Do

- Authentic
- Wageningen Campus, real people
- Real globe

Don’t

- Advertising, posed
- Anonymous location, models
- Decorative globe
Do

Clear

Focus on the subject matter

Image used in the publication

Don’t

Unclear

No subject matter

Food for all

Picture of the book cover

Image used in the publication
Do

- Stylized photo (compact, uncluttered background)
- Attention to composition, active image

Don’t

- Boring and grey
- No composition, concept is not illustrated, static image
- Unstylized (wide setting, chaotic background)
Do

Product in context, people

Positive

Open

Don’t

Product without context

Too much suffering

Closed
**Do**

1. Natural colours
2. Clear contrast
3. Realistic

**Don’t**

1. Manipulated colours
2. Not enough contrast
3. Too artificial
Do

- Colourful and clear
- Natural light
- Sharp

Don’t

- Grey
- Studio lighting
- Out of focus