
Commercial Photography – Fill in the Blank Worksheet

Name: _____ Date: _____

Part 1: Definitions

Fill in the blanks with the correct word.

1. Commercial photography is photography created for _____ use.
 2. The goal of commercial photography is to promote, market, or _____ a product, service, or brand.
 3. Photography created for individuals or families (portraits, weddings, senior photos) is usually called _____ photography.
-

Part 2: Genres of Commercial Photography

Match the description with the genre by filling in the blank.

4. Clean, detailed images of objects: _____ Photography
 5. Clothing and lifestyle imagery: _____ Photography
 6. Food for menus, ads, or cookbooks: _____ Photography
 7. Capturing spaces and buildings: _____ Photography
 8. Professional portraits for branding: _____ Photography
-

Part 3: Key Terms

Complete the sentences with the correct vocabulary.

9. _____ is how elements are arranged in a photograph.
 10. _____ is the use of natural or studio setups to create the desired look.
 11. _____ means the consistent look and feel of a company or product.
 12. The _____ is the specific group of people the ad is intended to reach.
 13. _____ is the editing and retouching process after a shoot.
-

Part 4: The Process

Fill in the missing steps of a commercial photography workflow:

14. _____ & mood board
 15. Planning & _____
 16. Shooting (_____ or location)
 17. _____ / retouching
 18. Delivery & usage (_____, socials, packaging)
-

Part 5: Reflection

19. What is one commercial ad or campaign you remember most? Why do you think it worked?
-
-