

MOBILE PHOTOGRAPHY GUIDE

# Pizzeria

Shoot your own product photos  
with just a smartphone.

Wood-fired ovens, dough flying, the cheese-pull miracle — twenty shots for the most filmable food on Earth, captured as stills.

## 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 &amp; 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 &amp; 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.

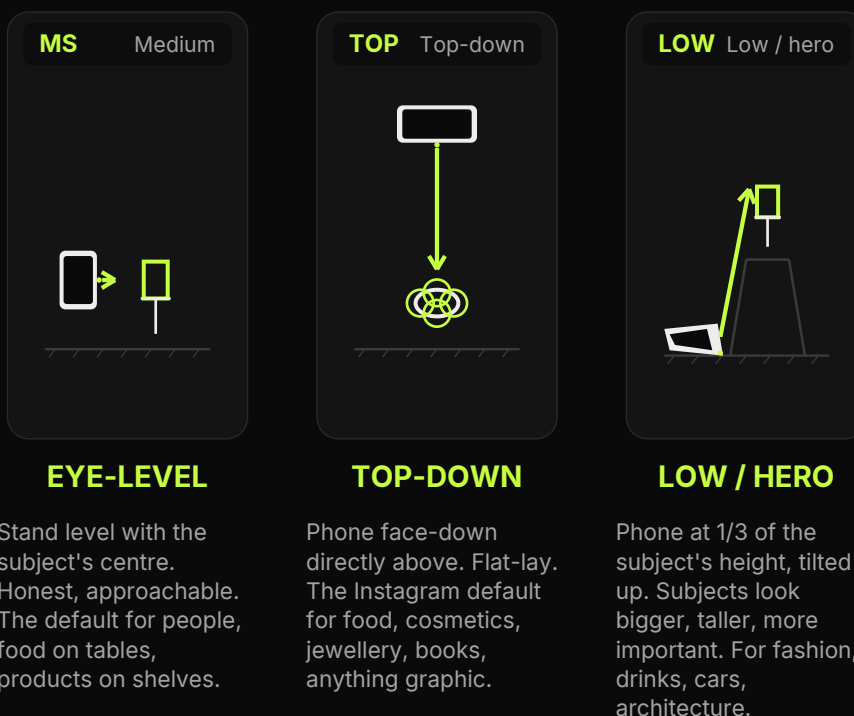
**THE 60-SECOND EDIT (SNAPSEED OR LIGHTROOM)**

- **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 &amp; 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 &amp; 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.

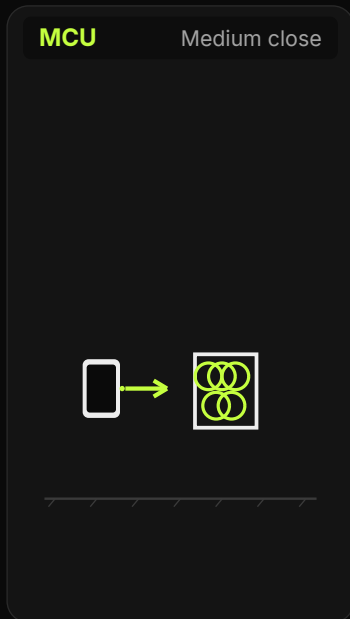
## PIZZERIA

SCENARIO 01 OF 20

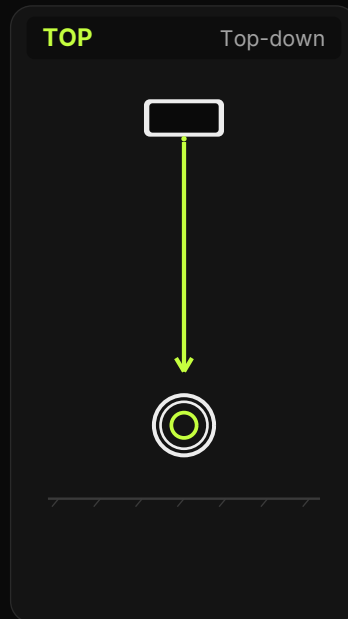
## SCENARIO 01

# Whole pizza top-down

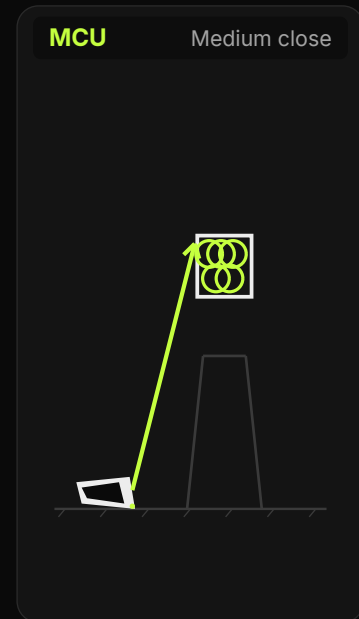
A complete pizza, fresh out of oven, photographed from directly above.

**EYE-LEVEL**

Side-on, phone at peel height.  
Crust and toppings 3D.

**TOP-DOWN**

Phone above. Pizza dead-centre.  
5 cm of negative space all sides.

**LOW HERO**

Phone at table edge tilted up.  
Pizza towers; oven glow behind.

**STYLING TIP**

Drop one fresh basil leaf in the centre after baking. Wilted oven-baked basil looks tired; raw basil looks alive.

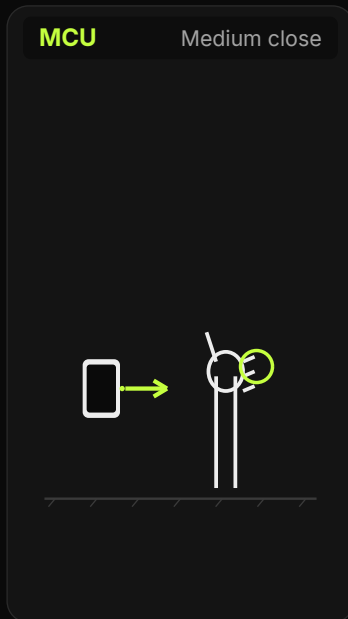
## PIZZERIA

SCENARIO 02 OF 20

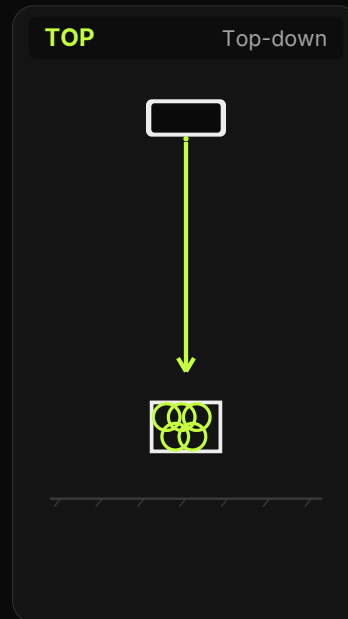
## SCENARIO 02

## Cheese pull

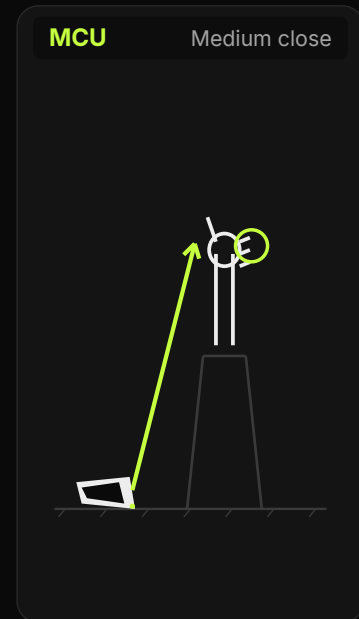
A slice lifted from the pizza, cheese stretching in long strands.

