Name: **Kenneth Vier J Cerrado** Unit 3: Assessment

Year & Section: **BSIT 3-1N** INTE 30043 – Multimedia

**Critical Thinking Questions**

1. If I were to create a digital image that will promote a cereal, I’ll make it direct to the point. An infographic digital image will suit the best in this kind of project. I’ll put all the good benefits that they can get on the breakfast cereal I’m promoting. I want to make the image not so colorful yet full of information. Information that can encourage people to buy the product.
2. I guess, a warm mood background is a perfect choice for this. Giving it a war background, makes it look more serious. Using back lighting, where light source is coming from behind, it will make the subject silhouette and will bring an effect that focuses more on the subject of my image.
3. As what I can see on the image, it has a good lighting effect that makes the image more realistic, it is like you are having your own point of view when looking at the image. The direction of the sun was coming from the back that gives other buildings shadows. It uses hard light that makes bright color look more brilliant and makes pale color look even more pale.
4. The photographer focuses his camera on the kids that are playing with bubbles which makes the sun behind blurry. He uses a back lighting which makes the kids the subject of the image. He highlighted the kids by using a back lighting, that gives shadowy with little detail.
5. The image uses a side lighting effect that produces the shadows and high contrast of the photo. The light hits the subject from one side that gives interesting highlights and shadows.

**Unit 2: Lab**