

Riverside Community College  
Photo 11 Commercial & Advertising | Fall 2024  
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**Assignment:** 9 Midterm  
**Subject:** Selling Riverside  
**Due:** Oct 21<sup>st</sup> 2023  
**Format:** Color  
**Page Size:** 9x14in horizontal format

*The key to placemaking is to understand the story of a place.  
It is only by engaging with the people that live there  
that the story can be understood and shaped.*  
— Jim Dawson

Riverside Chamber of Commerce is developing a new marketing campaign selling Riverside as a place to relocate to. The midterm is worth 60 points. No midterm assignments accepted after due date. Layout 6 page PDF.

Cover one image with title: Welcome to Riverside  
Introduction copy can come any source you like needs to be interesting.  
3 Pages each with multiple images of people, architecture, recreation & 1 page of miscellaneous images

Grading will be based on:  
Quality of images  
How well they work together to sell Riverside  
Layout design  
If any of the images are out of focus the grade will be 30 points