**EYE-LEVEL**

Phone at slice height. Cheese strands fully visible.

**TOP-DOWN**

Phone above. Slice lifted, strands radiating from the rest of the pizza.

**LOW HERO**

Phone below table. Cheese cascade backlit by ceiling light.

**STYLING TIP**

Within 90 seconds of baking only. After that, cheese stops pulling and starts breaking.

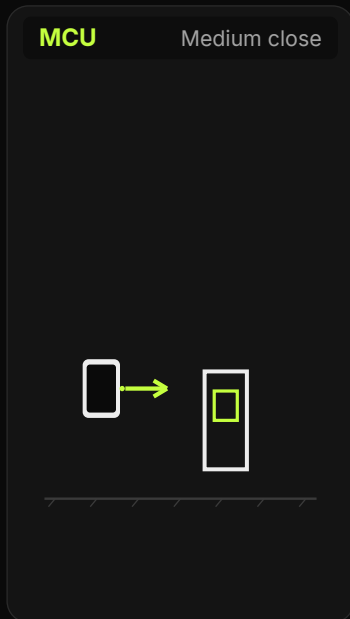
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SCENARIO 03 OF 20

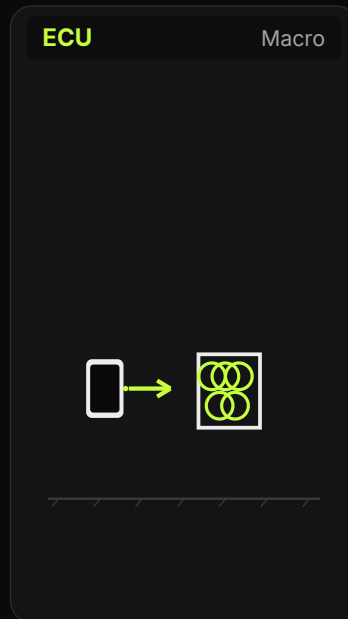
## SCENARIO 03

# Wood-fired oven

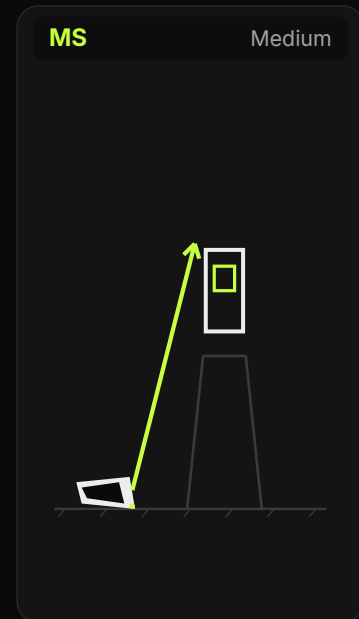
Flames and pizza inside the oven. The signature shot.

**EYE-LEVEL**

Phone at oven mouth. Long lens (2x) so heat doesn't reach phone.

**TOP-DOWN**

Skip — top-down doesn't apply. Use detail of crust forming.

**LOW HERO**

Crouch by oven. Oven mouth dominates frame.

**STYLING TIP**

Lock exposure on the crust, not the flames. Auto-exposure will burn the white into the orange.

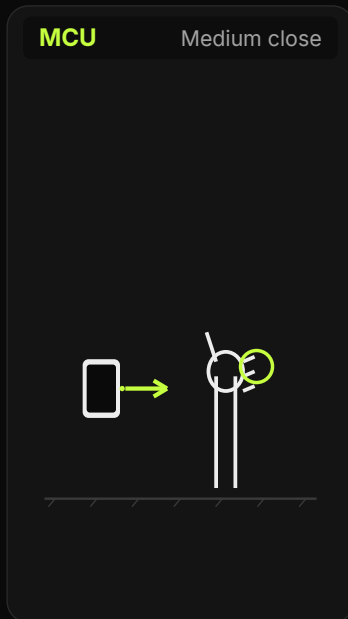
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SCENARIO 04 OF 20

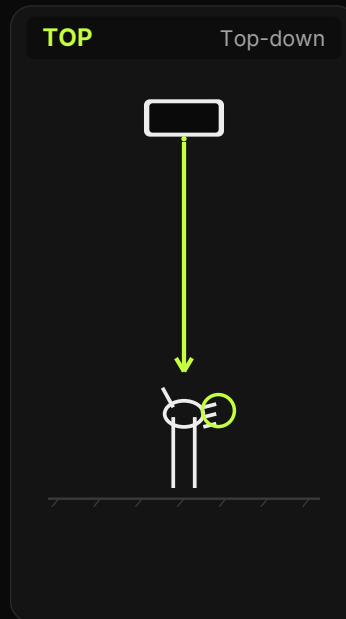
## SCENARIO 04

## Dough being stretched

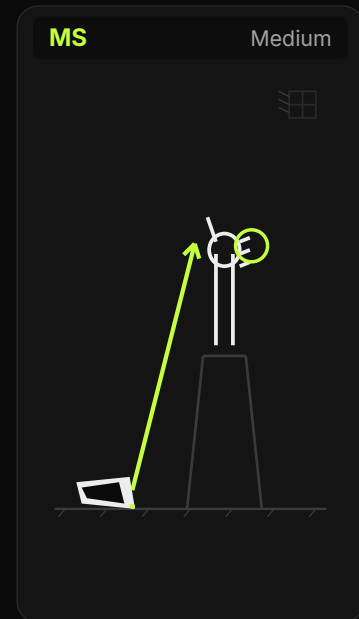
Hands twirling dough or stretching it across a counter.

**EYE-LEVEL**

Phone at counter height. Hands mid-stretch.

**TOP-DOWN**

Phone above. Round dough centred on the counter.

**LOW HERO**

Phone at counter edge. Dough looms in hands; light from window.

**STYLING TIP**

Light dusting of flour on the hands. Heavy flour looks like a snow scene.

