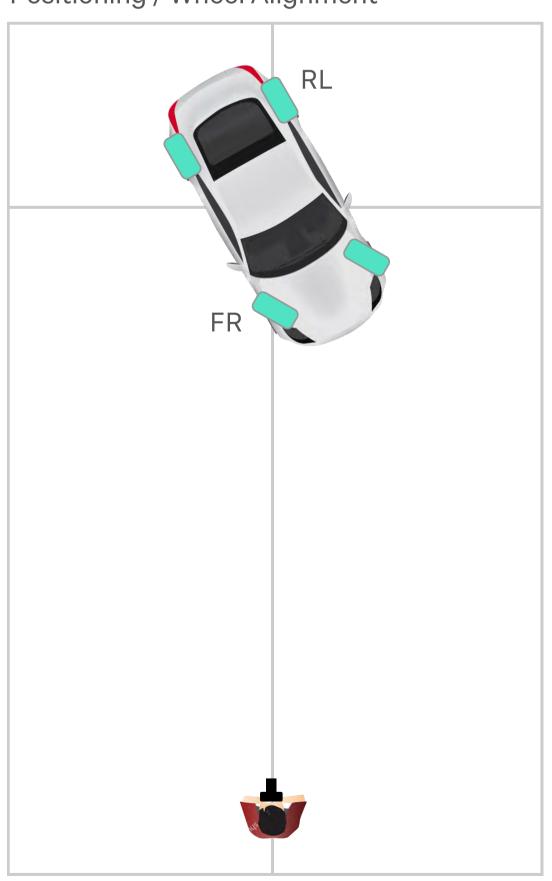# trademe

Vehicle Photo tips

Pro tip

Great photos attract more buyers, so we've put together some photo taking tips to help you.

Front quarter (fq)
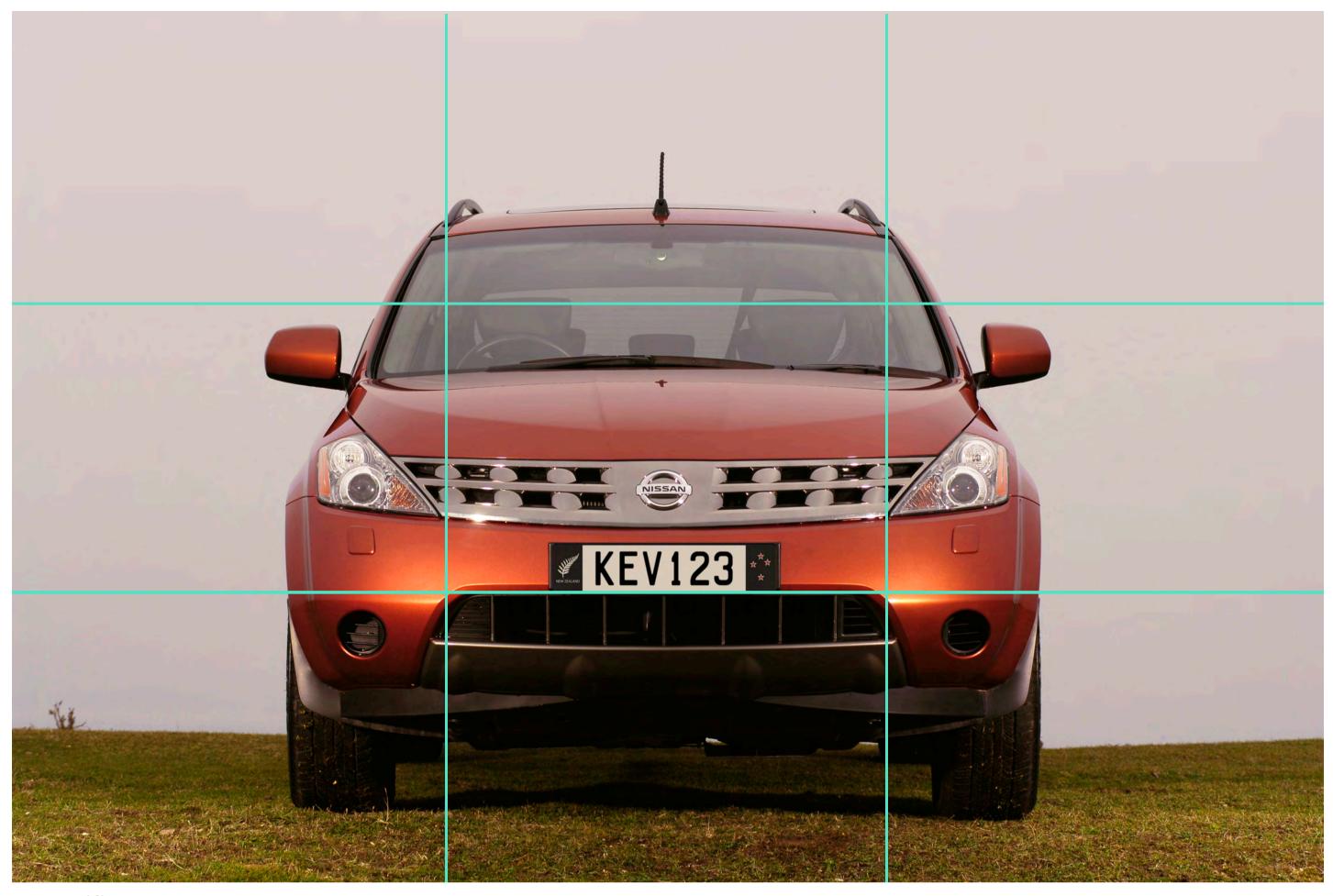
Positioning / Wheel Alignment

