Commercial Photography – Fill in the Blank Worksheet

| Name | : Date: | | |
|---------------------|---|--|--|
| Part 1: Definitions | | | |
| Fill in t | 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. | | |
| | 2: Genres of Commercial Photography the description with the genre by filling in the blank. | | |
| | | | |
| | 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 | |
| | ing steps of a commercial photography workflow: & mood board |
| | ng & |
| 16. Shootir | ng (or location) |
| 17 | / retouching |
| 18. Deliver | y & usage (, socials, packaging) |
| Part 5: Reflection 19. What is worked | s one commercial ad or campaign you remember most? Why do you think it |
| worked | 1/ |
| | |