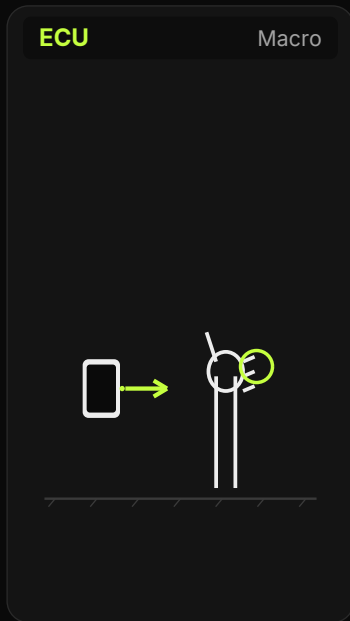
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SCENARIO 05 OF 20

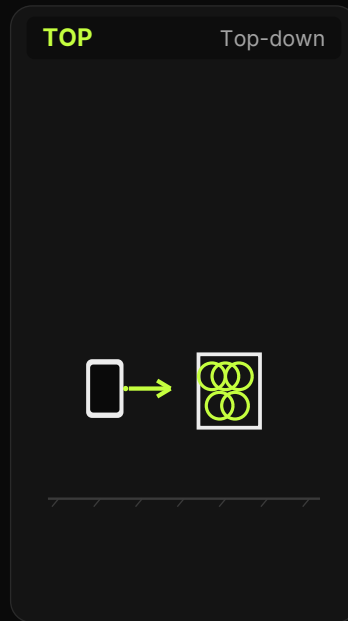
## SCENARIO 05

## Sauce ladled on dough

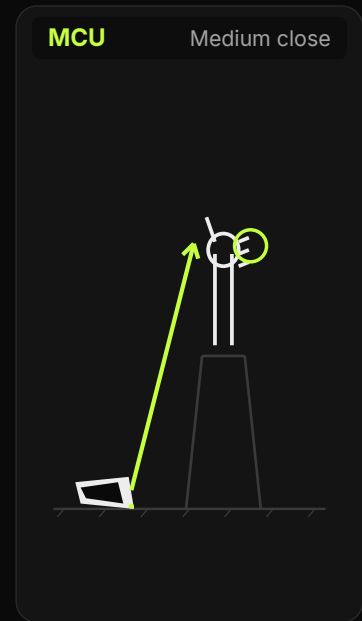
A spoon spiralling red sauce over flat dough.

**EYE-LEVEL**

Phone at counter height. Spoon mid-spiral.

**TOP-DOWN**

Phone above. Spiral fully visible from start.

**LOW HERO**

Phone at counter edge. Sauce drips visible from below.

**STYLING TIP**

Use a wider spoon than you think. Wide spoons make clean spirals; narrow ones drip.

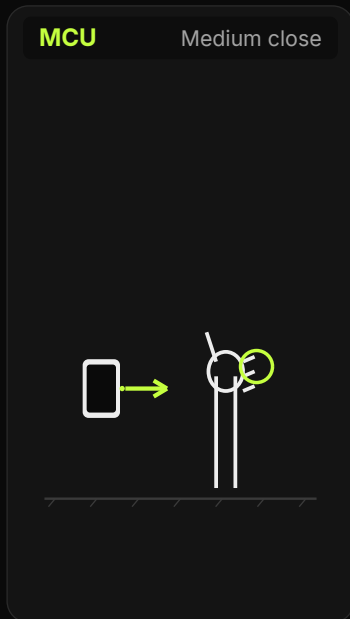
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SCENARIO 06 OF 20

## SCENARIO 06

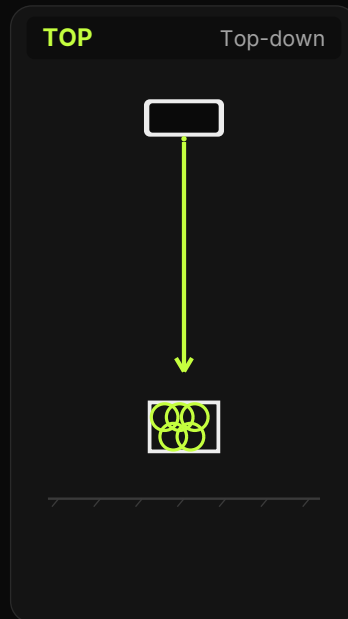
# Cheese being scattered

A handful of mozzarella raining onto sauced dough.



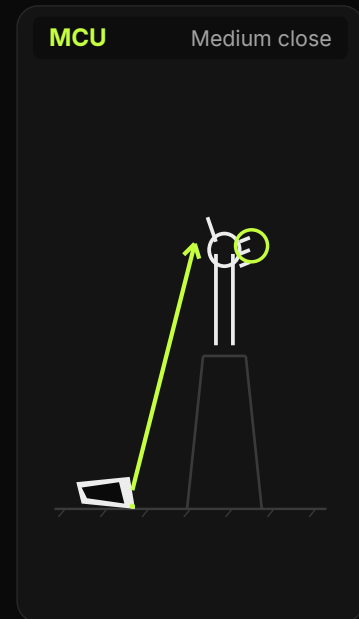
### EYE-LEVEL

Phone at counter height. Cheese mid-fall against dark backdrop.



### TOP-DOWN

Phone above. Cheese pile + dough centred.



### LOW HERO

Phone at counter edge. Falling cheese silhouetted against ceiling light.

#### STYLING TIP

Use shredded, not pre-grated. Strands photograph richer than dust.

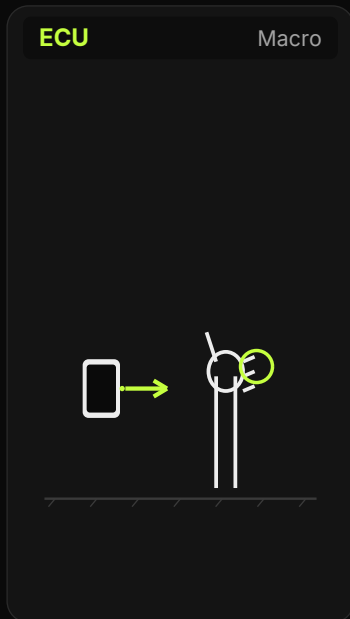
## PIZZERIA

SCENARIO 07 OF 20

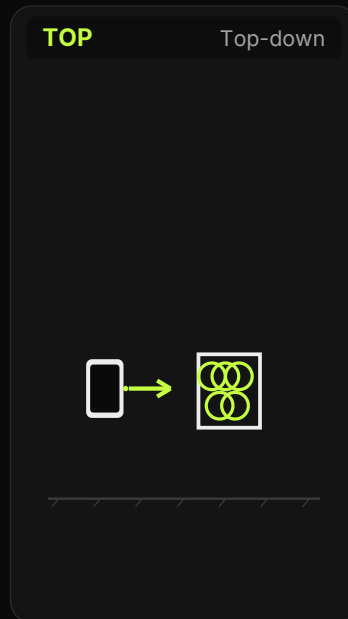
## SCENARIO 07

## Fresh basil on hot pizza

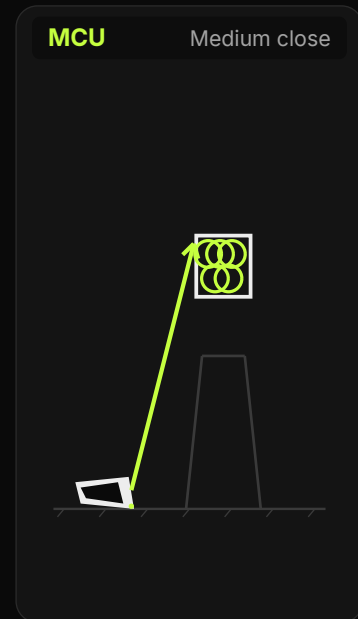
Tweezers placing basil on a hot pizza, leaves curling slightly from heat.

**EYE-LEVEL**

Phone at pizza level. Tweezers entering frame from one side.

**TOP-DOWN**

Phone above. Basil leaves arranged in the centre.

