

BOGGAN

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FOOD

PHOTO

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2016 Portfolio

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# HELLO, THIS IS MY PORTFOLIO

I am a multidisciplinary visual artist focusing on food, with 8 years experience in food photography and food styling. I worked on various projects for several major brands. My area of interest expands to culinary arts, psychology and visual arts.

Starting in 2001, when I graduated from the Superior School of Journalism in Bucharest, I've been also working as a press photographer and in the video department of various production studios and TV stations, doing mainly post production for advertising, the film and music industry.

## WHAT I DO

- Creative Concepts
- Props Making & Sourcing
- Ingredients Sourcing
- Cooking
- Food Styling
- Photography
- Stop Motion Animation
- Cinemagraphs
- Post Production

## FIND ME HERE

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🌐 [www.cioc.ro](http://www.cioc.ro)

📱 [/cioc.ro](https://www.facebook.com/cioc.ro)









# HOW IT WORKS

You feed me a brief in which you tell me about your business, your values, your target audience, your products/services and their characteristics.

A preferred media should be agreed from the start: that can be photography, stop motion animation, cinemagraph or a combination of those.

We discuss the estimated budget and we tailor the creation and production process to your needs.

We sign a creative works/services agreement.









# NEXT

You'll receive a set of creative proposals, in form of a mood board and indications for art direction, script, story board or sketches of the actual image, depending on the media, level of complexity of your project and budget.

Something like this.

After you'll approve those and the final cost, we can get to work.







# THAT **BEGINS** WITH

Props making or sourcing and food acquisition.

The product sourcing, especially food, requires a trained eye and a lot of perseverance and it is best to be done by me or somebody from my team.

Sometimes it takes more than one day and implies visits to several specialist stores, producers and markets.











# WHO DOES THE COOKING?

Depending on the type of product you have, that can be done by somebody on your team under my strict supervision, or entirely by me.

Whichever the case, an important step for a good image is the

## FOOD STYLING

That means preparing food for the camera and it's totally different from cooking, it consists in a set of specialized techniques. Visual know-how is also required, as is the knowledge of how to translate the perception of taste, aroma and appeal that one gets from an actual dish, to a two-dimensional photograph.







## WHAT IF I DON'T LIKE THE IMAGES?

I use step by step approval for all stages of the project, so I can make sure that it never happens.





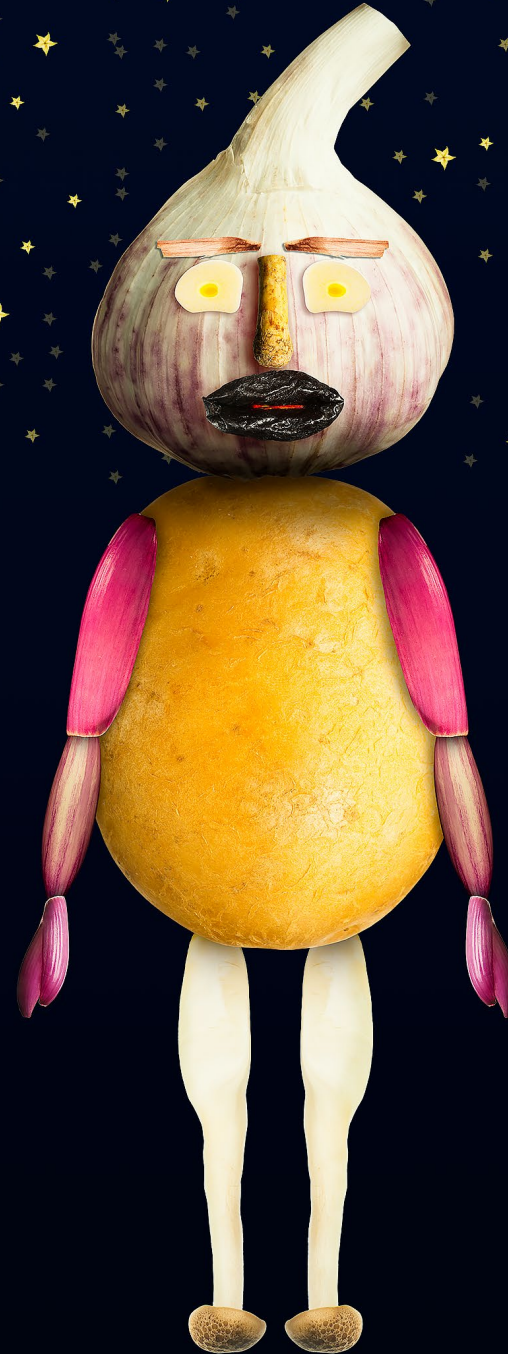


I'D LIKE  
TO TELL A STORY.  
WOULD YOU DO  
THE CHARACTERS?

With great pleasure!







# FLY TO SEE SOME ACTION

Go to [cioc.ro/motion](https://cioc.ro/motion)  
or scan the QR code below











# WHAT ARE **THE COSTS?**

Every project is unique. Every project requires different work time and resources.

