn in half showing all the layers. Texture porn.

**EYE-LEVEL**

Both halves on a wooden board.
Phone level with the torn edge.

**TOP-DOWN**

Phone overhead. Both halves
arranged like an open book.

**LOW HERO**

Phone at board edge. Croissant
looms. Crumbs in foreground,
soft.

STYLING TIP

Tear it just before shooting. Torn croissants compress within 60 seconds. Speed matters.

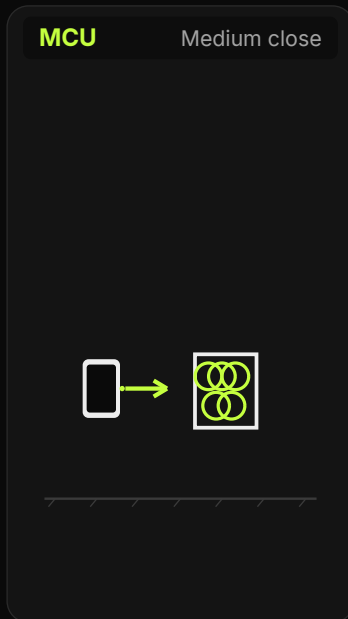
COFFEE SHOP

SCENARIO 18 OF 20

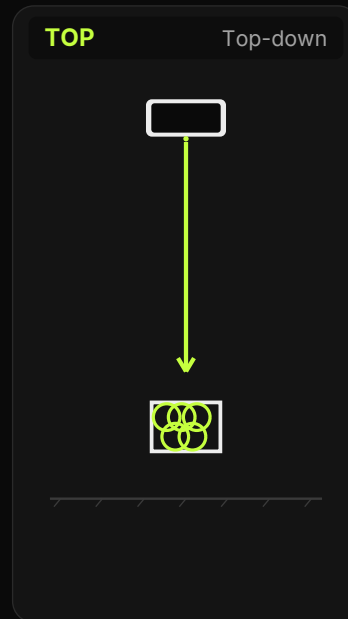
SCENARIO 18

Cookies on a tray

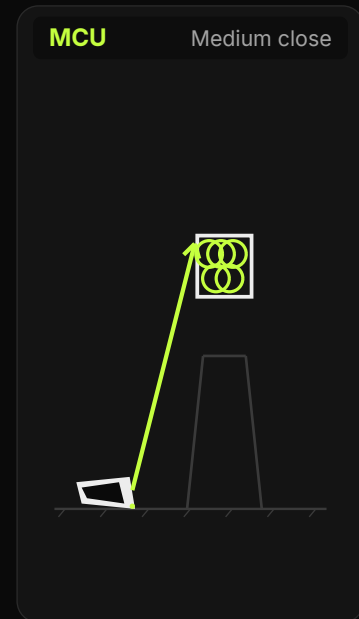
Fresh cookies straight from the oven on a parchment-paper tray.

**EYE-LEVEL**

Phone at tray height. Slight side angle so cookies feel three-dimensional.

**TOP-DOWN**

Phone overhead. Tray fills frame. Five or seven cookies — odd number.

**LOW HERO**

Phone at tray edge. One hero cookie front-and-centre, rest soft behind.

STYLING TIP

Don't arrange them perfectly. One slightly off-grid cookie sells the 'hand-baked' story.

