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

Assignment 1: The Story
Due: Sep 1st 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. 1-1st 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

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.

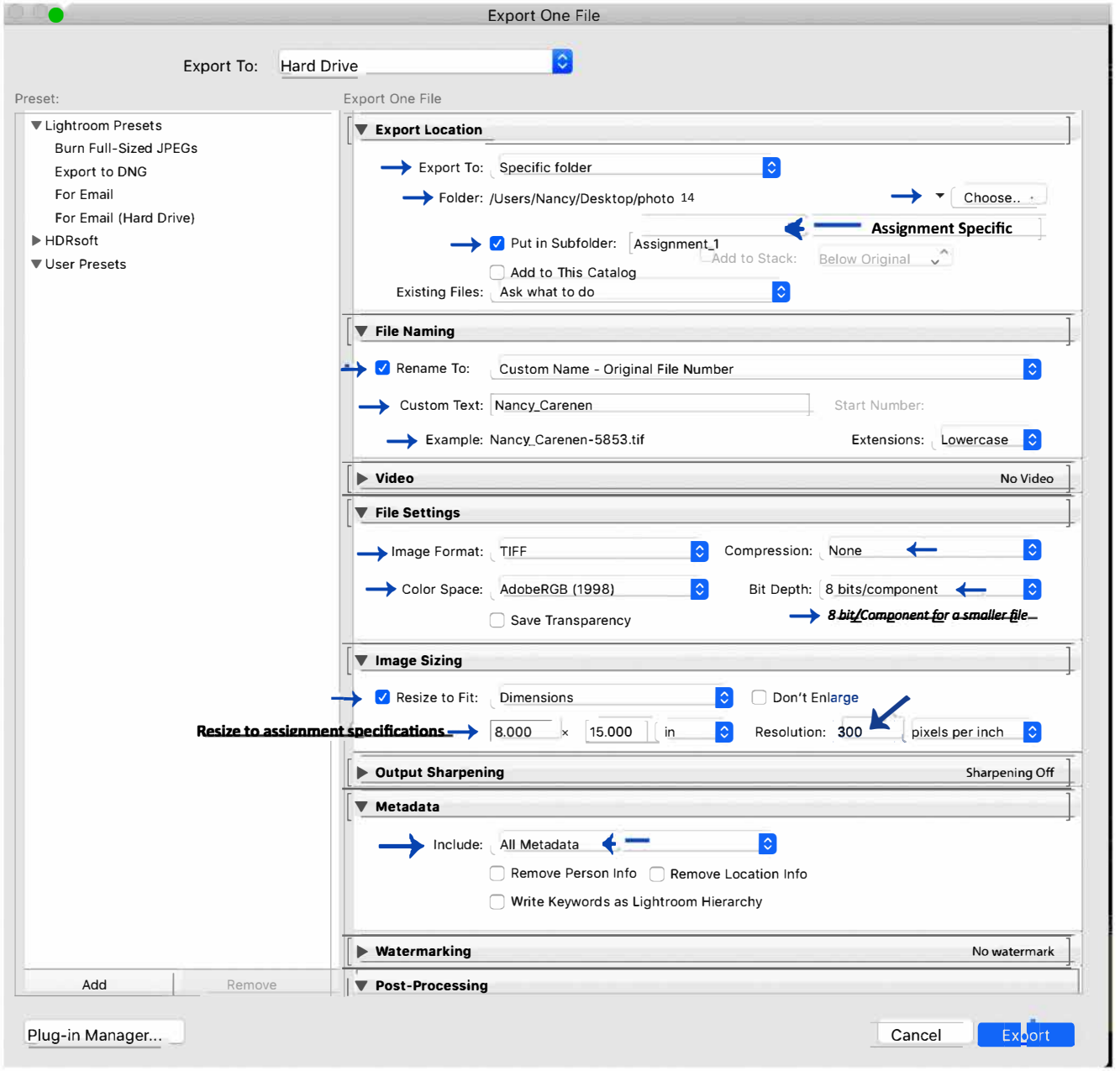
Things I look for when grading assignments: *the subject is tack sharp, pleasing composition, a crop that makes the subject stronger, no noise, the image is labeled correctly and Image is the correct size & resolution*

