

Riverside Community College  
Photo 11 Commercial & Advertising | Fall 2022  
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**Assignment 2:** Coke

**Due:** Sep 4th

**Format:** Digital

*“Make something people want and sell that,  
or be someone people need and sell you.”*

— Ryan Lilly

This assignment is to photograph a red can of coke.

Coke Red is Pantone / PMS 484 / #9c301a Hex Color Code, RGB. The hexadecimal color code #9c301a is a medium dark shade of red.

Photograph a can of coke in any setting and try and match the color as close as you can. Make sure the edges of the can are parallel to each other and the top of the can looks like shiny metal. Keep in mind there is a possibility of color contamination from the color of the area surrounding the subject.

