Online resource to accompany the following publication:

Portmann, Lara. (2020). Designing "good taste": A social semiotic analysis of corporate Instagram practices. In Crispin Thurlow, Christa Dürscheid & Federica Diémoz (eds.), *Visualizing Digital Discourse: Interactional, Institutional and Ideological Perspectives.* Berlin: de Gruyter.
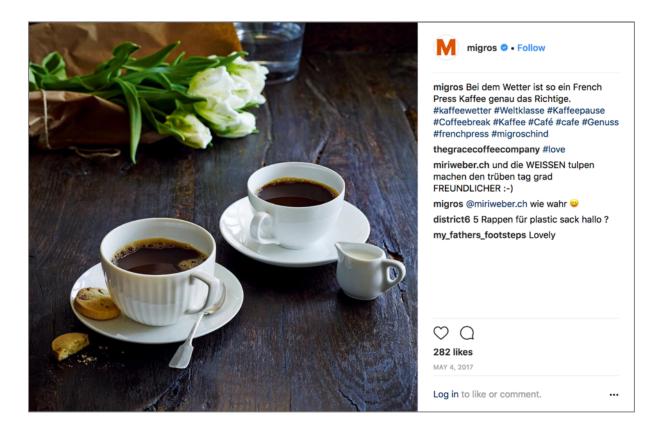

Figure 10.1 Example of elevated setting
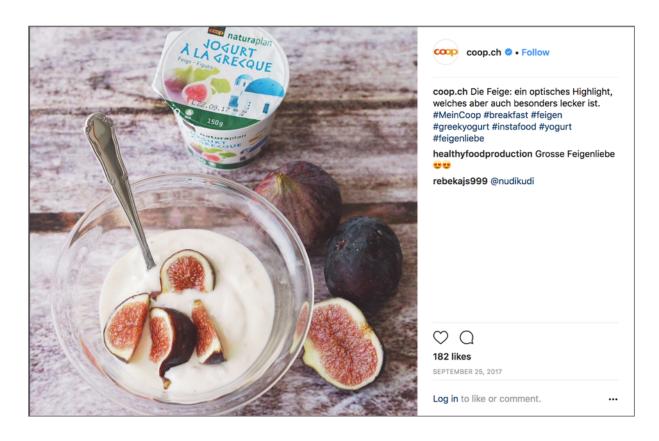
Figure 10.2 Example of props and materiality

Figure 10.3 Example of container materiality

Figure 10.4 Example of colour and sensory modality

Figure 10.5 Example of texture and sensory modality

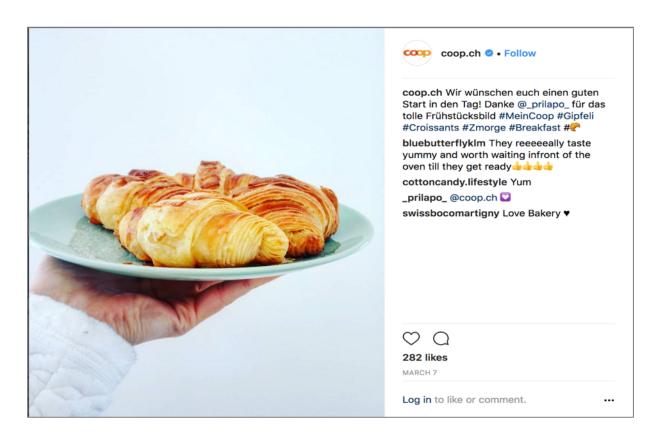**Figure 10.6** Example of depth of field/composition and sensory modality

Figure 10.7 Example of banal hashtags vs. elite food