RL

FR

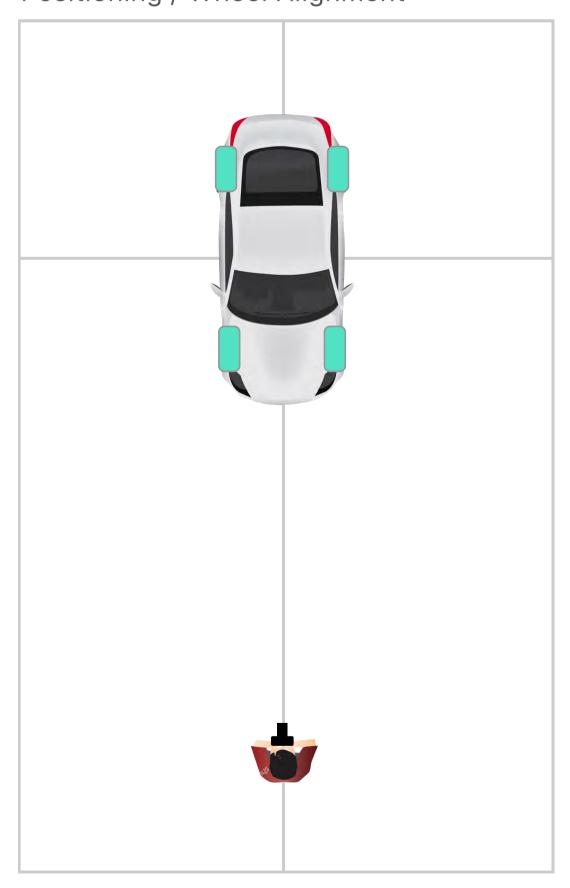| Approach	Result
Long distance zoom	True shape of car / non distorted
Med-low angle	Better stance of car
Clean background	Car will pop
More space in frame	Eye pleasing / crop-friendly
Lineup the FR wheel with the RL wheel	Consistent angle

What not to do ✖

- Too close / distorted shape

- From standing angle

- Messy background

- Framed too tight

- Too side on, FR/RL not aligned
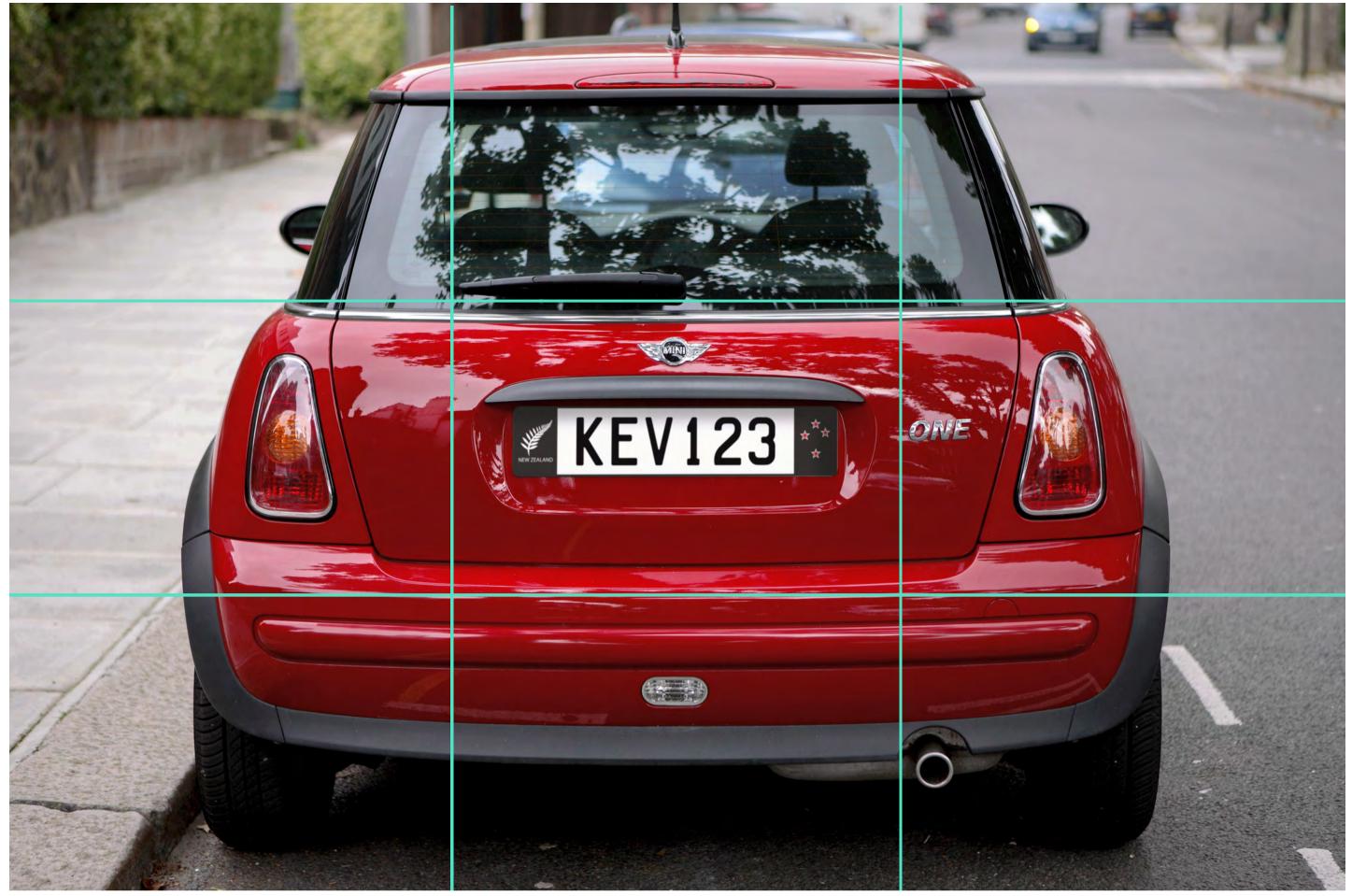
Front (f)

Positioning / Wheel Alignment

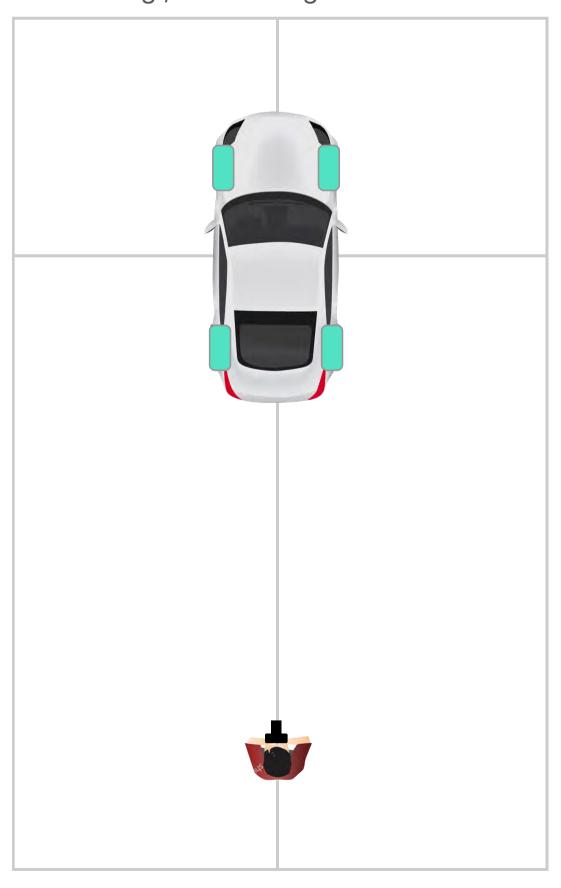| Approach	Result
Medium distance zoom	True shape of car / non distorted
Med-height angle	Better stance of car
Clean background	Car will pop
More space in frame	Eye pleasing / crop-friendly

