

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

Assignment: 10 Midterm

Subject: Selling Riverside

Due: Oct 27th 2025

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 50 points. No midterm assignments accepted after due date. Layout 5 page PDF. The pages can be built in Photoshop or Indesign.

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 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