

CAPTURING PHOTOS WITH YOUR SMARTPHONE

PLAN YOUR SHOOT

To really do it like the pros, create your own storyboard: write down a list of the features/items you want to showcase. Think about what is most important to the buyer and which features are unique to this vehicle. Highlight any features related to the vehicle upfit or customization.

HAVE GOOD LIGHTING

- Indoors or out, try to avoid using your flash to capture the natural light. Use the 'HDR Auto' setting on your camera if you have it, because it helps with light contrasting.
- If you are shooting in the showroom, try to minimize the shadows/shady shots by using a lamp or utility light to light up the area outside of the shot zone. Avoid shooting towards glass walls and windows, if possible.
- If you are shooting outside, try to plan your shoot when you have the best lighting in the area you are shooting. Overcast days often produce the best results. Avoid shooting towards the sun - keep the sun at your back and be careful of shadows. The vehicle should be either fully in the sun, or fully in the shadow.
- Ever hear of "magic hour" or "golden hour"? That is the time right before sunrise/after sunset when the light is evenly diffused and makes your photos really stand out. It's a great time to take beauty shots of your vehicles. It's not a great time to take interior shots...

WHEN TO USE THE RULE OF THIRDS

The rule of thirds recommends that you should place your subject in the lines of a 3x3 grid. The rule of thirds does not apply when you are getting the whole vehicle in the shot. It does apply when you are trying to focus in on a vehicle feature. Most smartphones will give you a 3x3 grid on the screen. You can turn this feature on/off in your camera settings.



GOT A NEWER IPHONE?

- Apple's default camera app offers a variety of different modes for taking pictures, including panorama, square, and photo. Experiment with the different modes to see what works best for your shot.
- Because the iPhone is so thin, tapping the digital shutter button can cause camera shake and blur the photo you are trying to take. Instead, you can use the 'Volume Up' button when in the Camera app to snap a photo - and avoid camera shake entirely.
- If you're using an older iPhone model (like an iPhone6), hold your camera with both hands or use a selfie-stick for a steadier shot.