

Do _____ Don't



Authentic



Advertising, posed



Wageningen Campus, real people



Anonymous location, models



Real globe



Decorative globe

Do _____ Don't



Clear



Unclear



Focus on the subject matter



No subject matter



Image used in the publication



Picture of the book cover

Do _____ Don't



Radiant



Boring and grey



Attention to composition, active image



No composition, concept is not illustrated, static image



Stylized photo (compact, uncluttered background)



Unstylized (wide setting, chaotic background)

Do _____ Don't



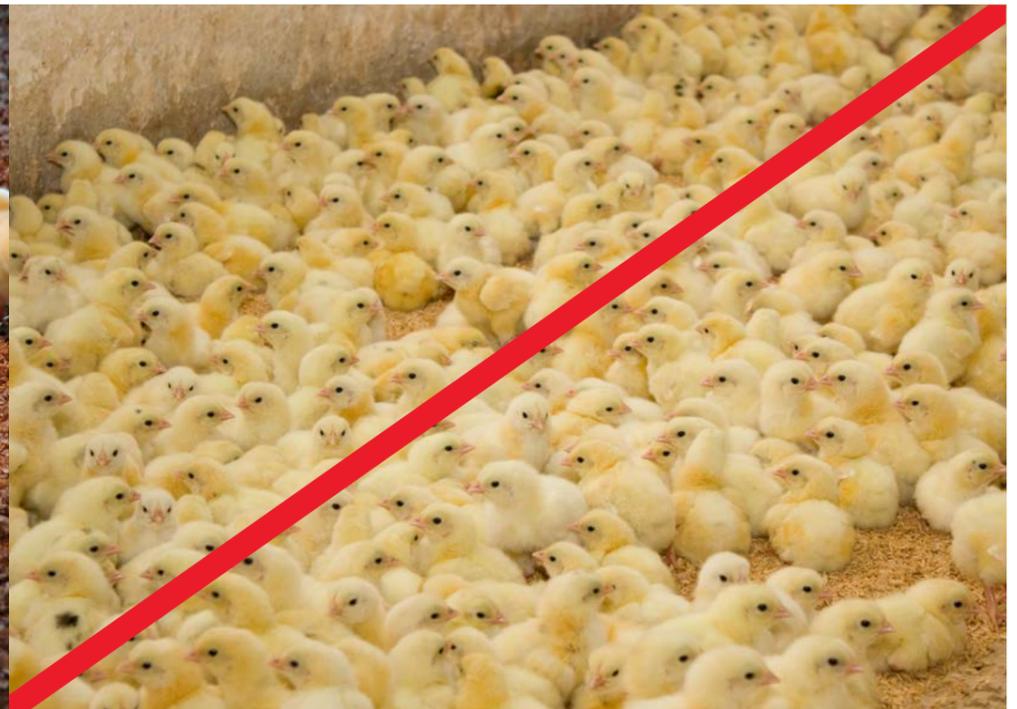
Open



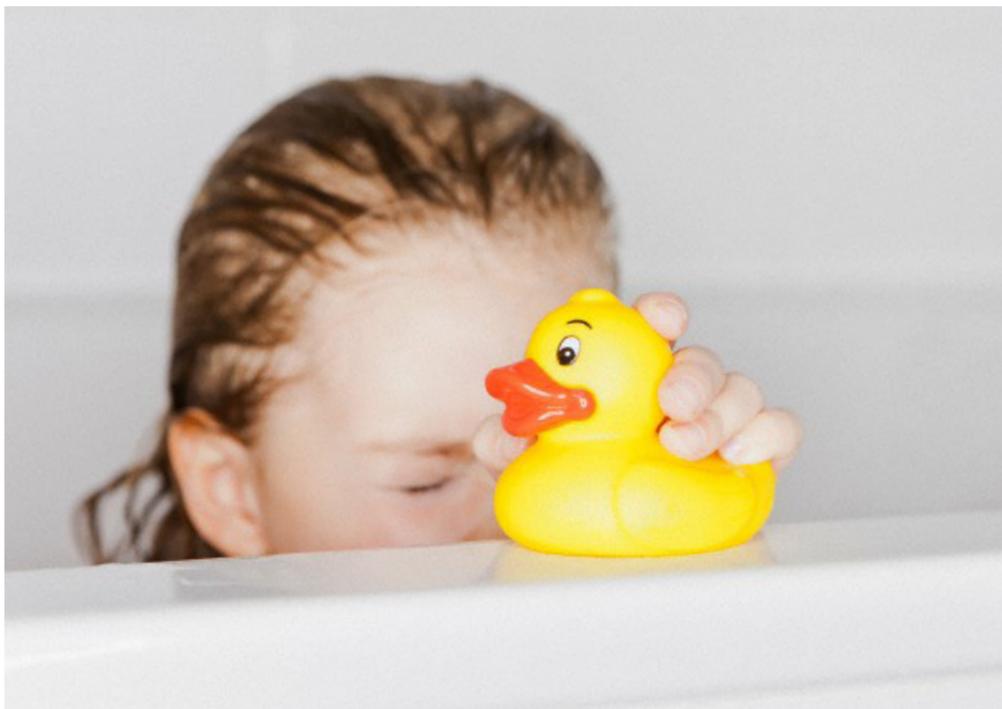
Closed



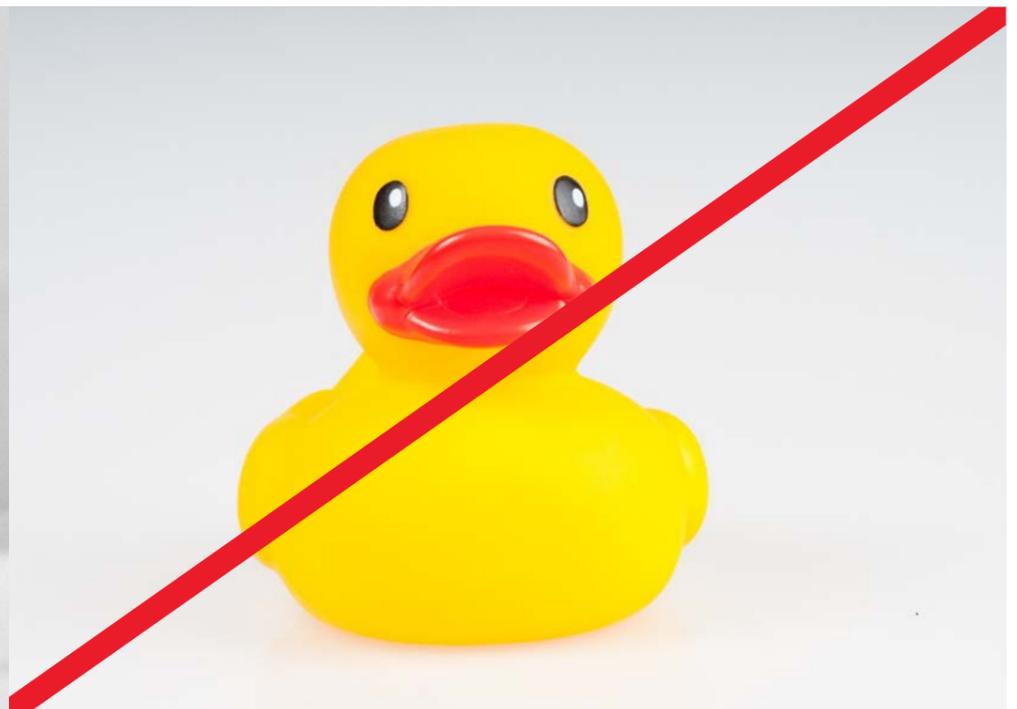
Positive



Too much suffering



Product in context, people



Product without context

Do _____ Don't



Natural colours



