

Riverside Community College
Photo 11 Commercial & Advertising | Fall 2025
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Assignment 9: Flower Tag

Due: Oct 27th 2025

Format: Digital Color

"Flowers are like friends; they bring color to your world."

– Anonymous

Create a compelling photograph of a flower or group of garden flowers for commercial plant marketing. This image will be used by a local flower company to market their plants at garden centers. Your photograph should showcase perfect specimens of garden flowers that will appeal to potential customers and effectively represent the quality of plants available for purchase, ensuring the image is suitable for commercial marketing materials and plant tags.

Choose from garden varieties such as roses, English primrose, pansies, or any flower of your choice. The key requirement is that your selected flowers must be perfect specimens without blemishes, wilting, or damage. Focus on garden flowers rather than florist arrangements to maintain authenticity for the garden center market.

Setup Requirements

Materials Needed Purchase oasis foam from a florist (one block serves around three students). Acquire black velvet, Tuf-Flock/Velour, or any light-absorbing background material. Soak the oasis in water before use.

Arrangement Process Cut your selected flowers and arrange them in the wet oasis. Cut the black material to cover both the oasis and plant stems, extending it to create a background behind your flowers. Ensure a few leaves extend naturally from the flower arrangement for realistic presentation.

Technical Requirements

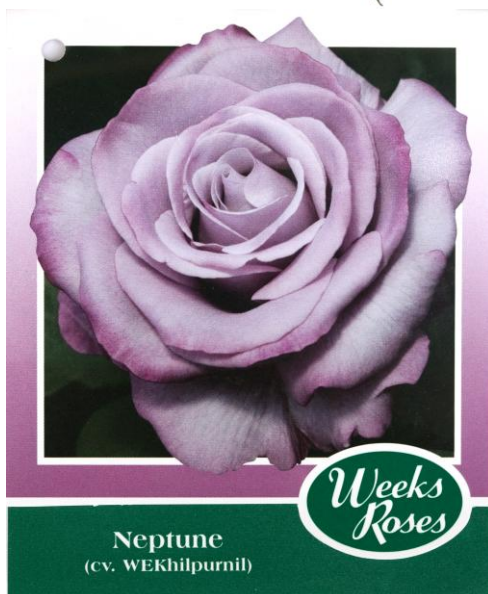
Maintain **sharp focus** throughout the entire image with **no noise** from high ISO settings. The composition should highlight the natural beauty and commercial appeal of the garden flowers.

Post-Production Process

Using Photoshop, carefully remove the black background from around the flowers and leaves, creating a transparent background where the black material was removed. Preserve the black material in the center areas between petals and leaves. On a new layer, create a black square or rectangular shape positioned behind your flowers, allowing some petals and leaves to extend beyond this background element. Submit one final 12" × 12" digital image

Important Notes

Purchase several plants as backup in case flowers become damaged or begin to wilt during the shoot. **Select flowers and leaves that have clean, defined edges** to facilitate easier cutting and masking in post-production. Plan your shoot timing carefully since fresh flowers have a limited working window before quality degrades.



Neptune
(cv. WEKhilpurnil)

*Weeks
Roses*



Cl. Soaring Spirits™
(cv. WEKbecfoj)

*Weeks
Roses*