



UNIVERSITI TEKNOLOGI MARA

HTC640: FOOD STYLING

Course Name (English)	FOOD STYLING APPROVED	
Course Code	HTC640	
MQF Credit	4	
Course Description	The concepts, ideas, techniques, methods and problems of presenting food in an appealing manner are discussed. Topic includes buyer behavior theory, food presentation, problem solving, understanding color, shadow, lights, graphics and visual appeal.	
Transferable Skills	Food Styling	
Teaching Methodologies	Lectures, Demonstrations, Practical Classes, Discussion	
CLO	<p>CLO1 1. Identify the role of a food stylist in various media such as editorial, public relations, promotional, print advertisement, packaging, TV advertising, and film.</p> <p>CLO2 2. Acquire techniques used in food preparation and presentation for camera through lecturers and laboratory assignments.</p> <p>CLO3 3. Develop and demonstrate skill in planning capabilities, recognition of color, recipe writing and props usage.</p>	
Pre-Requisite Courses	No course recommendations	
Reading List	Reference Book Resources	<ul style="list-style-type: none"> • Bellingham, L. and Bybee, J. A. 2008, <i>Food Styling for Photographers: A Guide to cr</i>, Focal Press • Carafoli, J.F. 2002, <i>Food Styling</i>, Watson-Guptill, New York. • Cluster, D. 2010, <i>Food Styling.</i> , John Wiley & Sons. • Manna, L. 2005, <i>Digital Food Photography.</i>, Thompson Course Technology: New York. • Styler, C. 2006, <i>Working the Plate: the Food Presentation.</i>, John Wiley & Sons.
Article/Paper List	This Course does not have any article/paper resources	
Other References	This Course does not have any other resources	