

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

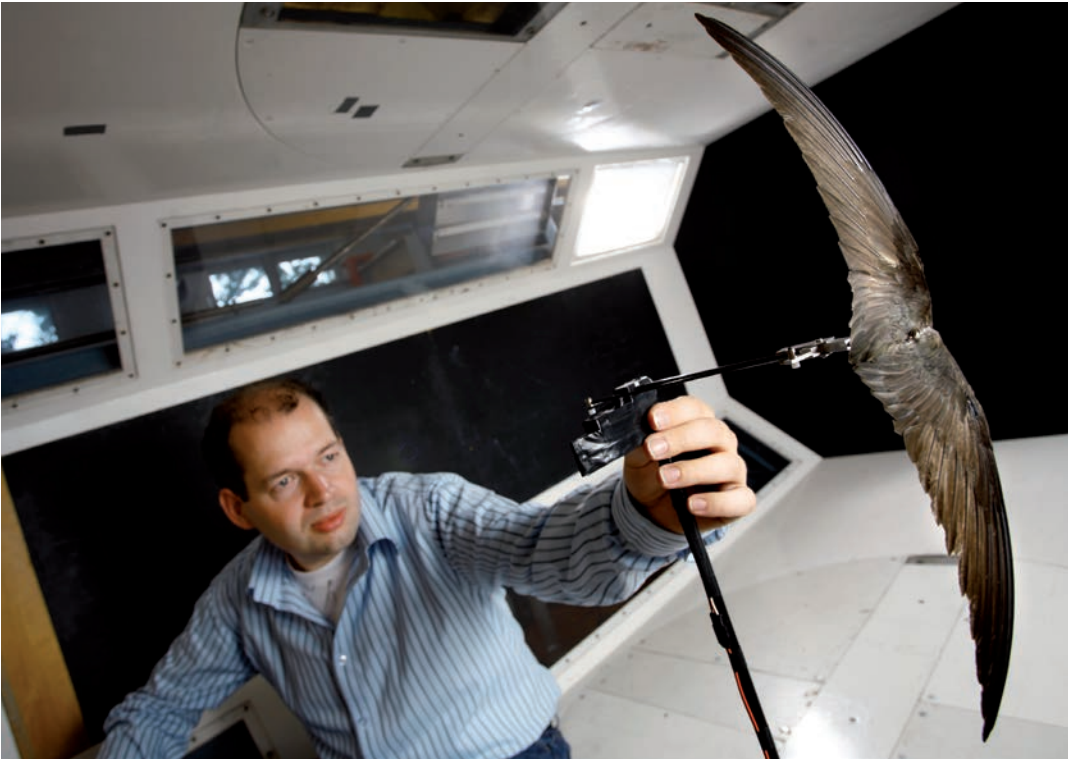
Don't



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



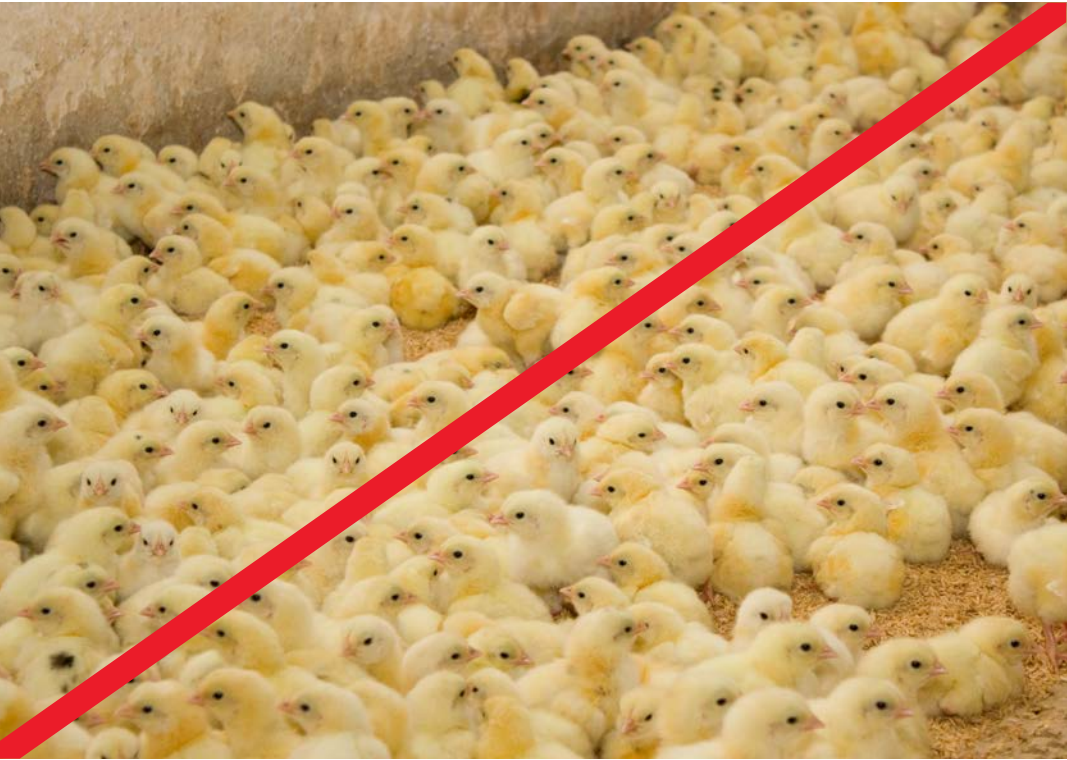
Open



