******Advanced Photography

**Final Photoshop Project**

***PRODUCT ADVERTISEMENT***

**Summary:** For this final project you will photograph a product and create an advertisement in Photoshop.

**Details:**

* You will be given a target group and a product type
* You decide on the actual product and layout of the advertisement
* You will create a contact sheet of your photos
* You will create the advertisement in Photoshop

**Final Products:**

1. **Contact sheet with at least 10 photos on wiki**
2. **PSD of the advertisement on the wiki**

**Rubric:**

Composition/layout of advertisement – 20 pts

Clarity/quality of photograph(s) – 20 pts

Appeal to the target audience – 20 pts

Photoshop craftsmanship – 20 pts

Text/Readability - 20 pts