What not to do ✗

- Too close / distorted shape
- From standing angle
- Messy background
- Framed too tight
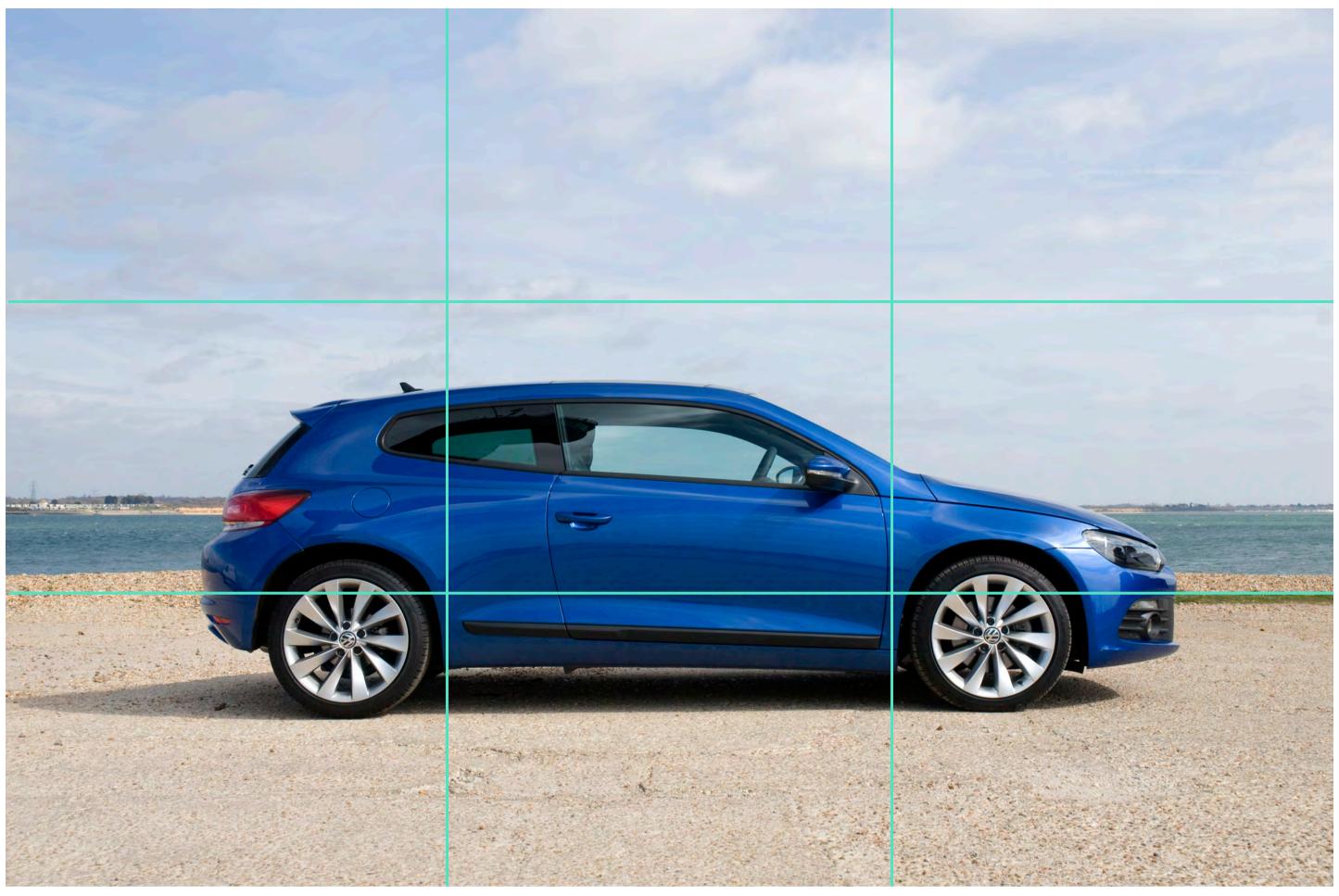- Avoid too low an angle

Rear (r)

Positioning / Wheel Alignment

Approach	Result
Medium distance zoom	True shape of car / non distorted
Med-height angle	Better stance of car
Clean background	Car will pop
More space in frame	Eye pleasing / crop-friendly

What not to do ✕

- Too close / distorted shape
- From standing angle
- Messy background
- Framed too tight
- Avoid too low an angle too

