

Riverside Community College  
Photo 11 Commercial & Advertising | Fall 2025  
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**Assignment 1: The Story**

**Due:** Sep 1<sup>st</sup> 2025

**Format:** Digital | Color or B&W

*"Every artist has a central story to tell, and the difficulty,  
the impossible task, is trying to present that story in pictures"*

Gregory Crewdson

This assignment is to find a subject that visually tells a story with no faces on the subjects except if it's an animal. Choose your subject and setting carefully before you capture your image. Remember this image is all about emotion.

Turn in full rez tiff images at 300ppi with long dimension 14in. Make sure all metadata is included with your files and your images are labeled properly. 1-1<sup>st</sup>name\_last-name-camera file#.tif (1-john\_smith-4521.tif)

All digital assignment files are due the night before (Monday) class by 7 pm any assignments submitted after this time is considered late. Send you images to me via my wetransfer link is <https://gene-sasse.wetransfer.com> send to [photos@iearts.org](mailto:photos@iearts.org)

Retouch any flaws or distracting items. Make sure the highlights are not blown out or shadows that are blocked up and if you choose to do the assignment in B&W make you have a full range of tones with detail in the shadows and the highlights are not blown out.

**Things I look for when grading assignments:** *the subject is tack sharp, pleasing composition, a crop that makes the subject stronger, no noise, the image is labeled correctly and Image is the correct size & resolution*



# Lightroom file sizing and export

Before export, size image in Lightroom.

Because there is more than one way to access the export dialog box in Lightroom: Your choices are:

- File > Export
- Right Click > Export
- Export Button (Only in Library Module)

This window will open:

Make sure you fill in all the appropriate fields below

The screenshot shows the 'Export One File' dialog box in Adobe Lightroom. The 'Export To' dropdown is set to 'Hard Drive'. The 'Preset' list on the left includes 'Lightroom Presets' (Burn Full-Sized JPEGs, Export to DNG, For Email, For Email (Hard Drive)), 'HDRsoft', and 'User Presets'. The 'Export One File' section contains several tabs: 'Export Location', 'File Naming', 'Video', 'File Settings', 'Image Sizing', 'Output Sharpening', 'Metadata', 'Watermarking', and 'Post-Processing'. The 'Export Location' tab is active, showing 'Export To: Specific folder', 'Folder: /Users/Nancy/Desktop/photo 14', and 'Put in Subfolder: Assignment\_1'. The 'File Naming' tab shows 'Rename To: Custom Name - Original File Number', 'Custom Text: Nancy\_Carenen', and 'Example: Nancy\_Carenen-5853.tif'. The 'File Settings' tab shows 'Image Format: TIFF', 'Compression: None', 'Color Space: AdobeRGB (1998)', and 'Bit Depth: 8 bits/component'. The 'Image Sizing' tab is selected, showing 'Resize to Fit: Dimensions', 'Dimensions: 8,000 x 15,000 in', 'Resolution: 300 pixels per inch', and 'Don't Enlarge'. The 'Metadata' tab shows 'Include: All Metadata'. The 'Watermarking' tab shows 'No watermark'. The 'Post-Processing' tab is partially visible. Annotations with blue arrows point to various fields: 'Export To', 'Folder', 'Put in Subfolder', 'Assignment Specific', 'Rename To', 'Custom Text', 'Example', 'Image Format', 'Compression', 'Color Space', 'Bit Depth', '8 bit/Component for a smaller file', 'Resize to Fit', 'Dimensions', 'Resolution', 'All Metadata', and 'Export'.

Export One File

Export To: Hard Drive

Preset:

- ▼ Lightroom Presets
  - Burn Full-Sized JPEGs
  - Export to DNG
  - For Email
  - For Email (Hard Drive)
- HDRsoft
- ▼ User Presets

Export One File

▼ Export Location

Export To: Specific folder

Folder: /Users/Nancy/Desktop/photo 14

Put in Subfolder: ☒ Assignment\_1

Add to Stack: Below Original

Existing Files: Ask what to do

▼ File Naming

☒ Rename To: Custom Name - Original File Number

Custom Text: Nancy\_Carenen

Example: Nancy\_Carenen-5853.tif

Extensions: Lowercase

► Video No Video

▼ File Settings

Image Format: TIFF

Compression: None

Color Space: AdobeRGB (1998)

Bit Depth: 8 bits/component

☐ Save Transparency

8 bit/Component for a smaller file

▼ Image Sizing

☒ Resize to Fit: Dimensions

Don't Enlarge

8,000 x 15,000 in

Resolution: 300 pixels per inch

► Output Sharpening Sharpening Off

▼ Metadata

Include: All Metadata

☐ Remove Person Info ☐ Remove Location Info

☐ Write Keywords as Lightroom Hierarchy

► Watermarking No watermark

► Post-Processing

Add Remove

Plug-in Manager...

Cancel Export

## Photoshop file sizing and saving

Crop the image using the crop tool

Set the crop tool to WxHxResolution (300ppi)

Go to File select Save As delete the info before the file number then add the required info in front of the file number.

Save as a tiff