Closed



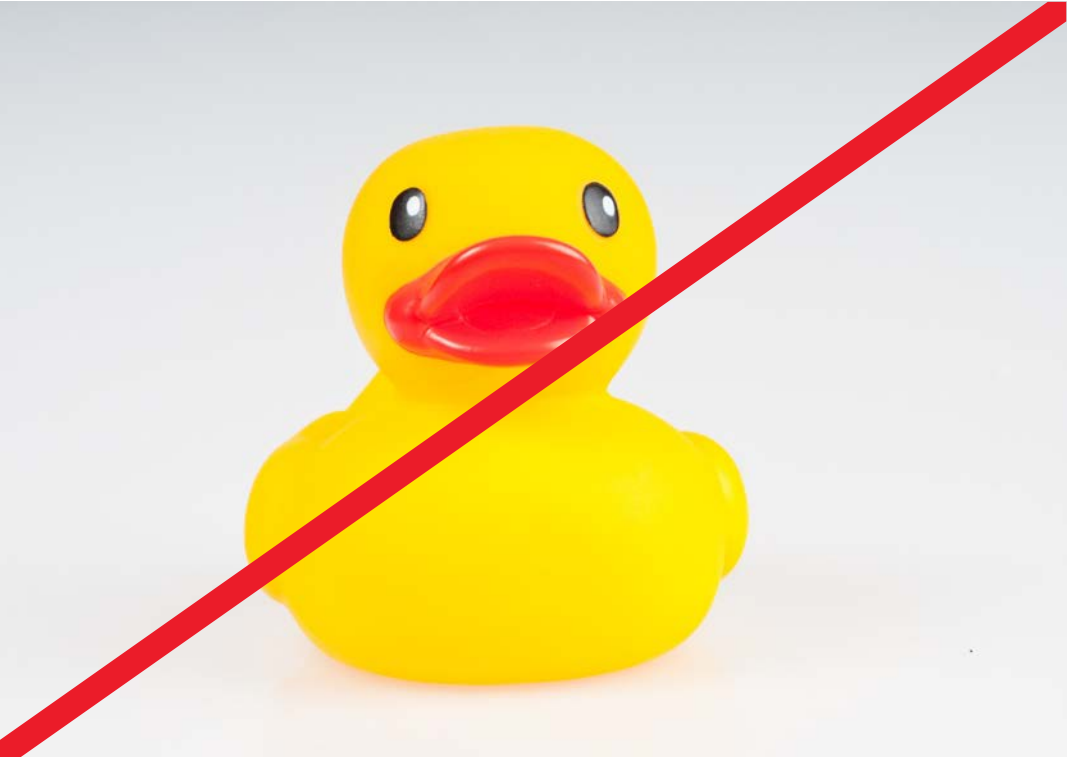
Positive



Too much suffering



Product in context, people



Product without context

Do _____ Don't



Natural colours



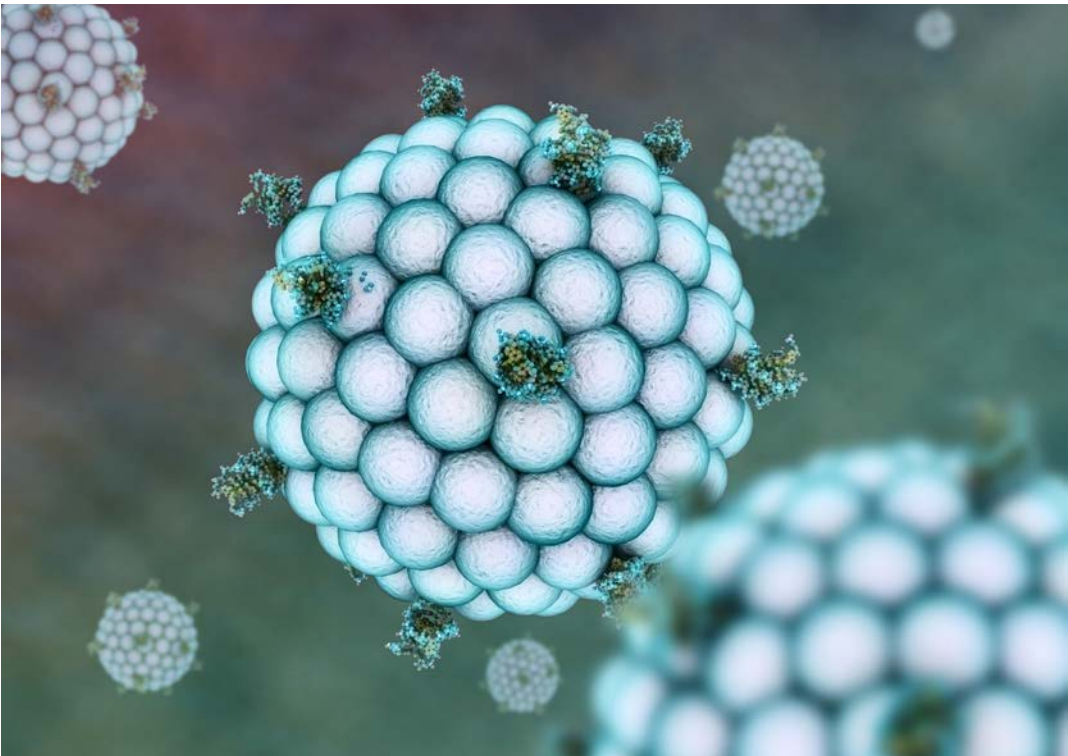