**LOW HERO**

Phone at table edge. Pizza looms; basil leaves rise.

**STYLING TIP**

Place basil after the pizza has rested 30 seconds. Direct heat blackens leaves instantly.

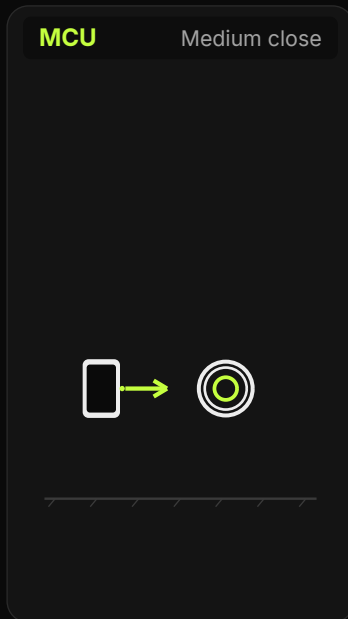
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SCENARIO 08 OF 20

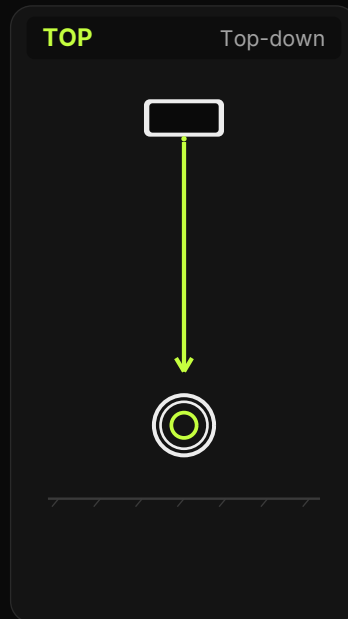
## SCENARIO 08

# Slice on plate

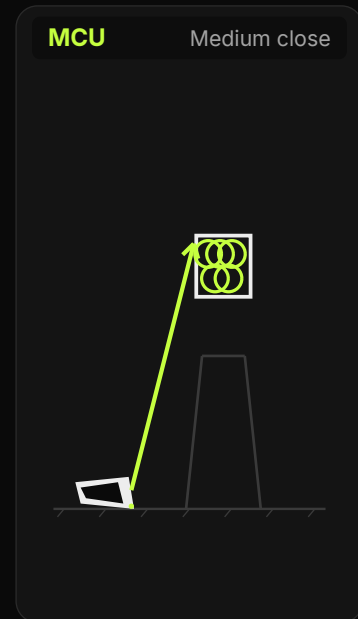
A single slice on a small plate, edges crisp, cheese set.

**EYE-LEVEL**

Phone at plate rim. Slice tip pointing toward camera.

**TOP-DOWN**

Phone above. Plate centred, slice radiating.

**LOW HERO**

Phone at plate edge. Slice towers; plate flat in foreground.

**STYLING TIP**

Trim the slice's bottom point. Sharp triangular slices look perfect; jagged ones look amateur.

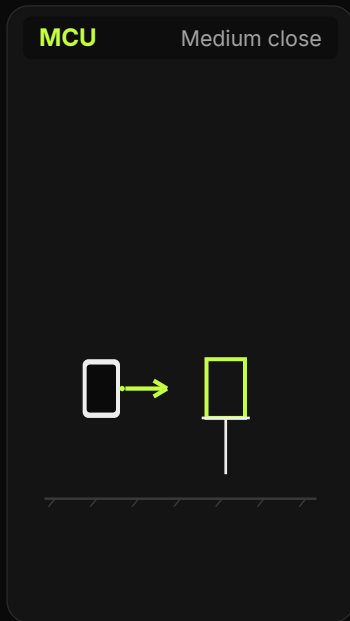
## PIZZERIA

SCENARIO 09 OF 20

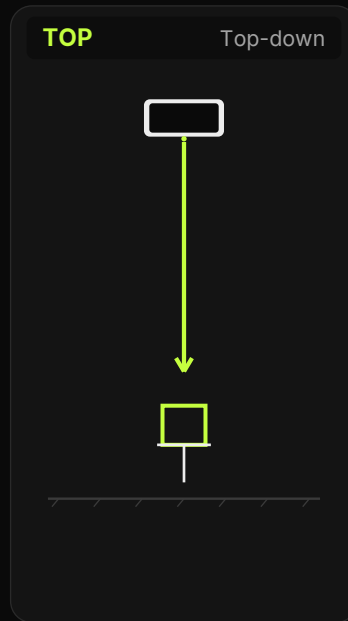
## SCENARIO 09

# Pizza box stack

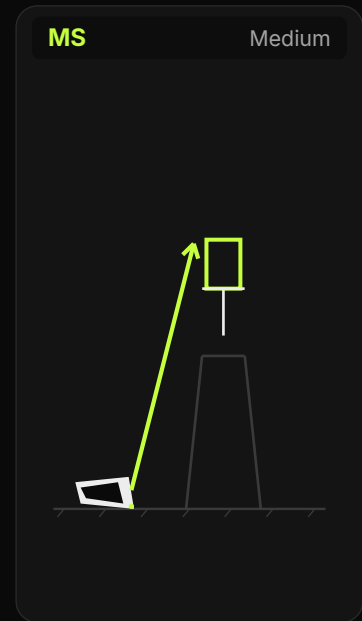
Boxes ready for delivery — branding visible, stacked tall.

**EYE-LEVEL**

Phone level with stack. Brand fully visible.

**TOP-DOWN**

Phone above the top box. Branding fills frame.

**LOW HERO**

Phone at counter edge. Boxes tower; ceiling soft above.

**STYLING TIP**

Three or five boxes, never four. Three reads as planned; four reads as accidental.

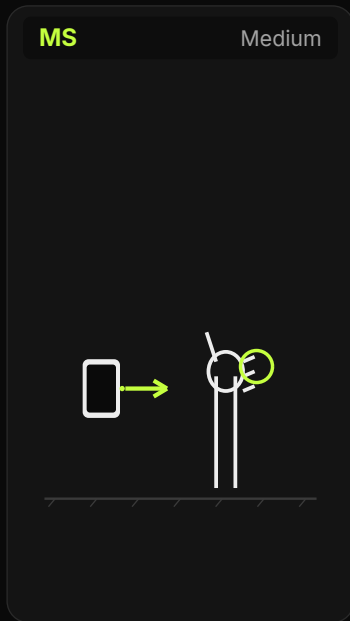
## PIZZERIA

SCENARIO 10 OF 20

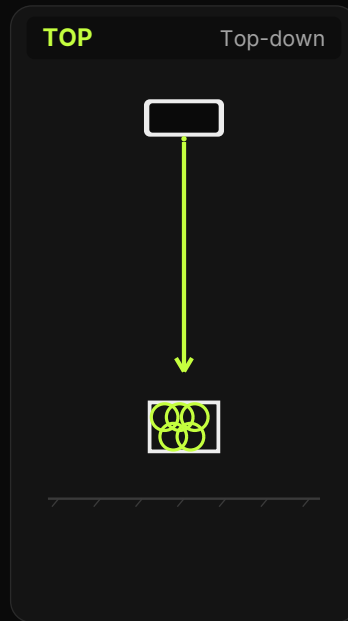
## SCENARIO 10

## Peel into oven

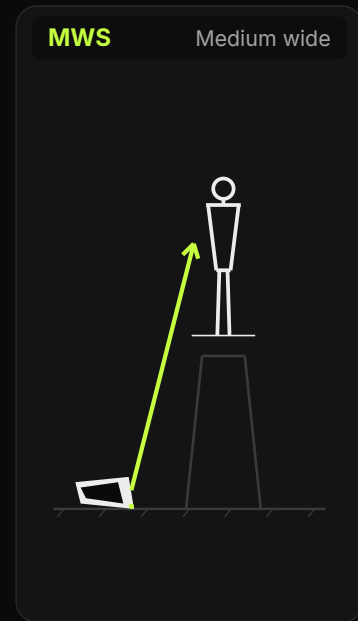
The pizza about to enter the wood-fired oven. The decisive moment.