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)

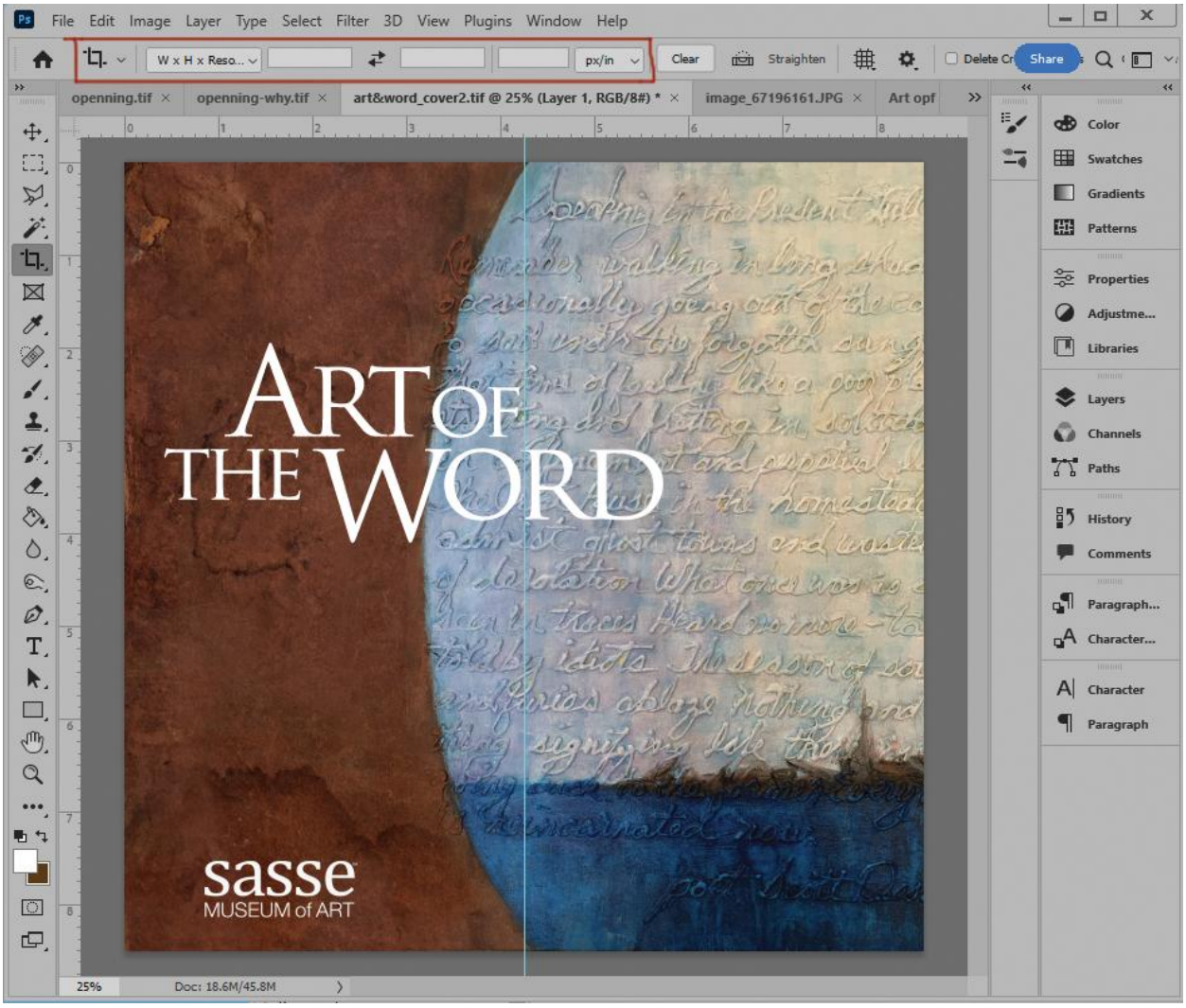
This window will open:
Make sure you fill in all the appropriate fields below



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