

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
Gene Sasse | gene@genesasse.com | 909-941-3993

*"Photography, as a powerful medium of expression and communications,
offers an infinite variety of perception, interpretation and execution"*

- Ansel Adams

Syllabus

Welcome:

It's great to have everyone in Photo 11 this semester I hope you find this class inspiring. You will be expected to work hard during this course; you will be graded on execution, effort applied, and production of work. If you are not grasping any ideas or concepts about the camera, or you would like to learn more about any given topic, feel free to reach out to me during or after class, by phone or email.

Academic Honesty:

You are expected to complete your own work in this class. If you plagiarize, use work from other students, or classes that you have previously completed, you will receive an "F" for the corresponding project. During quizzes and tests, you are expected to provide your own answers without aid from other students or copying from other students in class. You must comply by the academic dishonesty rules set forth by Riverside City College. For more information, please reference the "Standards of Student Conduct," listed in the Student Handbook. Students with more than one violation of the standards of student conduct in this course may receive an "F" in the course or be subject to other disciplinary action.

Special Needs:

If you have a documented physical, psychiatric/emotional, medical, or learning disability that may impact your ability to carry out assigned course work, contact the staff in the Disability Resource Center (DRC) at (951)222-8060 on the Riverside City Campus. The DRC will review your concerns and work with you to determine what accommodations are necessary and appropriate. All information and documentation that you share with the DRC is confidential.

Stress and Mental Health:

You can learn about RCC's confidential counseling and mental health services available on campus by visiting the student Health and Psychological services in the Bradshaw building or calling (951)222-8151. You can call the Riverside County 24-hour Crisis and Referral Line by dialing 211. The National Suicide Prevention Hotline is (800)273-TALK

Course Description:

An introduction to professional practices in commercial and advertising photography. Students will learn how to understand and navigate the commercial market and create commercial photography clients such as; magazines, advertisements, architecture, and photographic illustrations.

This class is all about problem solving,
time management and improving your craft.

Time management is very important for this class. You have one assignment due every week plus in class assignments, a midterm and your final project. It's important that you stay on top of your work. Missing one or two of your assignments is enough to lower your grade.

Purpose:

This class will explore the areas in the world of professional photography, proficiency in the capture of images with both natural and artificial light sources. We will work on developing a better sense of design and composition with assignments being more *conceptual than defined*. In other words it is not about the obvious but more about the implied. This class is all about you the photographer telling your viewer a visual story with the use of creativity, uniqueness with the rich emotions your images give the viewer to help sell products or services.

Student Learning Outcomes:

Upon successful completion of the course, students should be able to demonstrate the following skills:

1. Photograph images that demonstrate an advanced understanding of composition and design.
2. Exercise observation skills and judgement to create professional quality photographs.
3. Demonstrate an advanced understanding of how to use Adobe Lightroom and Adobe Photoshop to post-process photographs.

Assignments:

All digital files are due the night before class at 7pm (Monday)
and prints are due the day of class

All assignments are to have capture dates after the first day of class except assignments that state otherwise. Any earlier work turned in will be given zero points for that assignment.

All meta data for the images needs to be included with each image.
Any Assignment that is out of focus will be considered as a late assignment.

All the assignments with articles and videos are on my website at www.genesasse.com with a link in the menu bar.

All digital assignment files are due the night before (Monday) class by 7 pm any assignments submitted after this time is considered late. Send your images to me via weTransfer to photos@iearts.org All assignments are to be full res tiffs with your name in the image file and meta data.

WeTransfer link found at: <https://genesasse.com/photo/photo11.htm>

There are no assignment redo's in this class, so do the best job you can. Late assignments will receive a "C" or 7pts on regular assignments without a reason. (some project will have no late assignments accepted)

You will also find articles and videos you may find helpful to you as a person and photographer.

Another website you might find inspirational is <https://sasseartmuseum.org>

Photo 11 Assignments

Aug 26th | 1st Day of Class

1- Sep 1st | the Story

2-Sep 8th | Victorian Homes Cover

3-Sep 15th | Money & Homelessness

4-Sep 23th | Illustrated Quote | "the spectator's mind"

5-Sep 29th | Cereal

6-Oct 7th | Flip Composite

7-Oct 13th | Blue Hour Architecture

8-Oct 21st | Manicure Poster

9- Oct 27th | Flower Tag

10- Oct 27th | Selling Riverside – midterm PDF

11-Nov 4th | Book Cover

Nov 11th | No Class

Nov 14th | Last day to drop with a "W"

12-Nov 17th | Church Interior

Nov 25th | No Class – Thanksgiving Break

13-Dec 2nd | Selling RCC Photo Program 20pts

Dec 9th | Quote Book

Dec 16th | Finals Week

[print assignments](#)

Bring your camera to class:

From time to time I may assign an in class assignment that is due the same day. It's important to always have your camera with you.

Notes:

Think of this advanced photography class as real-world client work—except instead of payment, you're earning a grade.

Missed deadlines mean missed opportunities. In the professional world, clients expect your best work delivered on time, every time. This is how you build the repeat business that sustains a photography career.

Your approach should be professional from day one. Submit your strongest image the first time around, no do-overs, no excuses. This mindset will serve you well when you're working with actual paying clients who expect excellence.

Since all assignments are available online, you can work ahead and manage multiple projects simultaneously. This mirrors the reality of professional photography, where you'll juggle various client needs and deadlines.

Remember: every assignment must reflect your unique vision and style. This isn't just about meeting requirements—it's about developing the distinctive voice that will set you apart in a competitive industry.

All assignments are to be shot RAW then processed as necessary. You will be asked from time to time to submit your RAW files. Besides shooting with RAW format I also recommend that you to set your camera to Adobe RGB and use average white balance.

Label your images with the assignment being the 1st item-last name_1st name- file number. The file name will look like this.

1-1st name_ last name7321.tif

I reserve the right as your instructor to modify the course content (assignments, grading procedures, tests etc.) as the situation dictates. I will inform the students of any such changes via class announcements or email. If you miss a class check with fellow students to find out what you missed.

RCC Drop policy:

It is your responsibility to drop this class by the appropriate drop deadline set forth by Riverside City College if you do not plan to continue attending this course. Additionally, if you miss class three times without an excused absence, if you fall behind by three assignments, or if you continually disrupt this class, the professor has the option to drop you from this class. If you are having difficulty maintaining the submission deadlines, please see the professor before dropping this class, as accommodations may be made to extend deadlines if the extenuating circumstance is compelling and unavoidable. If deadlines are changed, you will work out a written plan with the professor to complete your projects. Please note, the grade of "incomplete" can only be arranged with the instructor for circumstances with documentation that are not avoidable, such as hospitalization.

**It is your responsibility to drop the class if you choose not to complete it!
I will not drop you! If you do not drop the class you will receive an "F"**

Grading:

All assignments are 10 points per image unless otherwise stated

A 90 - 100% - excellent work

B 80 - 89% - good work

C 70 - 79% - average work

D 60 - 69% - below average work

F 59 - 00%

As part of grading I do critiques of your work in class. The critiques are not about what's wrong with the images but how to make the images better. Photography is about telling stories visually.

The better the images the better the story. The better to sell a product or service

On all assignments it is your job as a photographer is to turn in the best images possible. That means if you have any distracting elements in your image, you should crop them out or retouch them. This is one of the final classes in this program so all images should be technically perfect. Proper focus, perfect exposure and color balance. No distracting elements to pull your eye away from the subject. No blown out highlights or blocked shadows.

Your job as a photographer is to seduce,
amuse and entertain