**EYE-LEVEL**

Phone at oven mouth. Peel mid-thrust.

**TOP-DOWN**

Phone above peel. Pizza about to slide off.

**LOW HERO**

Phone at floor by oven. Baker, peel, and pizza loom.

**STYLING TIP**

Pre-flour the peel a second time before sliding. Stuck dough = ruined pizza.

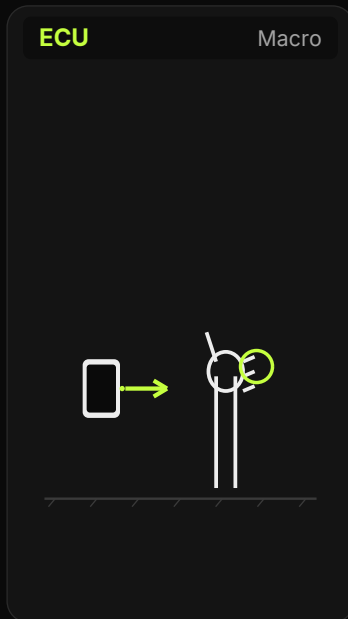
## PIZZERIA

SCENARIO 11 OF 20

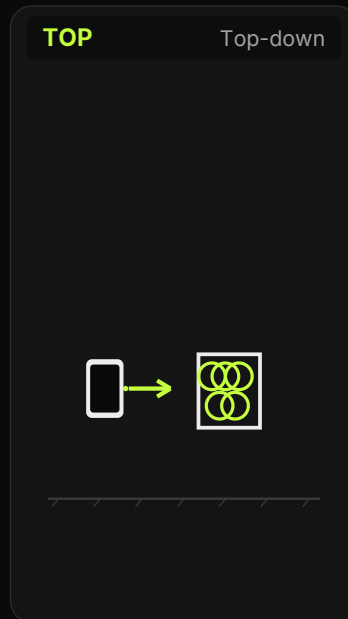
## SCENARIO 11

# Cutting wheel

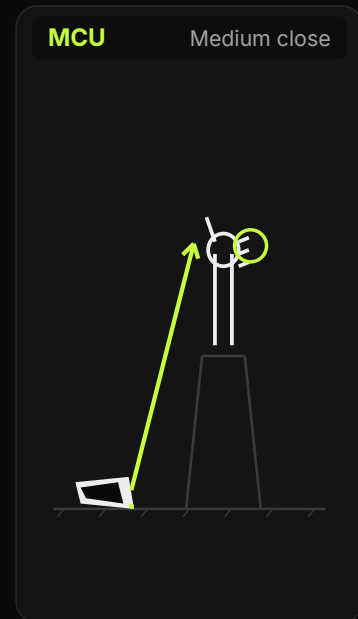
The rolling cutter slicing through the pizza. Pure motion.

**EYE-LEVEL**

Phone at table height. Cutter mid-roll.

**TOP-DOWN**

Phone above. Cutter line bisects the pizza.

**LOW HERO**

Phone at table edge. Cutter looms, pizza flat below.

**STYLING TIP**

Pre-warm the cutter under hot water for 5 seconds. Hot wheel cuts cleaner than cold.

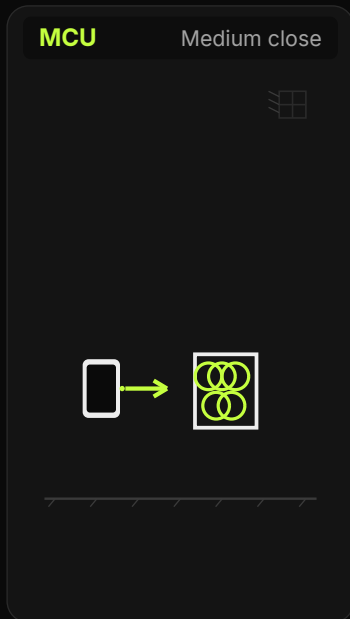
## PIZZERIA

SCENARIO 12 OF 20

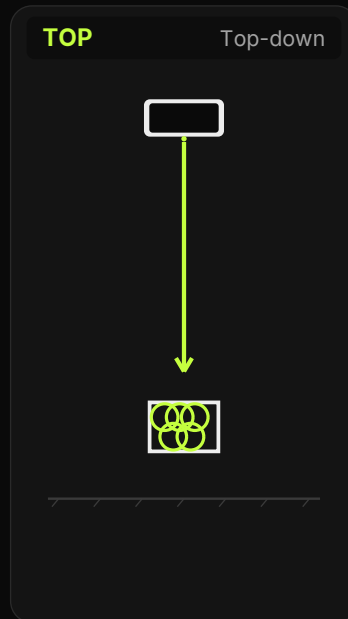
## SCENARIO 12

# Garlic knot bowl

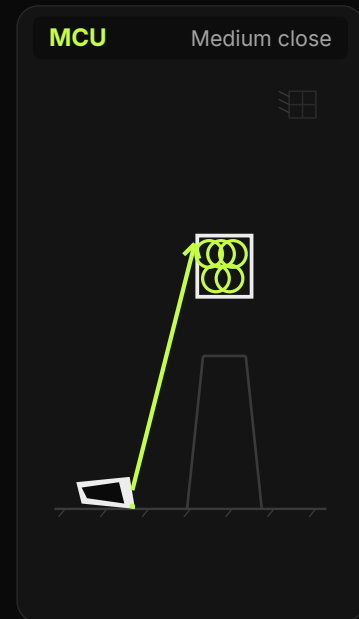
A small bowl of fresh garlic knots, glistening with butter.

**EYE-LEVEL**

Phone at bowl rim. Knots clustered.

**TOP-DOWN**

Phone above. Bowl centred. Pile of knots radiating.

**LOW HERO**

Phone at table edge. Bowl big in foreground.

**STYLING TIP**

Brush butter on knots immediately after baking. Glaze cools fast and sets matte.