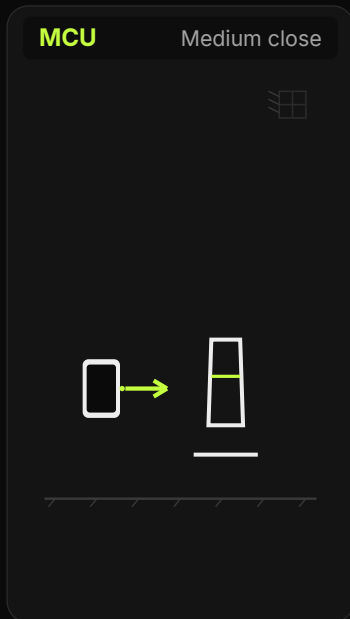
COFFEE SHOP

SCENARIO 19 OF 20

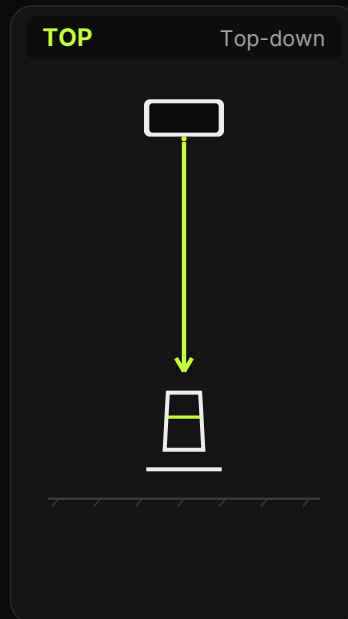
SCENARIO 19

Reusable cup brand shot

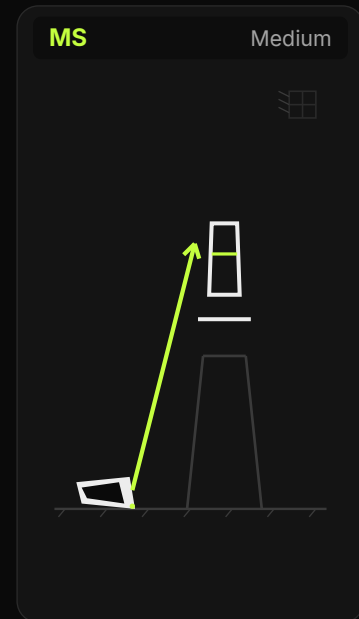
A branded reusable cup — the 'we're sustainable' photo.

**EYE-LEVEL**

Phone level with cup. Use 2x zoom. Brand fully visible.

**TOP-DOWN**

Phone above. Lid off. Drink visible from above.

**LOW HERO**

Phone at table edge tilted up. Cup looms in foreground.

STYLING TIP

Fill the cup with the actual drink, not water. The colour reads as authenticity.

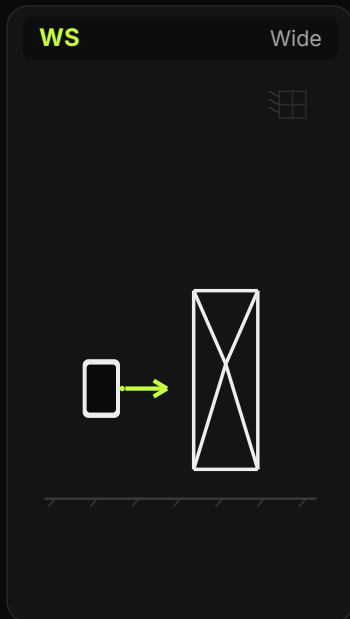
COFFEE SHOP

SCENARIO 20 OF 20

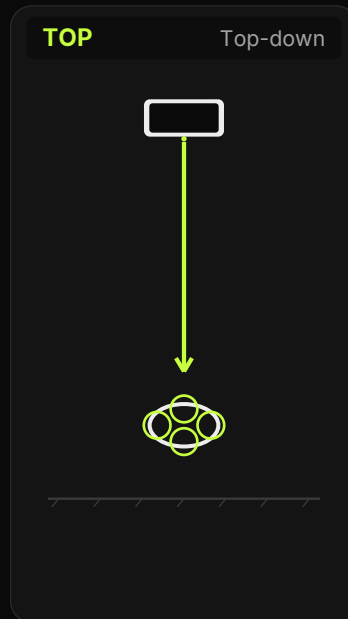
SCENARIO 20

Closing time empty café

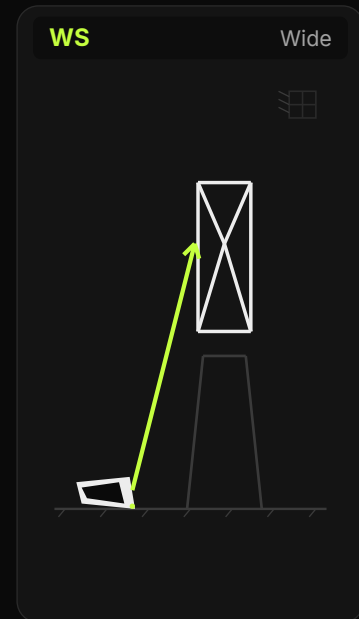
The empty space, lights low, chairs up. The end-of-day mood.

**EYE-LEVEL**

Stand at the far end. Phone vertical. Long perspective down to the bar.

**TOP-DOWN**

Phone above one cleared table. Empty cup, light scratches on wood — a closing-time still life.

**LOW HERO**

Crouch. Phone at floor height, tilted up. Chairs/tables arch over the frame.

STYLING TIP

Wipe one table to a shine, leave the rest natural. The single clean spot draws the eye.

YOU'VE GOT THE PLAYBOOK.

Now go shoot.

This guide was built specifically for coffee shops. Every scenario in it works on a phone you already own. The only missing ingredient is press-the-button, ten times in a row, until one of them is the keeper.

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NOVA FRAME GROUP

novaframe.ca

+1 437 450 1828

info@novaframe.ca

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