Manipulated colours



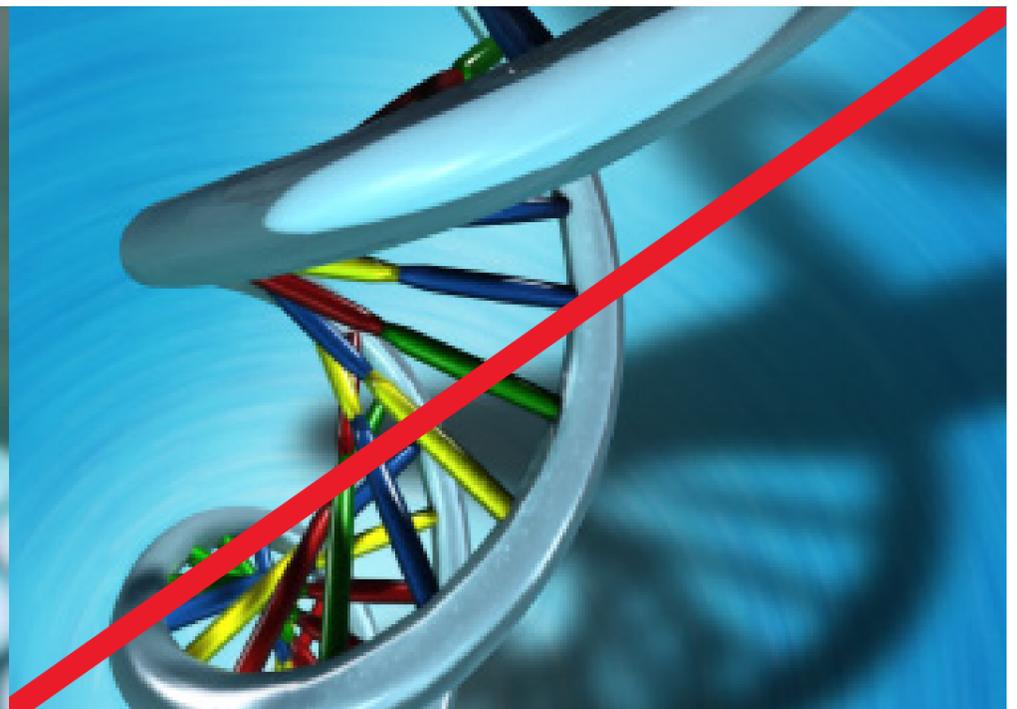
Clear contrast



Not enough contrast



Realistic



Too artificial

Do _____ Don't



Colourful and clear



Grey



Natural light



Studio lighting



Sharp

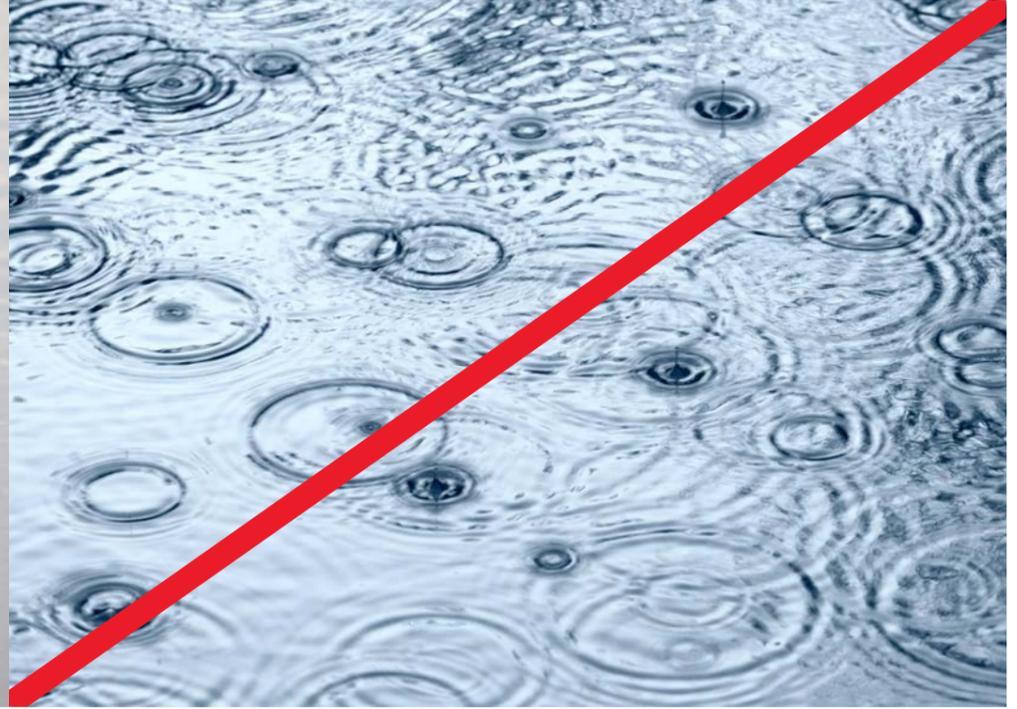


Out of focus

Do _____ Don't



Illustrates impact



No context



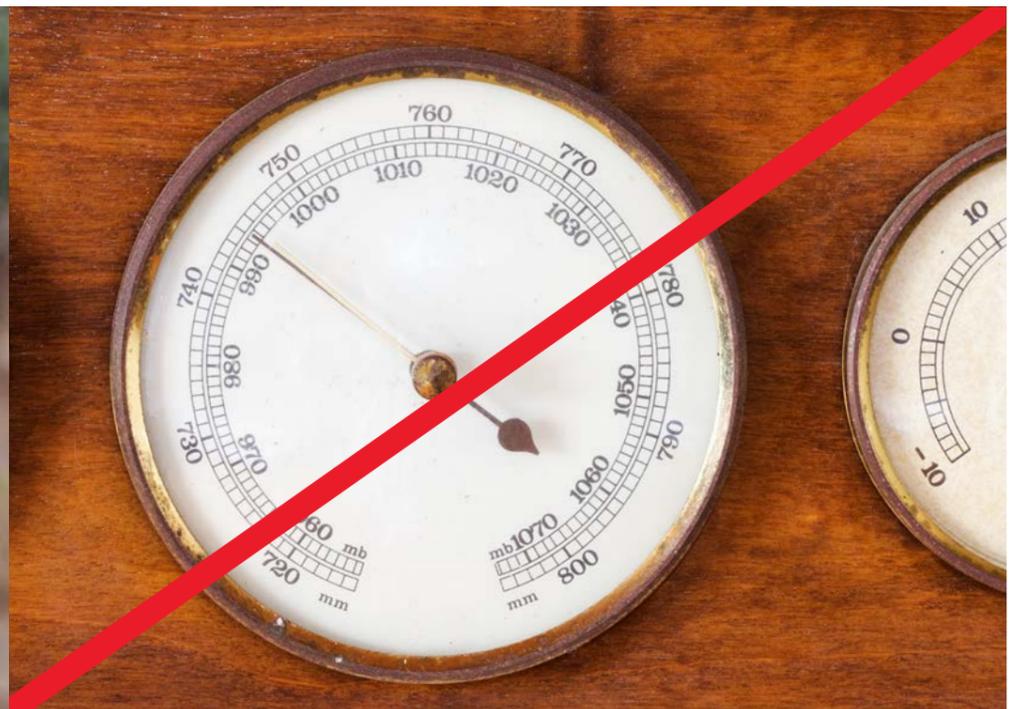
Story



No story



Modern



Outdated