

Unit 2

Name: _____

Date: _____

Reader's Notebook

Food Tricks You Should Know About

Before Reading

1. Brainstorm how these and other foods appeal to your senses of taste and sight. (For example, golden french-fries, crispy chicken, fluffy popcorn).

Answers will vary.

2. How do advertisers make the food in ads look so appealing?

It is the job of food stylists and photographers to create ads that make food look delicious.

3. What do you know about tricks that advertisers use to make food look more appealing?

I know they add red food coloring to slurpees.

4. How can you use what you know about ads to help you read and understand this selection?

I know that advertisers are trying to sell a product, so it makes sense that they have to make it look as good as it can. That includes food so I know there must be some tricks to make food look good in ads.

5. How can you use what you know to make this selection easier to understand?

See above.

After Reading

6. What do you think was the most outrageous “tool” a food stylist used? What other tools do you think could be used and for what purpose?

Using a blow torch to brown a chicken.

Using lemon juice to prevent fruit from browning.

7. How would the food stylists and the photographer work together to create the desired effects? What other techniques might they use?

Food stylists might only make one side of the food look good and the photographer might have to shoot from only one side.

They might use different lighting, the plates and the food might be contrasting colors.

8. Which foods do you think would be easy to photograph? Why? Which would be hard? Why?

An orange or an apple would be easiest because you just look for a nicely formed, coloured fruit.

The hardest would be a steak because it would be hard to get it just the right brown on the outside and pink on the inside.