

Restaurant Food Photography

DIY flat lay photo templates for social media





Flat Lay Photography Instructions

Instructions

1. Choose a space with a simple background, such as a wooden table or a plain countertop
2. Select clean dishes and cutlery that complement the background and one another
3. Find a place that has good natural lighting, or use artificial lighting that is soft and diffused, to avoid harsh colors and shadows
4. Utilize dynamic props such as such as utensils, decorative bowls, plants, flowers, or food ingredients
5. Photograph the dish as soon as possible to ensure it looks fresh

Remember

The following flat lay templates are simply to provide guidance and inspiration – so feel free to develop your own style!

If you'd like to print these out to use as an actual stencil, print in Tabloid or A3 size. Once you have everything in place, remove the paper stencil underneath before photographing.



6 tips for the perfect flat lay

1. Embrace geometry
2. Balance the photo
3. Welcome negative space
4. Experiment with contrast
5. Bring in props to tell a story
6. Use editing and post-production tools

Social Flat Lay 1

Minimal, clean,
and simple

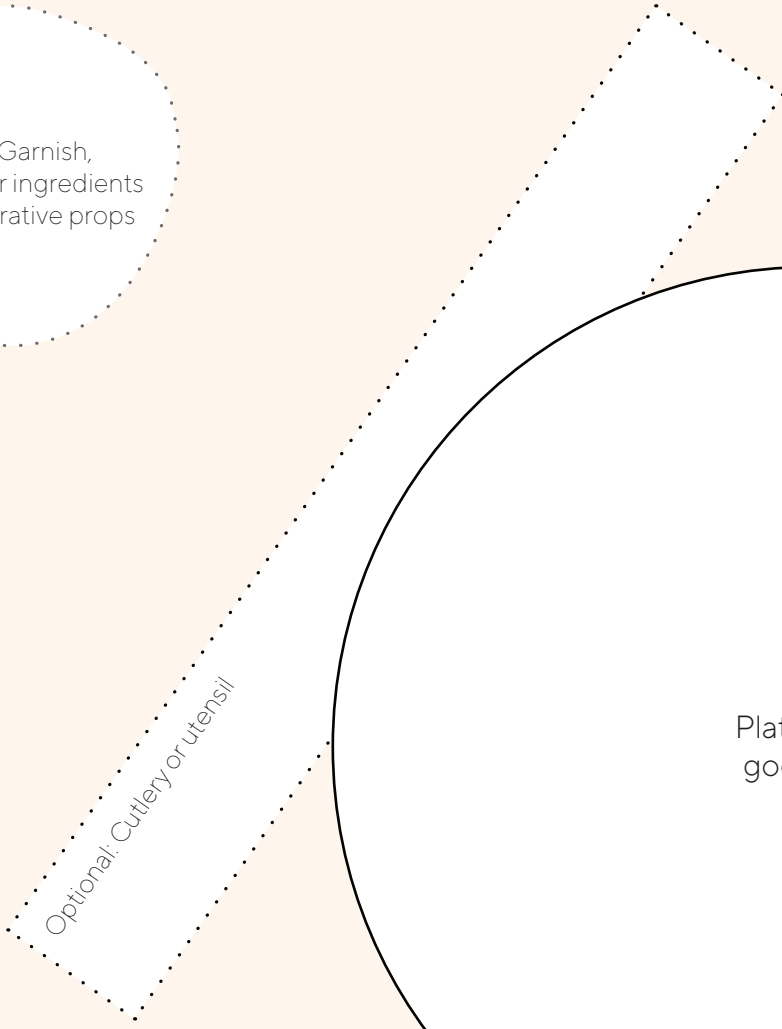
Square frame: Instagram post



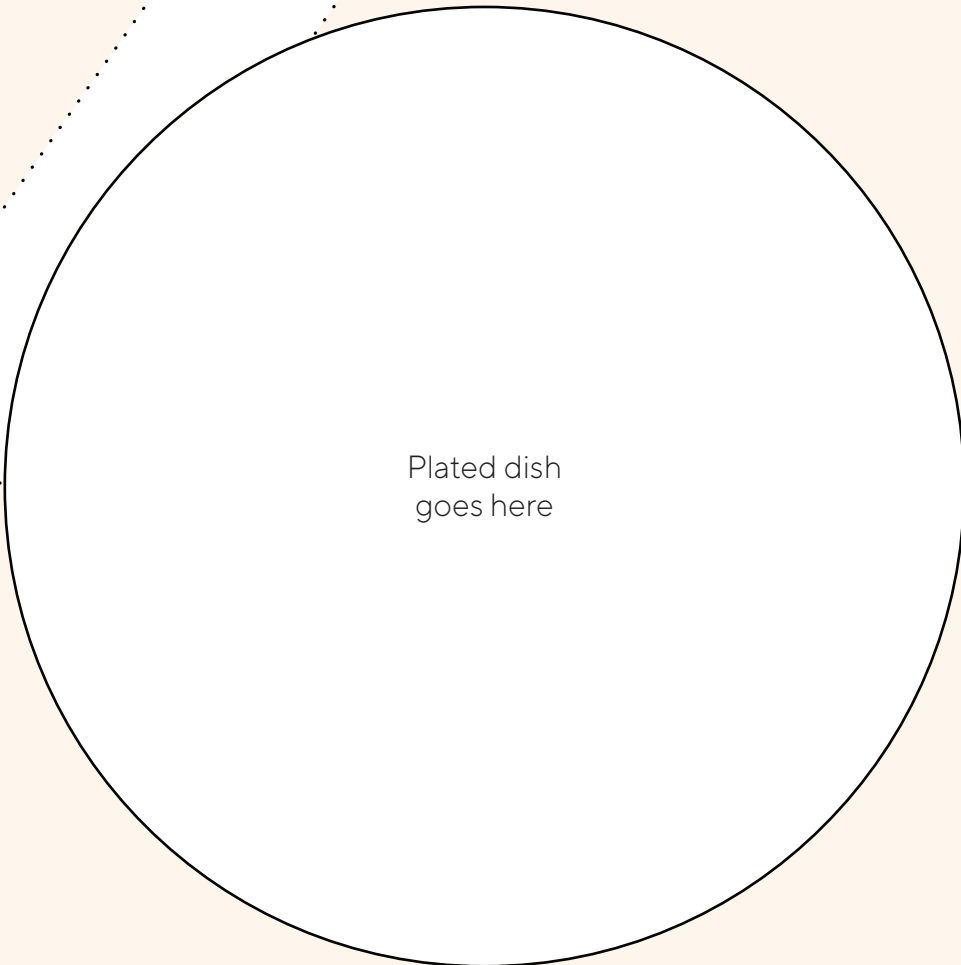
Portrait frame:
Facebook or Instagram story