Manipulated colours



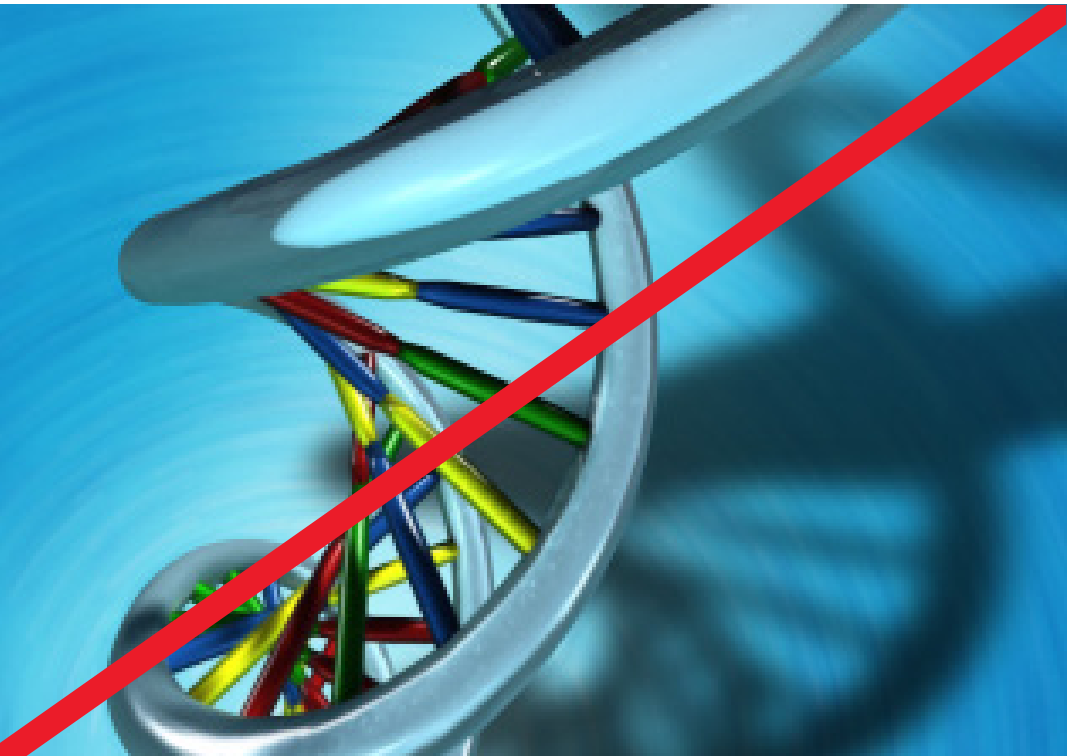
Clear contrast



Not enough contrast



Realistic



Too artificial

Do _____ Don't



Colourful and clear



Grey



Natural light