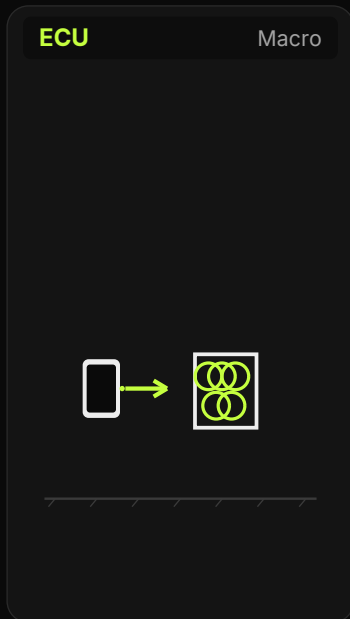
## PIZZERIA

SCENARIO 13 OF 20

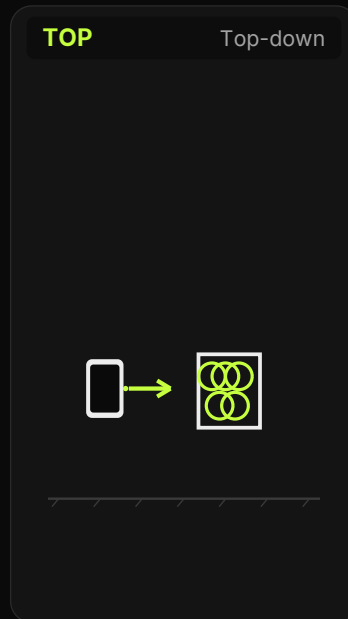
## SCENARIO 13

## Calzone cross-section

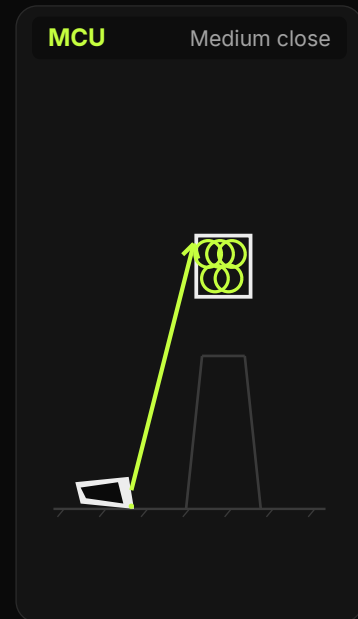
A folded calzone, cut to reveal molten cheese and meat inside.

**EYE-LEVEL**

Phone at plate height. Cut face front.

**TOP-DOWN**

Phone above. Both halves fanned open.

**LOW HERO**

Phone at table edge. Calzone looms; steam soft above.

**STYLING TIP**

Cut at 90° to the longest seam. Cross-cuts reveal the most cheese.

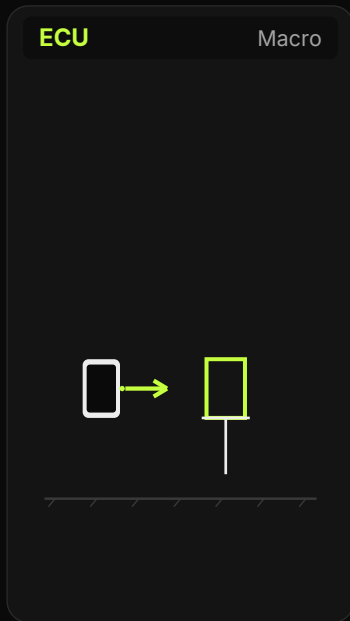
## PIZZERIA

SCENARIO 14 OF 20

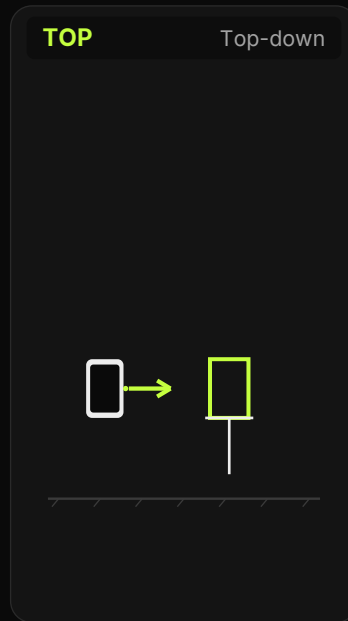
## SCENARIO 14

# Wood pile by oven

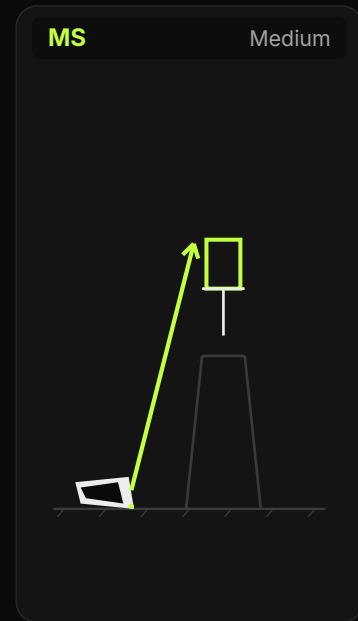
The kindling stack — proof of authenticity.

**EYE-LEVEL**

Phone at log height. 2× zoom.

**TOP-DOWN**

Phone above. Logs fill frame.

**LOW HERO**

Phone at floor. Wood stack rises like a small wall.

**STYLING TIP**

Photograph close-up. Wood texture is the story; wide shots dilute it.

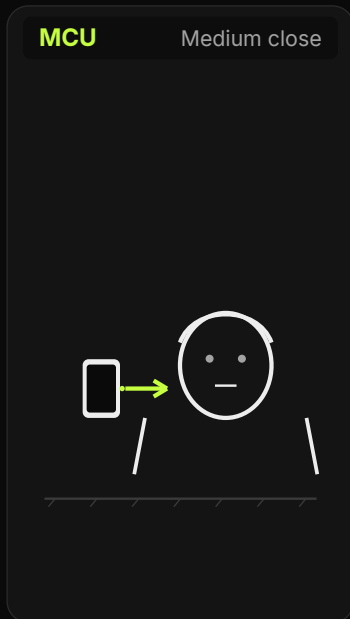
## PIZZERIA

SCENARIO 15 OF 20

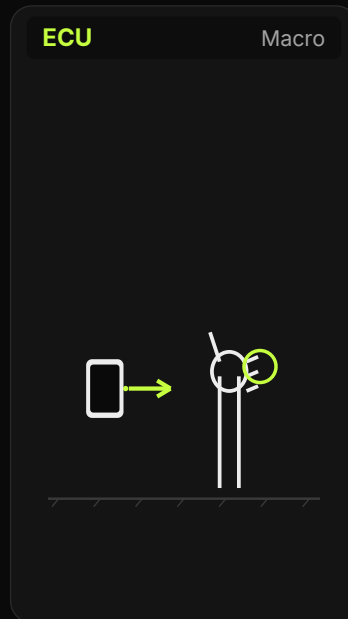
## SCENARIO 15

## Pizza maker portrait

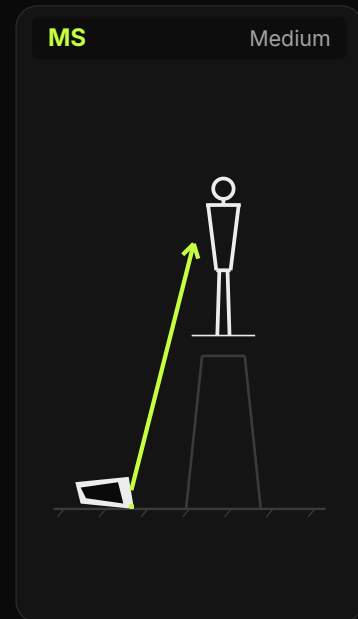
The pizzaiolo in apron, dusted with flour. The character shot.

