

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
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Assignment 4: Illustrated Quote

Due: Sep 23rd 2025

Format: Print | Color

This assignment is to illustrate the quote for a double truck magazine spread. Make sure the quote does not cross the gutter otherwise some of the words will be lost.

Double truck refers to a pair of facing pages, usually in a magazine or book, where the content stretches over both pages. *The gutter is the space in the center of the book or magazine where the two pages come together.*

The size of the print is 12"h x 17"w with a 9"x15"image@ 300ppi.

Your name should be in a 14pt font that is easy to read just below the lower right hand side of the image. No handwritten names on print.

The digital file: is due Monday night Sep 22nd by 7pm.

The print: is due by 1:30pm on the 23rd with the print critique to follow at that time.

The image should be strong and bold to stop the person so they read the quote. Place the quote somewhere in the image so it complements the image but doesn't detract from it. ***The image is for reference only and not for this quote.*** Use your imagination to create an interesting image; composite images are acceptable for this assignment.

This is the quote to use for this assignment:

"The canvas upon which the artist paints is the spectator's mind"

Kakuzo Okakura (1863-1919)

Japanese scholar & art critic



The image and quote is for reference only