



The Honest Before and After



A practical guide to reviewing
AI assisted food photo edits

FOODPHOTO

The Honest Before and After

A practical guide to reviewing
AI assisted food photo edits

First edition
October 2026

The evidence chain

Start with the intended use, not the editing tool. An image in an internal mood board can be explicitly speculative. The same image beside a menu item can influence what someone expects to receive. Before judging the edit, write one sentence describing the decision a viewer is likely to make from it.

Then connect four things: the reference, the instruction, the candidate and the review. The reference establishes what was supplied. The instruction establishes the intended change. The candidate establishes what actually came back. The review establishes what a person checked and what remains uncertain. None of these records substitutes for another.

A prompt saying “keep every ingredient” is evidence of an instruction. It is not evidence that every ingredient survived. A reviewer saying “looks good” is evidence of a reaction. It is not a useful description of the comparison. The chain is only as strong as the links you can show.

Use four practical outcomes throughout this book. Approve means that the available evidence supports a specified use within stated limits. Revise means that a known defect needs correction and another review. Hold means a necessary fact cannot yet be established. Reject means the candidate is unsuitable for the proposed use. A rejected candidate stays rejected even if it is visually attractive. These are editorial states, not legal or food-safety approvals.



The review can approve, revise, hold or reject.

A reference and an instruction lead to a candidate, not automatically to approval. The review connects the result to a specific use.