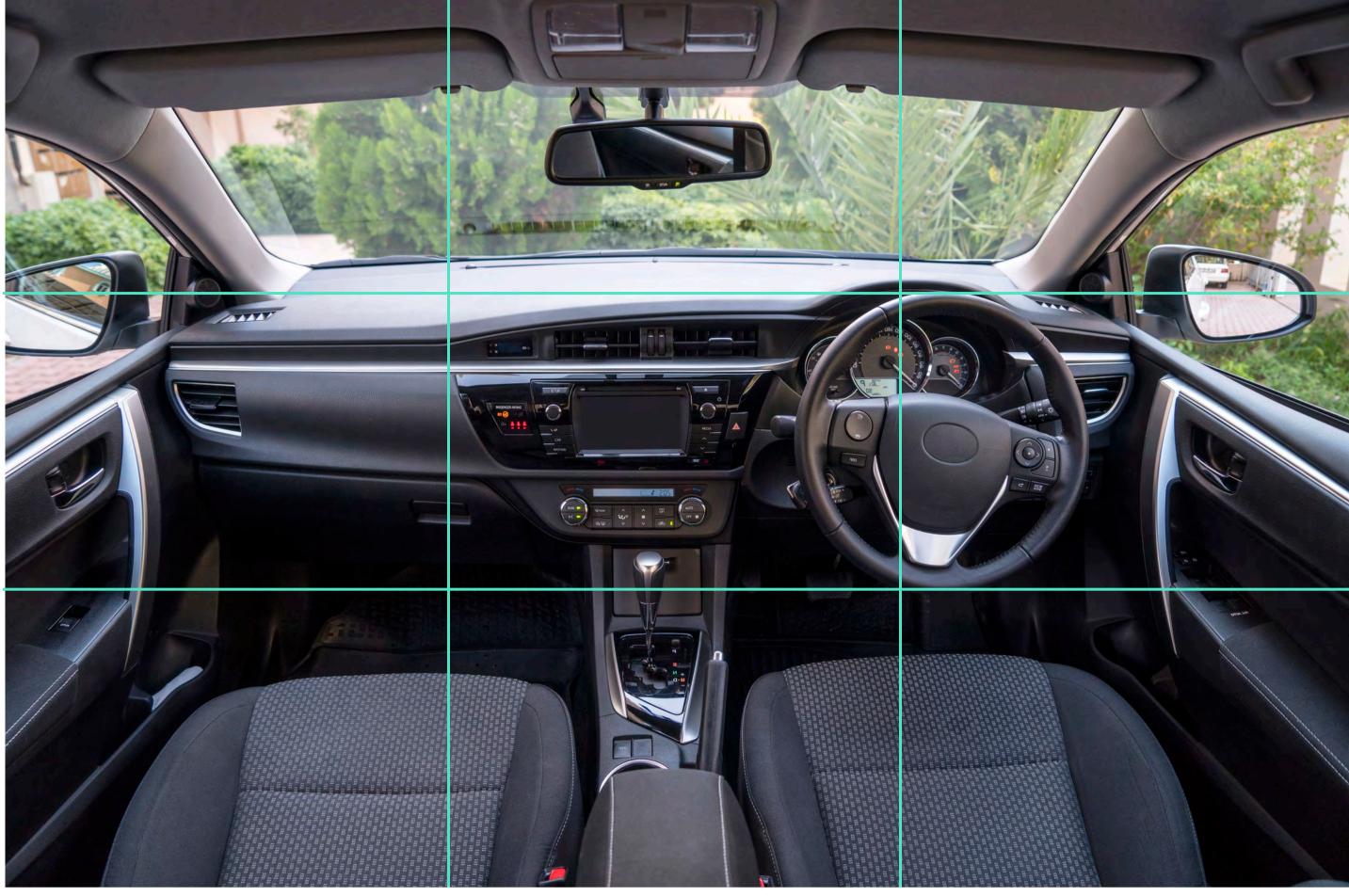Profile (p)   *Do both sides if possible

Positioning / Wheel Alignment

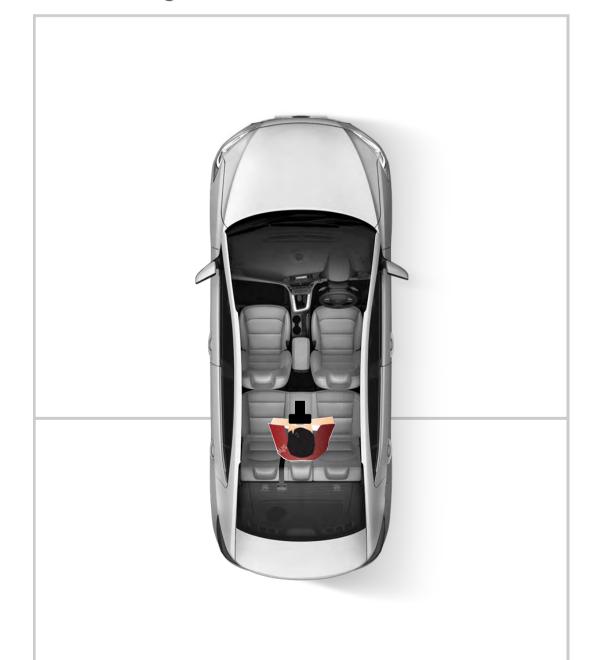| Approach	Result
Long distance zoom	True shape of car / non distorted
Med-low angle	Better stance of car
Clean background	Lines/shape of car will pop
More space in frame	Eye pleasing / crop-friendly

What not to do ✗

- Too close / distorted shape

- Too low an angle
(can see interior ceiling, or too high an angle
will see bonnet)

