

25 Top Photos

Here are the typical top 25 images needed for each vehicle. Create a flow with vehicle photos, continuity from one to the next. Start with all exterior shots first, moving counter-clockwise around the vehicle. Then, move to the interior, this will create a smooth flowing sequence of the vehicle that will keep the customer engaged.

Consider additional images if vehicle has any of the following:

- Sunroof
- Options/Safety Equipment
- Navigation
- Backup Camera
- Upgrades (sound system, security, etc.)
- Convertible Top (top up and top down)
- Performance Engine
- Luxury Items
- Split/folding back seat(s)



1. Right Front Angle



2. Front



3. Left Front Angle



4. Rear Left Angle



5. Back



6. Rear Right Angle



7. Wheels/Covers/Rims



8. Front interior (Passenger side)



9. Front Passenger Seat



10. Rear Seat



11. Trunk



12. Driver Side Door Panel



13. Driver Side Controls



14. Drivers Front Seat



15. Center Console



16. Center Console (Up Close)



17. Dashboard (Driver Side)



18. Steering Wheel w/controls



19. Instrument cluster



20. Steering Wheel (close up)



21. Push Button Start/Ignition



22. Shift Knob (Optional)



23. Center Stack



24. Rear View Mirror (Showing auto mirror dimming, map lights, programmable buttons, sunroof or convertible controls, etc.)



25. Odometer Reading



Lighting Reflections Shadows

- ① Shooting into the sun, very distracting reflections including photographer
- ② Distracting reflections & background
- ③ Shooting into the sun and lens flare
- ④ Photographer's shadow
- ⑤ Shooting in building shadow, look for open area for shooting
- ⑥ Correct angle but poor lighting, too dark (shooting into the sun)

Best conditions for shooting

The best time to shoot is early morning or just before sunset, since these times may not work for most dealerships, shooting on cloudy days are the best. Also, when possible, try not to shoot into the sun, it is best to have sun at your back or over your shoulder when shooting. Scouting your location for your vehicle images is important.

Lookout for reflections and shadows

Cars reflect what is around them, choose an uncluttered area to set up vehicles. Then, take a look around the vehicle, looking closely at the car, and see what is reflecting on its surfaces. Most importantly be careful not to have your own reflection or shadow show up on the vehicle. For some shots you may need a tripod and use a timer, to achieve this.

Uncluttered location

Also, finding an uncluttered open space for shooting vehicles will reduce the chance that items will create unwanted shadows that cut across the vehicle's reflective surface, or distracting reflections. Open spaces behind the vehicle work best to make sure the vehicle is the focus of the photo, and there is nothing to distract the viewer.

Quality & Details

Your Goal: Professional quality images

Our job is to take quality photographs that interest the potential viewers, as well as, to quickly communicate the purpose of the photos (ie. function or detail of vehicle).

Image quality is very important, this includes but is not limited to: correct exposure, focused images and attention to detail. See the examples on the right and try to avoid these mistakes for more successful images.

- ① **Shooting into the sun, lens flares, washed out color and clarity of details**
- ② **Blurry interior image**
- ③ **Image does not communicate any details of interior, distracting shadows, sun bleached areas/over exposed, paper floor mats in shot (remove these before shooting interior images)**
- ④ **Typically shooting through the back seat is not a preferred angle, but this does show some important back seat details (seat configuration, center arm rest, interior color and back seat center floor console).**
Consider a back seat shot taken from the front seat, for the best straight on detail image.



Angles

Common mistakes for shooting vehicles and features

Correct angles. Sounds simple right? If you scan through dealership inventory images you will find that there are many examples of “poor angle” images.

Take a look at the sample images on the right, and see some comments on each example below.



1



2



3



4

- ① The vehicle beauty shot, the first picture is the most important of the series. The photographer is too close to the vehicle. It looks fish-eyed, and distorts vehicle details
- ② This is a more acceptable angle
- ③ This image shows an image that was shot at a bad angle, this image is suppose to help sell the sound system?
- ④ This image is a much better angle and shows most features of the sound system simply by shooting straight on and close up
- ⑤ This image doesn't give the viewer a clear enough image of navigation system
- ⑥ This image shows the viewer navigation mapping details, features and shows how it integrates with this sound system. Note: this image also shows the location of the dealership, most dealers like this shot
- ⑦ This angle hides some of the control panel features
- ⑧ Shooting this image straight on allows the viewer to see the equipment as if they were actually in the vehicle, and shows all of the buttons with labels



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