**EYE-LEVEL**

Stand 1.5 m back. 2× zoom.  
Frame chest-up.

**TOP-DOWN**

Skip — use a detail of hands  
instead.

**LOW HERO**

Phone at counter edge. Pizzaiolo  
looms; oven glow behind.

**STYLING TIP**

Photograph during real work, not staged. Real flour-dust patterns are more authentic than sprinkled.

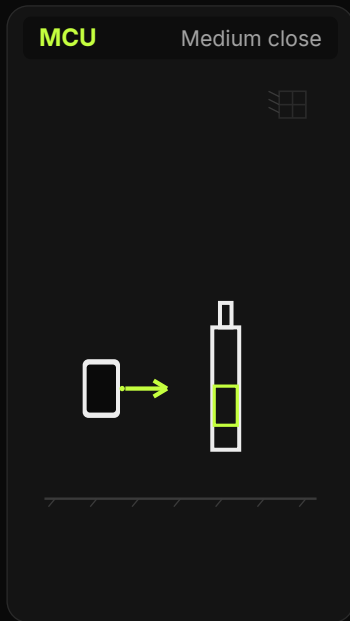
## PIZZERIA

SCENARIO 16 OF 20

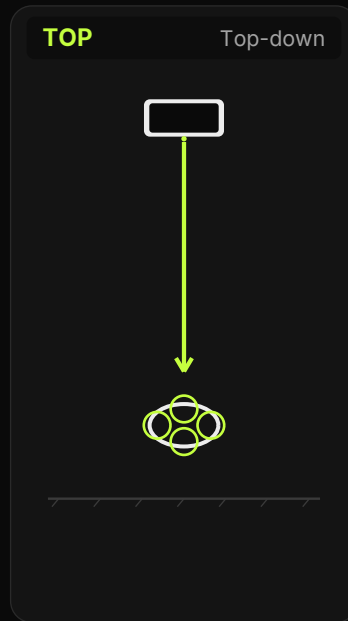
## SCENARIO 16

# Wine bottle and glass

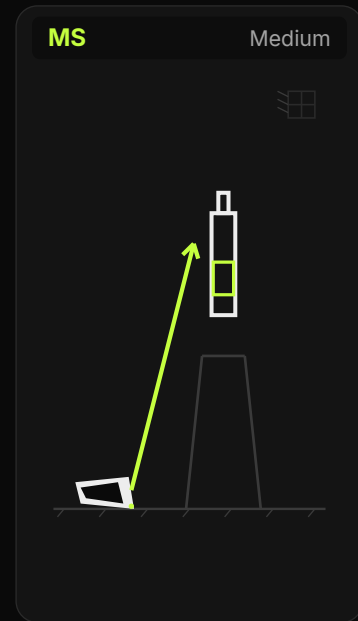
An Italian red and a poured glass next to the pizza.

**EYE-LEVEL**

Phone level with bottle label.  
Side-on.

**TOP-DOWN**

Phone above. Bottle and glass  
framed by the pizza.

**LOW HERO**

Phone at table edge. Bottle  
towers, pizza in background soft.

**STYLING TIP**

Use Chianti or any red with a recognisable label. Generic bottles read as styling, branded as story.

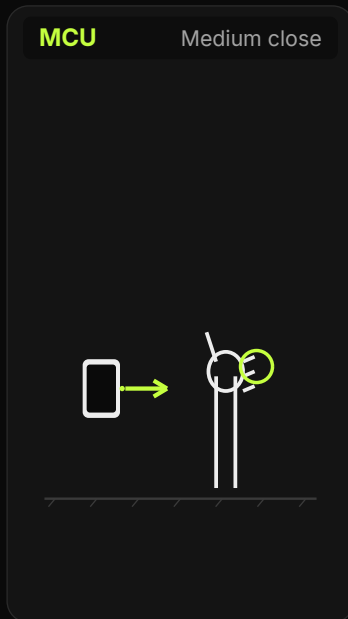
## PIZZERIA

SCENARIO 17 OF 20

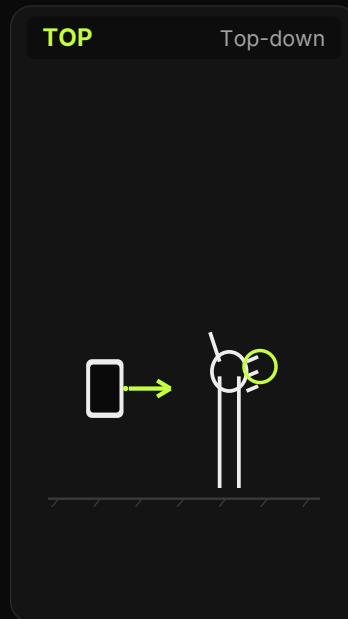
## SCENARIO 17

## Diner with parmesan shaker

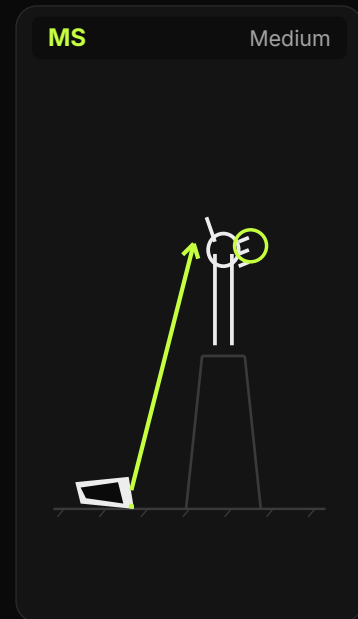
A customer shaking parmesan over their slice. The interaction shot.

**EYE-LEVEL**

Phone at table height. Shaker visible above slice.

**TOP-DOWN**

Phone above. Cheese particles falling.

**LOW HERO**

Phone at table edge. Shaker towers in frame.

**STYLING TIP**

Catch them mid-shake. Static shakers read as posed; in-motion ones read as real.