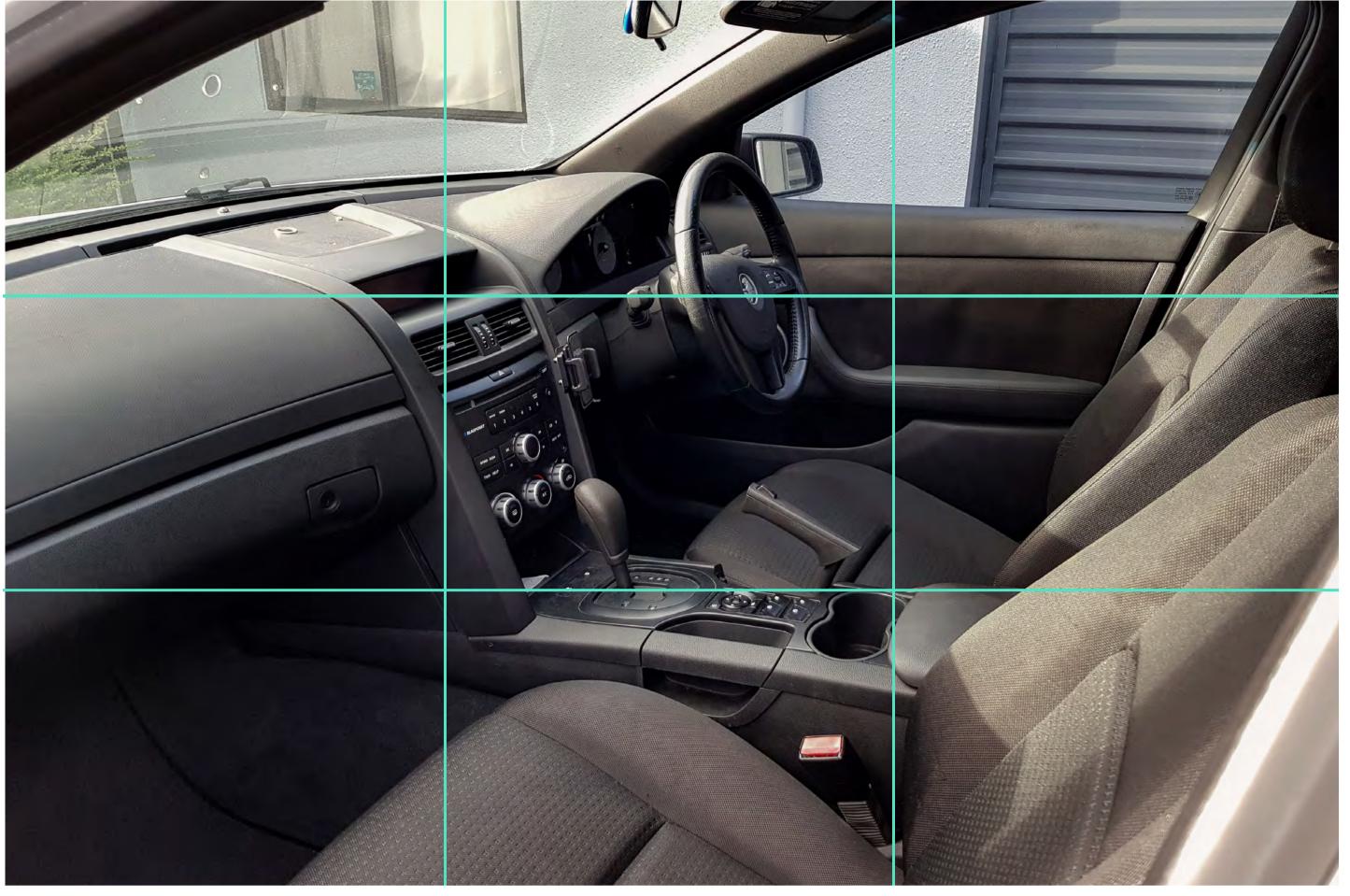- Messy background

- Framed too tight

Dash (d)

Positioning

Go as far back to the back seat and fold back the front seats as required

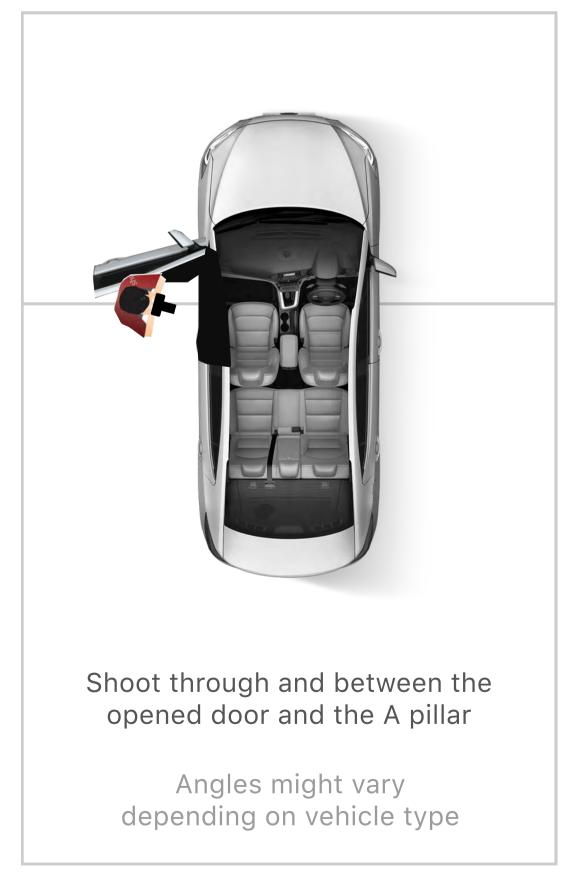| Approach	Result
Evenly / well lit	Showing details
Middle front on angle	True perspective of full dash
Clean background	Not distracting dash details
Wide as possible	Eye pleasing / crop-friendly
Refer to the frame guides above	Consistent angle

What not to do ✖

- Harsh lights / shadows
- Awkward angle
- Distracting background
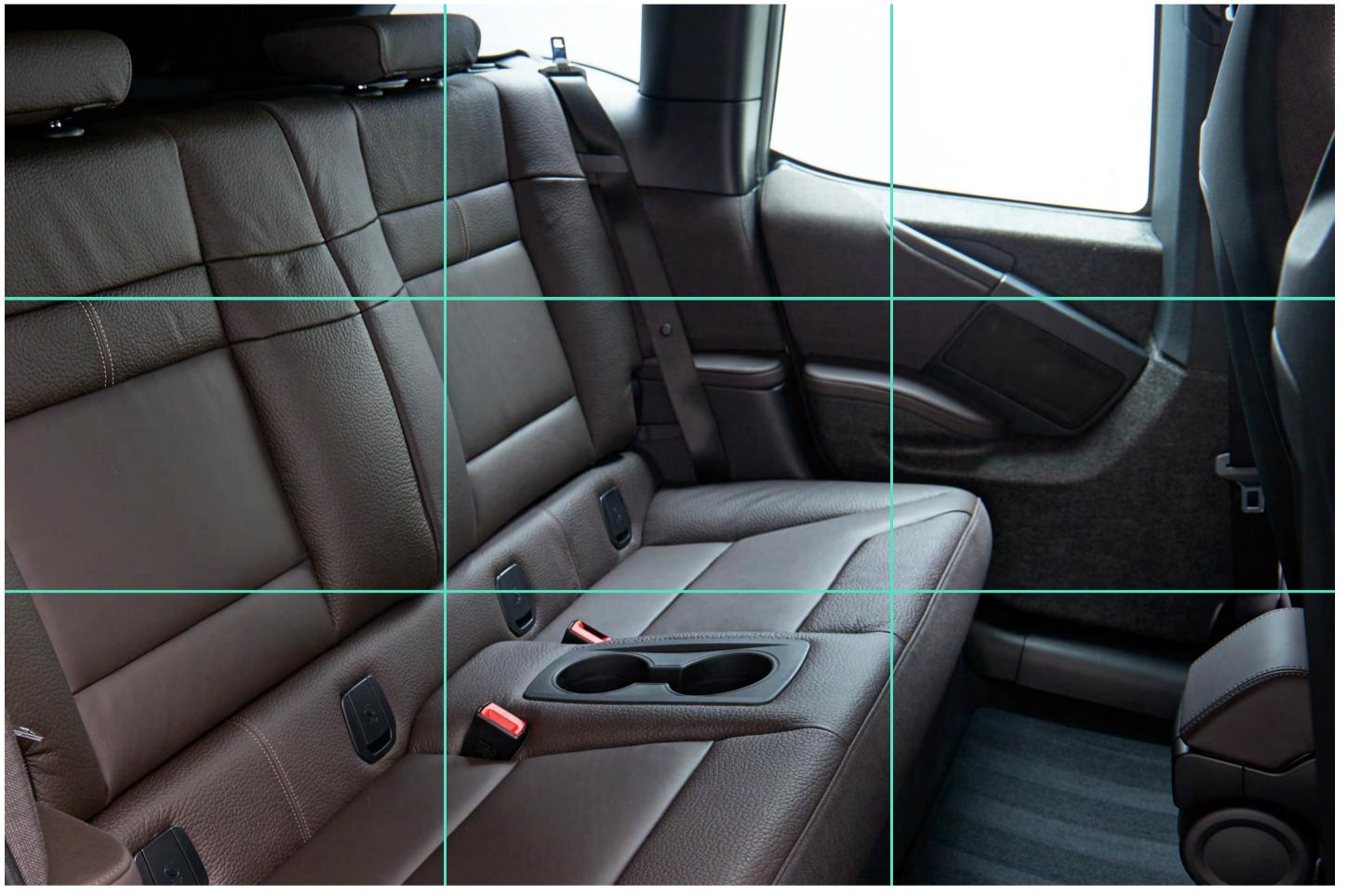- Framed too tight
- Avoid a turned steering wheel