Optional: Garnish,
herbs, or other ingredients
used as decorative props



Optional: Cutlery or utensil



Plated dish
goes here



Landscape frame:
Facebook post



Social Flat Lay 2

Plating with staging, props, and styling

Square frame: Instagram post

Portrait frame:
Facebook or Instagram story

Cutting board, cooling rack, or slate plate

Optional:
Small bowl with a
condiment or spice

Plated dish
goes here

Optional:
Small bowl with a
garnish, herbs, or dip

Landscape frame:
Facebook post

Tablecloth



Social Flat Lay 3

Plating with two dishes – clean and simple

Square frame: Instagram post

Portrait frame:
Facebook or Instagram story



Tablecloth

Landscape frame:
Facebook post

Plated dish goes here

Plated dish goes here



Social Flat Lay 4

Square frame: Instagram post

Plated board –
with staging
and props

Portrait frame:
Facebook or Instagram story

Optional:
Small bowl with a
condiment or spice

Plated dish goes here

Optional: Garnish, herbs,
or other ingredients
used as decorative props

Optional: Serving utensil

Optional:
Small bowl with a
garnish, herbs, or dip

Landscape frame:
Facebook post

Tablecloth or cutting board

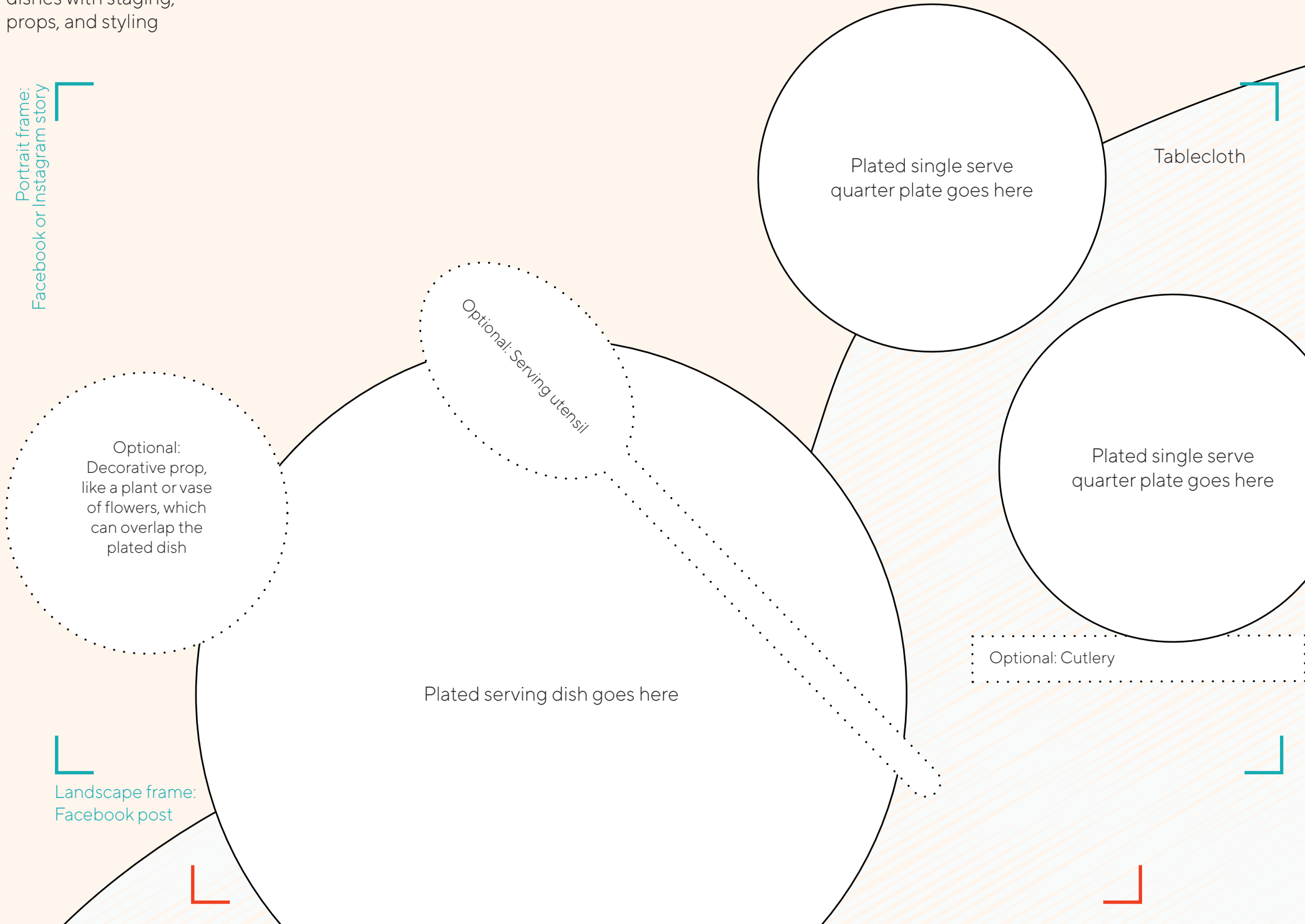