Please don't ask me to estimate a budget beforehand. Please take the time to meet me, write me an e-mail or discuss with me over the phone what you need. That will help me offer you the most relevant budget estimate for the project





# WHAT ABOUT THE PRODUCTIVITY RATE?

That largely depends on the complexity of the project.

To give you some idea, the image on the right took about three days to make: one day for props sourcing and building the set-up, one day for the photoshoot and about half a day for the post production. The visual direction came from the agency and was pre-approved by the client.

Another example: a ten images project (of average complexity) would require one day to establish the visual direction, one day to make or source the props and ingredients, up to two days for the actual photo shoot and one day for post production.

That's four to five days.









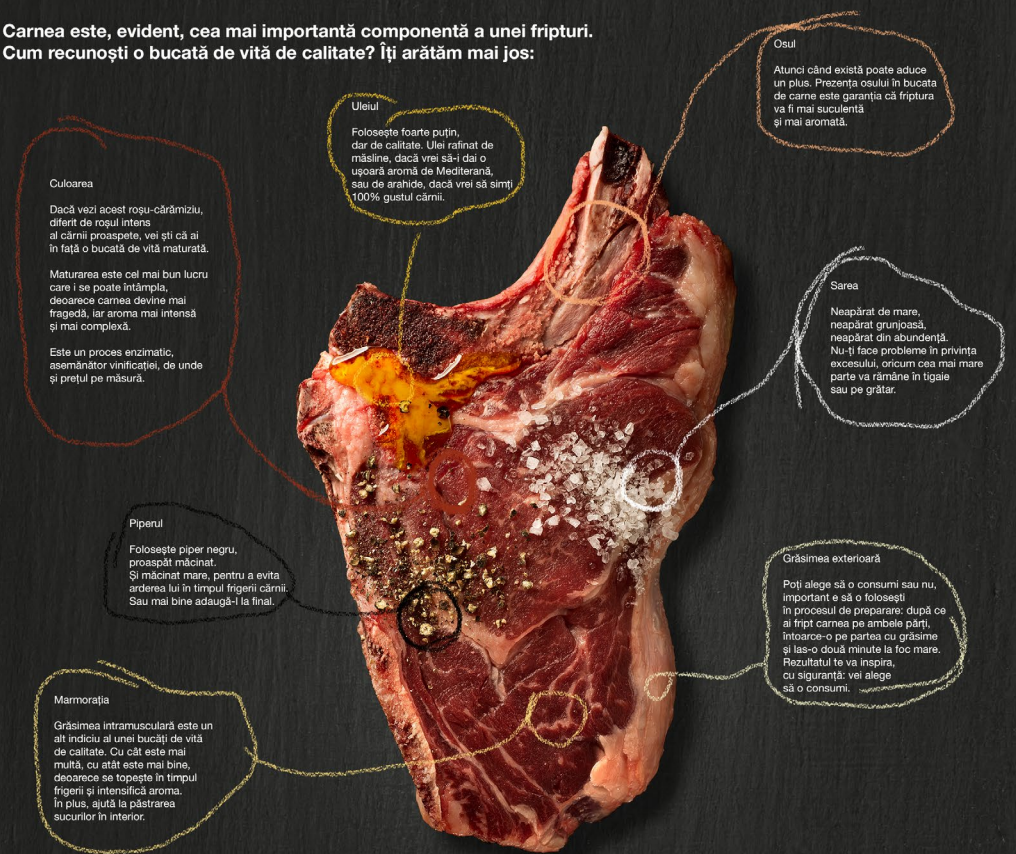




## SIMPLITATEA DEZARMANTĂ A UNUI STEAK DE NEUITAT

Vita are o aromă specială, are caracteristici aparte pe care ar fi păcat să le strici cu sosuri, marinade sau alte mirodenii puternice cu care riști să-i schimbi gustul. Limitează-te la sare și piper, singurele condimente care amplifică aroma existentă. Nu degeaba am spus „simplitatea dezarmantă“!

Carnea este, evident, cea mai importantă componentă a unei fripturi. Cum recunoști o bucată de vită de calitate? Îți arătăm mai jos:



### DESPRE MATURARE

Carnea de vită are un dichis pe care nu multă lume îl cunoaște: în cazul său, regula „cu cât mai proaspăt, cu atât mai bun” nu este valabilă. Ei bine, carnea de vită devine mai trăgădă și mai aromată în urma unui proces enzimatic numit maturare. Prin maturare, fibrele musculare se descompun în proteine fragmentate care rețin mai bine sucurile în timpul frigirii, făcând în același timp carnea mai trăgădă.

Există două procedee de maturare: umedă și uscată.

Maturarea umedă este relativ simplă și accesibilă oricui: carnea este păstrată câteva zile la rece, în interiorul unui plastic sigilat.

La maturarea uscată lucrurile se complică. Bucăți mari de carne sunt atârnate în camera frigorifică în condiții de temperatură, umiditate și ventilație controlate. Procesul durează între 14 și 21 de zile, timp în care o parte din apa din mușchi se evaporă, iar aroma se concentrează.