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Front seat (fs)

Positioning

Shoot through and between the
opened door and the A pillar

Angles might vary
depending on vehicle type

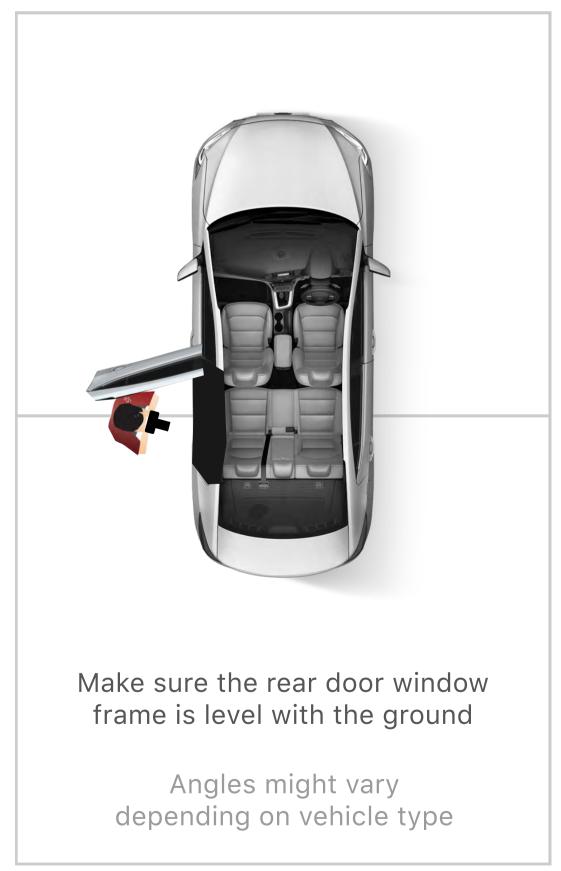| Approach	Result
Evenly / well lit	Showing details
Med-low angle	Leveled perspective of seats/interior
From passenger side	Steering wheel not in the way
Close-ish distance	Showing entire seat
Show glimpse of glove box	Better sense of spacing and scale

What not to do ✗

- From driver's side

- Steering wheel is distracting

- Cannot see entire seat

- Slightly too close / tight
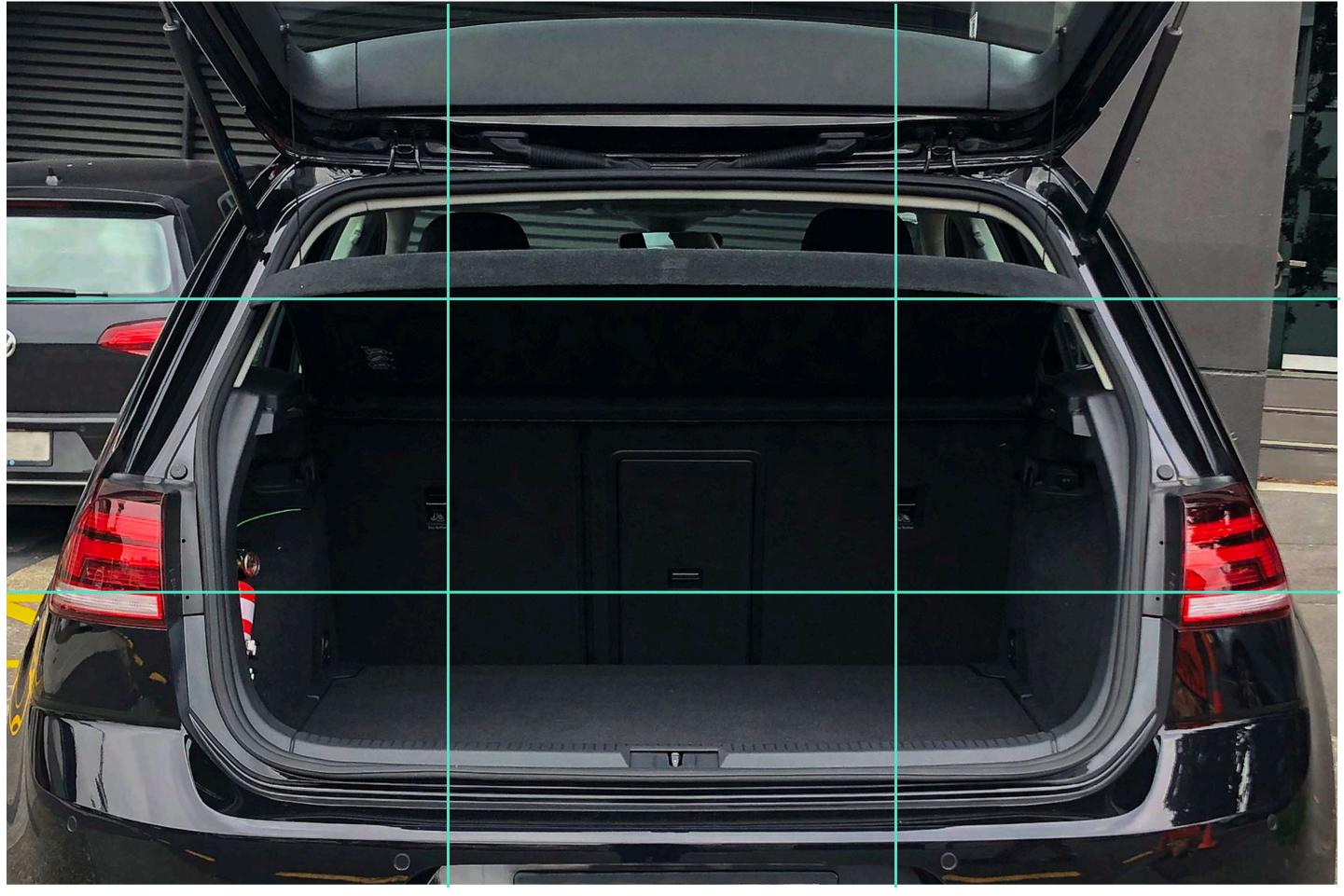
- Avoid the A pillar if possible

