

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
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Assignment 5: Product Cereal

Due: Sep 29th 2025

Format: Digital Color | Vertical 20x24in

*"Nobody counts the number of ads you run;
they just remember the impression you make."*

– Bill Bernbach

This assignment is to produce a photo for a new product launch.

The subject is a new unopened box of cereal on a plain background (white sheet will work nicely). Photograph cereal with a $\frac{3}{4}$ view making sure the box is square and all edges are parallel, the side away from the camera should be darker than the front side.

Remove and replaced the background with a vertical graduated background from black at the top to white at the bottom. Crop the image so the box is 15in tall on a 20x24in background. The box should be tack sharp from corner to corner, when removing the background make sure the edges of the are smooth and straight.

