

Career Ingredients

Education or Training	Most consultants have a culinary degree and experience in the culinary workforce. Food journalists and photographers have bachelor's degrees in journalism or photography and experience in culinary arts.
Academic Skills Required	English Language Arts, Science
Aptitudes, Abilities, and Skills	Clear communication skills, ability to lead and work with others, creativity, marketing skills, and commitment to professional standards.
Workplace Safety	Workplace safety must be followed by all. In addition, food safety must be followed by chefs and cooking instructors.
Career Outlook	Openings will be plentiful in the near future as the foodservice industry continues to expand.
Career Path	Advancement depends on creativity and ability to communicate ideas clearly to others.

Career Pathways

Food journalists	Interviews others and writes articles for magazines, newspapers, and Web sites about restaurants and food trends. Food journalists must have excellent English Language Arts skills.
Food photographers	Takes photos of food and kitchen preparation for magazines, newspapers, books, and Web sites. They must be creative and have excellent photography skills.
Food stylists	Prepares foods for display and for food-related photography shoots. Food stylists must understand food science and preparation to make food look its best.
Consultants	Helps foodservice businesses with organizing the business, creating menus, advertising, facility design, and more. Consultants must have knowledge of every part of the foodservice business. Personal experience is also recommended.
Cooking instructors	Teaches culinary students basic and advanced culinary skills. They usually have at least a bachelor's degree in Culinary Arts.

Critical Thinking What classes have you taken in school that might help you prepare for a career in food media and mentoring?



Many certification programs focus on menu creation. Think of a favorite dish and describe that dish in an advertisement for a restaurant that prepares the dish. Include information about the dish, but make sure that all information is accurate.

COMPETITION PRACTICE

Competitors must deliver products that are good enough to be sold to the public. Create a version of the dish from your ad from the Get Certified practice, or one of your teacher's choosing. Once the dish is completed, take photographs of it from different angles. Evaluate your efforts based on the following rating scale:

1 = Poor; 2 = Fair; 3 = Good; 4 = Great

Judge your dish on:

- The attractiveness of the plate.
- The flavor of the food.
- Whether the food was photogenic from all angles.