Rear seat (rs)

Positioning

Make sure the rear door window frame is level with the ground

Angles might vary depending on vehicle type

Approach	Result
Evenly / well lit	Showing details
Med-low angle	Leveled perspective of seats/interior
From passenger side	Consistent angle with front seats
Close-ish distance	Showing entire seat
Show glimpse of front seat	Better sense of spacing and scale

What not to do ✗

- From standing angle

- Not showing enough head room

- Seeing too much of front seats

- Avoid the opened door

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Boot (b)

Positioning

Make sure the top hinges and the bottom of the trunk are in frame
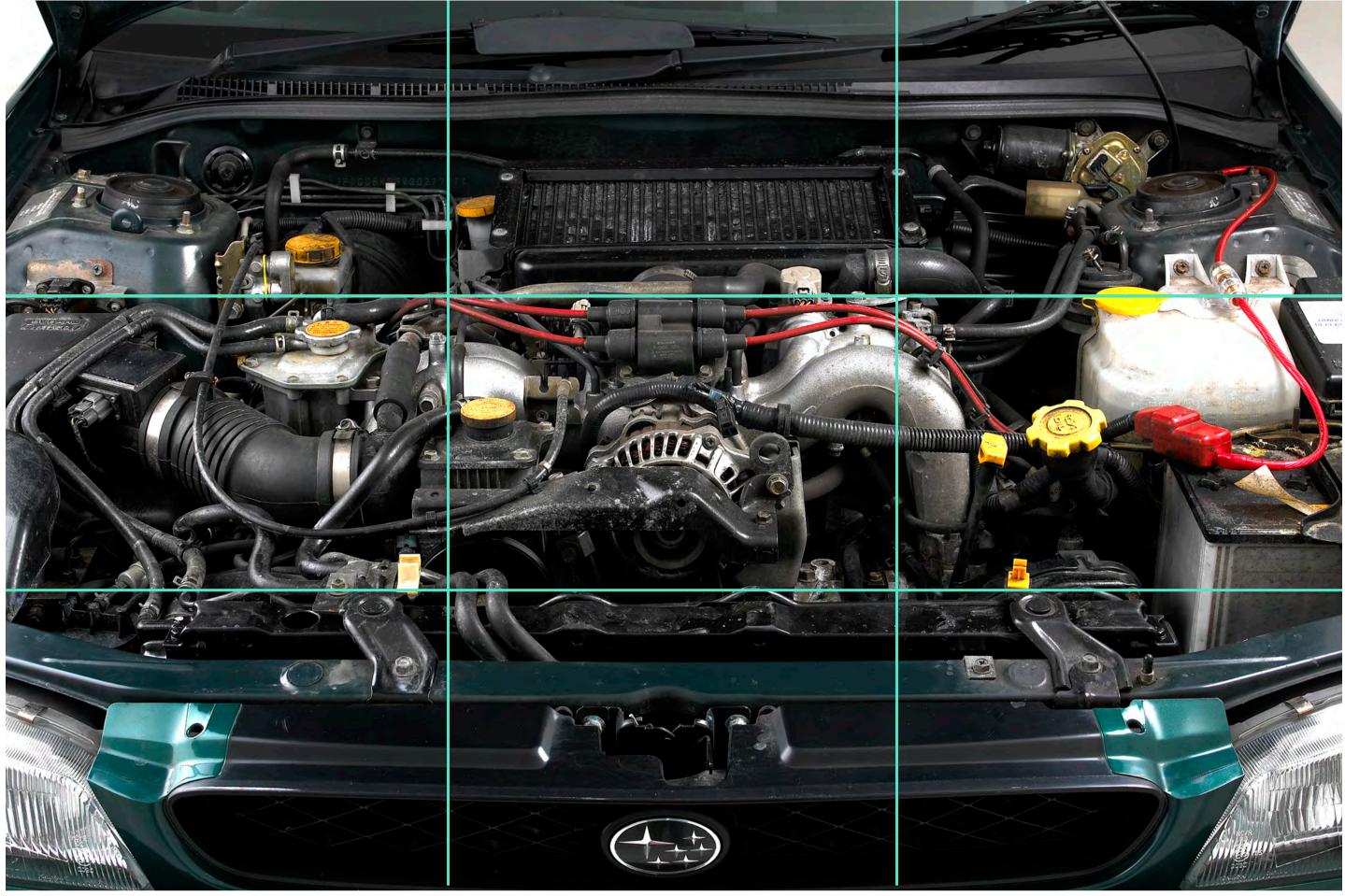
Angles might vary depending on vehicle type

