

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2023
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Assignment 5: Product Cereal

Due: Monday Sep 25th

Format: Digital Color | Vertical 20x24in

*"Nobody counts the number of ads you run;
they just remember the impression you make."*

– Bill Bernbach

This assignment is to produce a photo for a new product launch.

The subject is a new unopened box of cereal on a plain white background (white sheet will work nicely). Photograph cereal with a $\frac{3}{4}$ view making sure the box is square and all edges are parallel, the side away from the camera should be darker than the front side. Remove and replaced the background with a vertical graduated background from black to white.

