

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
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Assignment 8: Manicure Poster

Due: Oct 28th 2025

Format: Digital Color | 24x24in Print

*"Look and think before opening the shutter.
The heart and mind are the true lens of the camera."
— Yousuf Karsh*

Create a compelling photograph for a high-end nail salon's marketing poster. This image will be used by a local design firm for a new chain of luxury nail salons. Your poster should serve as a powerful marketing tool that attracts attention with striking visuals, conveys a premium brand message, features beautifully manicured nails that showcase professional expertise, and entices customers to seek higher-end services. Turn in a **21x21in image on 24x24in paper** and provide high-resolution files for the participating salon as agreed upon.

Finding a Location

Contact a nail salon that will allow you to photograph their work. **Speak with the owner in advance** to arrange the session and **clearly explain** that you are a student completing a class assignment. **Offer compensation** by providing 1-2 high-resolution files and or a finished print in exchange for their cooperation.

Pre-Production Research

Before your shoot, research and practice **hand photography techniques** and best practices. Study **optimal composition and cropping** for nail photography, consider **background selection** that enhances the subject, and plan your **lighting setup** for sharp, detailed imagery.

Technical Requirements

Ensure **sharp focus** throughout the entire image with **no noise** from high ISO settings. Maintain **professional quality** that reflects well on both you and the salon.

Important Notes

Deliver quality work as this represents both your skills and professionalism. **Honor your commitments** to the salon owner and **practice beforehand** to ensure you can execute professionally during the actual shoot. Think about toning the wrinkles on the finger so they don't distract from the nails.