Social Flat Lay 5

Square frame: Instagram post

Plating with two dishes with staging, props, and styling

Portrait frame:
Facebook or Instagram story



Landscape frame:
Facebook post

Social Flat Lay 6

Human element with staging, props, and styling

Square frame: Instagram post



Cutting board, cooling rack, or slate plate



Optional:
Small bowl with a garnish, herbs, or dip



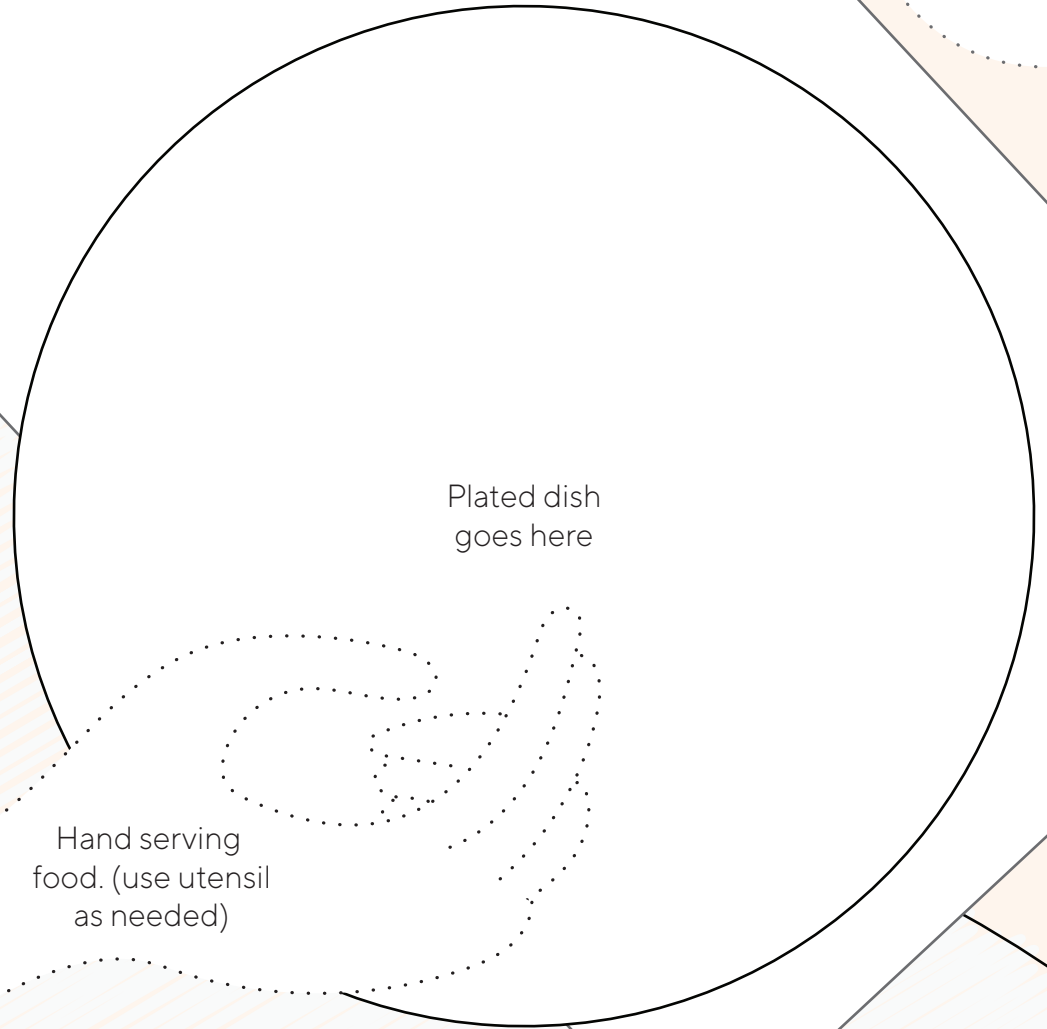
Optional:
Drinking glass, or a vase with flowers



Portrait frame:
Facebook or Instagram story



Optional:
Tablecloth



Plated dish goes here



Hand serving food. (use utensil as needed)



Optional: Garnish, herbs, or other ingredients used as decorative props



Landscape frame:
Facebook post



Additional Resources

- [How to Take Amazing Restaurant Menu Photos](#)
- [How to Add Photos to Your Menu in the Merchant Portal](#)
- [Doordash Help Article: Photo Terms Glossary](#)
- [A Guide to Instagram Marketing for Small Businesses](#)
- [The Ultimate Guide to Restaurant Social Media Marketing](#)

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Visit the Merchant Portal to view valuable sales data, launch advertising campaigns, update your menu, and more.

[Log In](#)