Studio lighting



Sharp



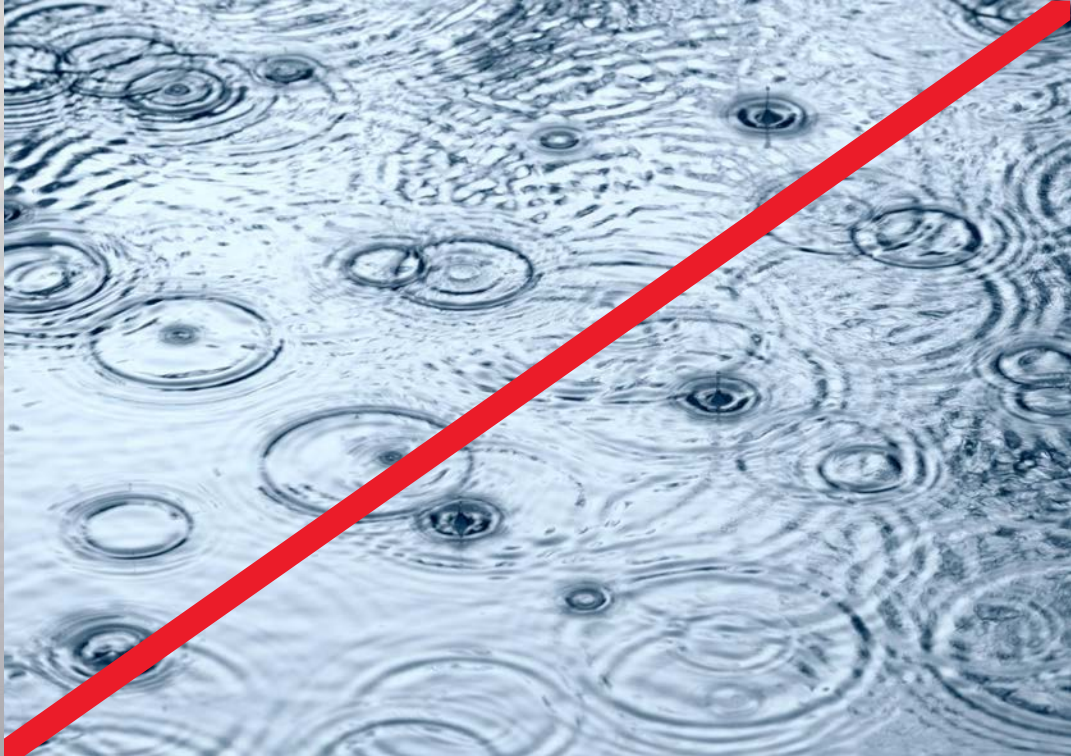
Out of focus

Do

Don't



Illustrates impact



No context



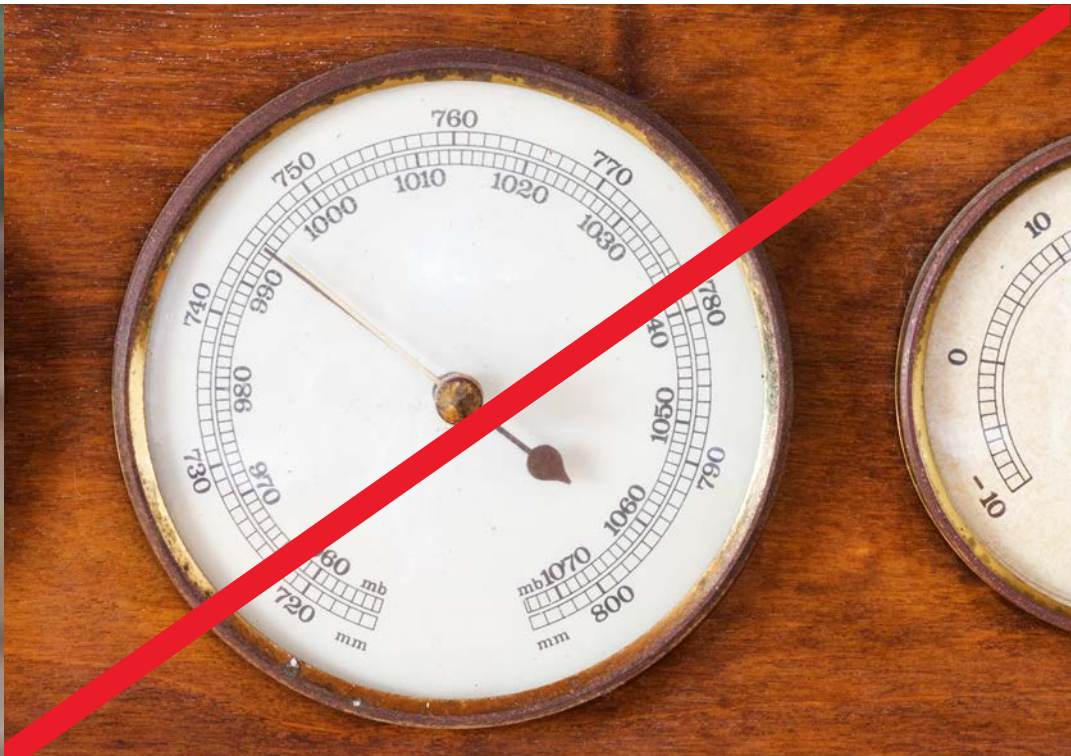
Story



No story



Modern



Outdated