

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
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Assignment 13: Selling RCC Photo Program

Due: Dec 2nd 2025

Format: Color

Page Size: 20x24in

Points: 20

"We are making photographs to
understand what our lives mean to us."

— Ralph Hattersley

Riverside City College Photography Program is developing a new marketing campaign to help grow the photo department enrollment and make the program more visible to students on campus. As part of this program, use your knowledge and skills to help promote and sell the photography program through compelling visual storytelling. Consider working in teams of two where one person helps prep and plan the shot while the other executes the photography. However, each student must create their own unique image that represents a different aspect or perspective of the photography program's appeal and educational value.

Image Quality Standards Keep your ISO setting at 200 or below to maintain optimal image quality. Ensure there is no distortion in building structures and avoid keystoning effects that compromise architectural accuracy. The final image should not appear as a typical daytime photograph, suggesting more creative lighting approaches or timing. Maintain sharp focus on your subject or subjects to ensure professional presentation quality.

Important Notes

Draw upon your experience as a photography student to understand what aspects of the program would be most appealing to potential students. Consider showcasing the creative possibilities, technical learning opportunities, or community aspects that make the program valuable and engaging.

This is a print assignment with a 17x21in image on 20x24in paper either horizontal or vertical format.

Inspiration: Statewide Campaign for California Community Colleges

<https://blog.workbook.com/blog/nikki-ritchers-statewide-campaign-for-california-community-colleges/>