Concret, pentru amatori de detalii, ceea ce diferențiază carnea maturată uscat de celelalte este aroma capătăată în urma oxidării lente a moleculelor de grăsime din interiorul mușchiului, efect ce nu poate fi replicat în cazul maturării umede.

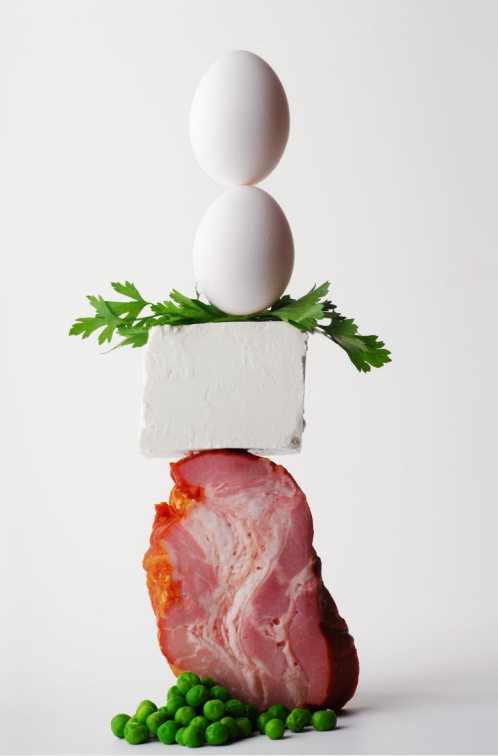
Resursele și timpul alocate acestui proces de transformare fac din carnea maturată uscat un produs rar și cu preț ridicat.



I ALSO NEED SOME  
TEXT AND GRAPHICS  
TO GO WITH THE PICTURES

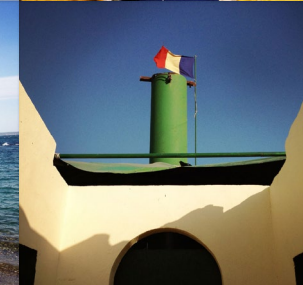
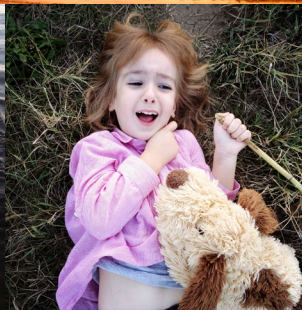
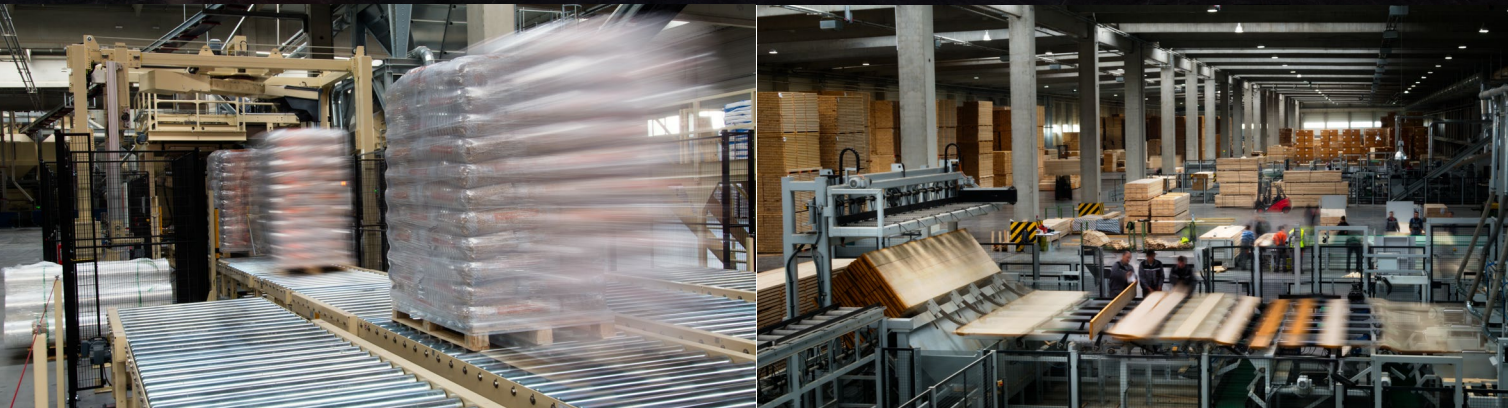
I know some guys!







# SOMETIMES I FEEL LIKE DOING OTHER KIND OF PHOTOGRAPHY

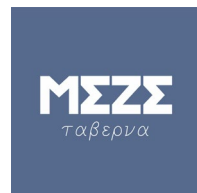




I WORKED FOR

# LET'S TALK

## ABOUT YOUR NEXT PROJECT



If you need a food visual, product catalogue, package design, restaurant menu, cookbook, website or other food related project, i'd like to hear from you!