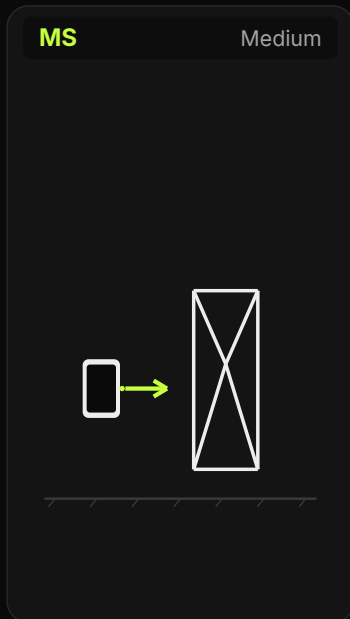
## PIZZERIA

SCENARIO 18 OF 20

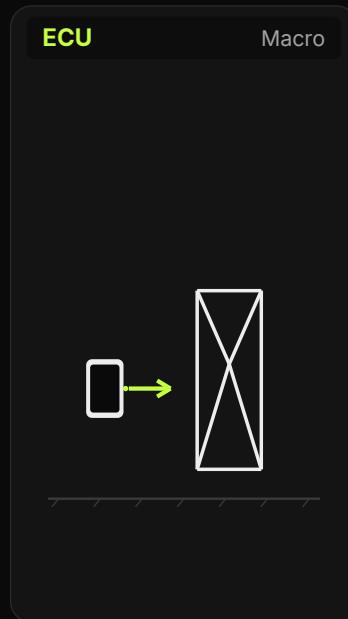
## SCENARIO 18

## Pizza menu wall

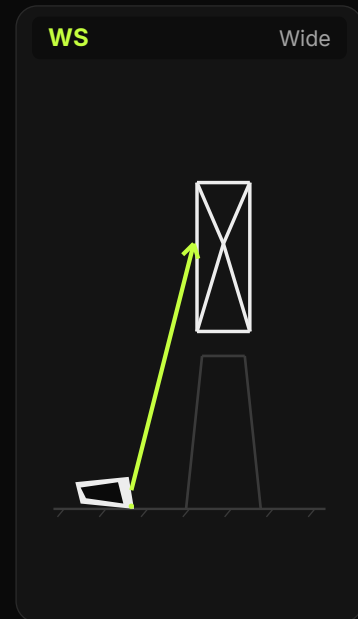
Hand-drawn menu board with prices, specials.

**EYE-LEVEL**

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

**TOP-DOWN**

Detail of one menu item. Lens close to chalk.

**LOW HERO**

Crouch. Board towers like a billboard.

**STYLING TIP**

Wipe chalk dust off the frame before shooting. Phones see every smudge.

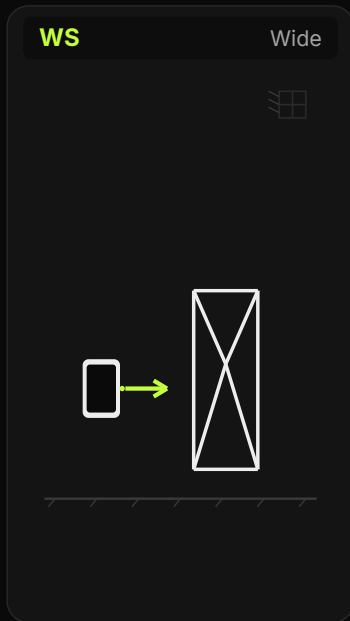
## PIZZERIA

SCENARIO 19 OF 20

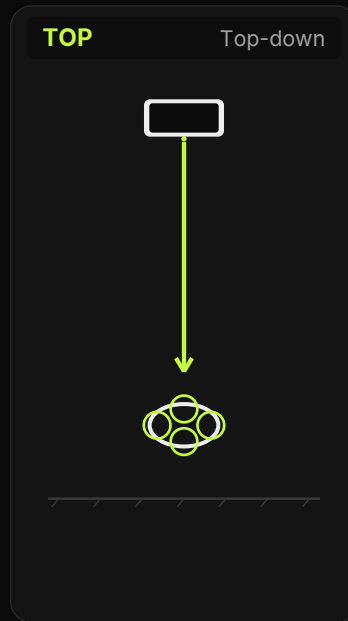
## SCENARIO 19

## Patio at dusk

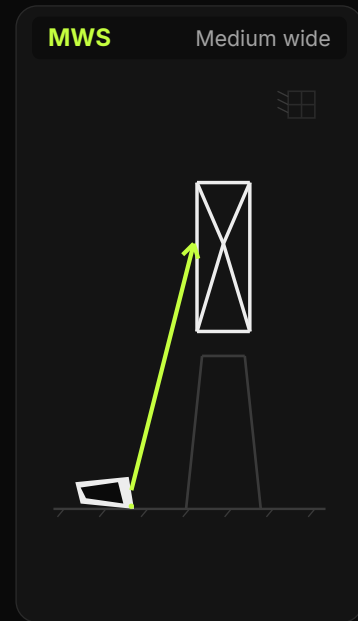
Outdoor seating with fairy lights, full tables.

**EYE-LEVEL**

Stand 3 m back. Phone vertical.  
Long perspective down the patio.

**TOP-DOWN**

Phone above one table. Pizza,  
glasses, candle.

**LOW HERO**

Phone at floor at patio entry.  
Tables arch over frame.

**STYLING TIP**

Best window: 30 minutes after sunset. Sky still blue, lights already glowing.

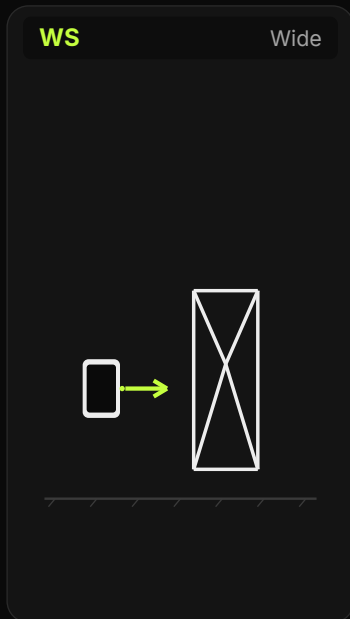
## PIZZERIA

SCENARIO 20 OF 20

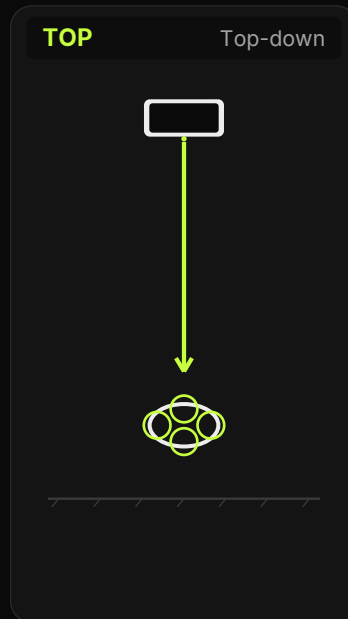
## SCENARIO 20

# Closing time, oven still glowing

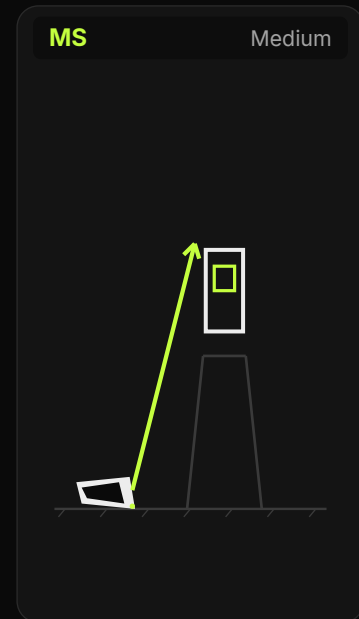
End-of-day calm. Lights low, oven faint orange, everything tidied.

**EYE-LEVEL**

Stand at far end. Phone vertical. Oven glow at far end.

**TOP-DOWN**

Phone above one cleaned counter. Single tool, single cloth.

**LOW HERO**

Crouch. Phone at floor by oven. Oven mouth dominates.

**STYLING TIP**

Tidy one corner sharp; leave the rest natural. The clean spot draws the eye.

YOU'VE GOT THE PLAYBOOK.

# Now go shoot.

This guide was built specifically for pizzerias. 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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## Want a pro to handle the big stuff?

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