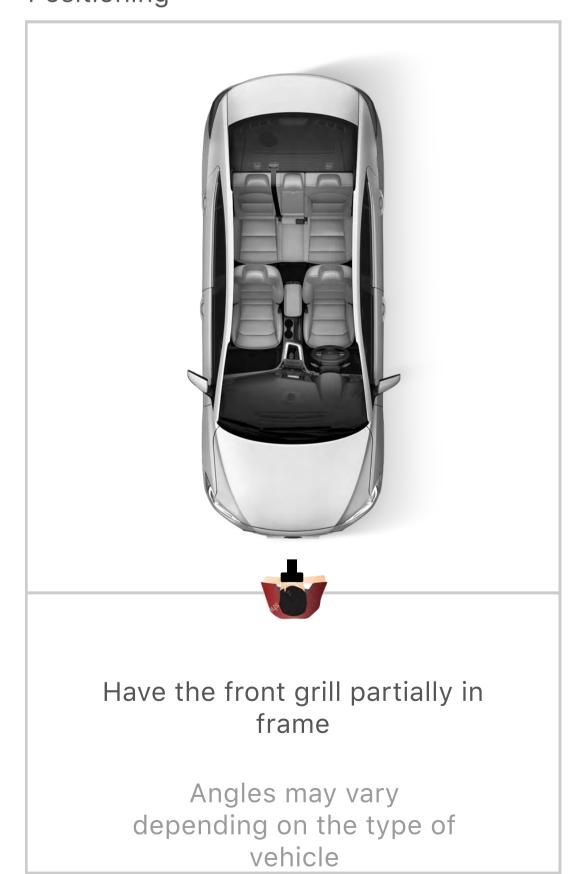| Approach	Result
Med-close distance	Showing entire trunk
Show edges of car	Sense of scale
Standing angle	True perspective of trunk
Clean background	No distracting trunk lines

What not to do ✕

- Too close
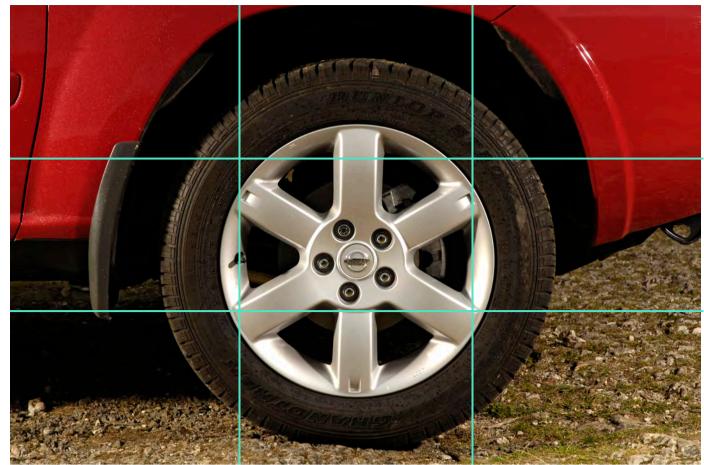- Crop into vehicle frame
- Avoid using flash (from camera)

Engine (e)

Positioning

Have the front grill partially in frame

Angles may vary depending on the type of vehicle

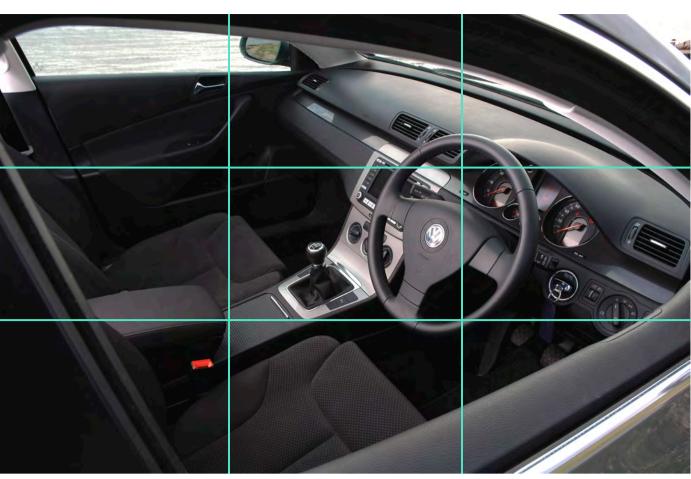| Approach	Result
Close distance	A practical prespective
Show part of front grill	Better context
High / elevated angle	Showing entire engine bay
Evenly / well lit	Showing details

What not to do ✖

- Too close

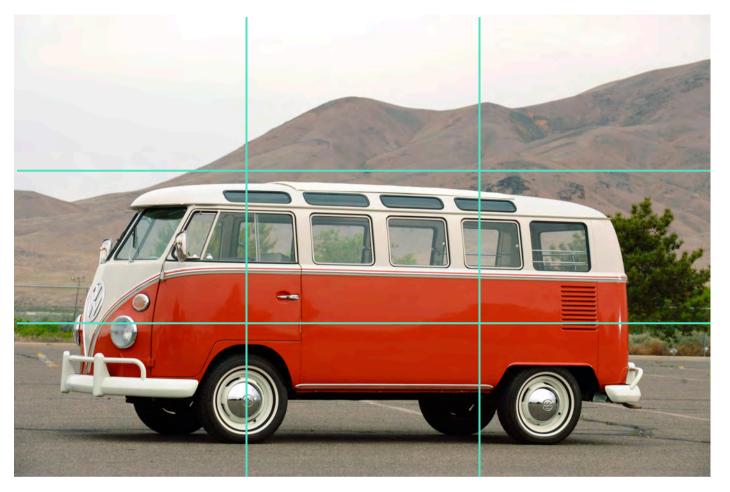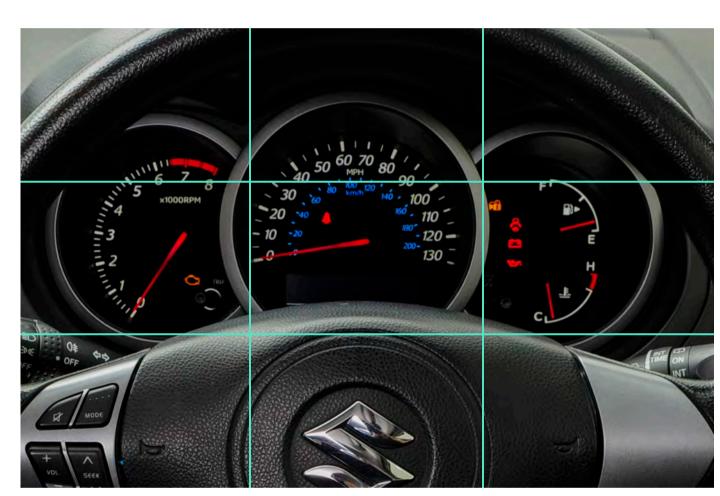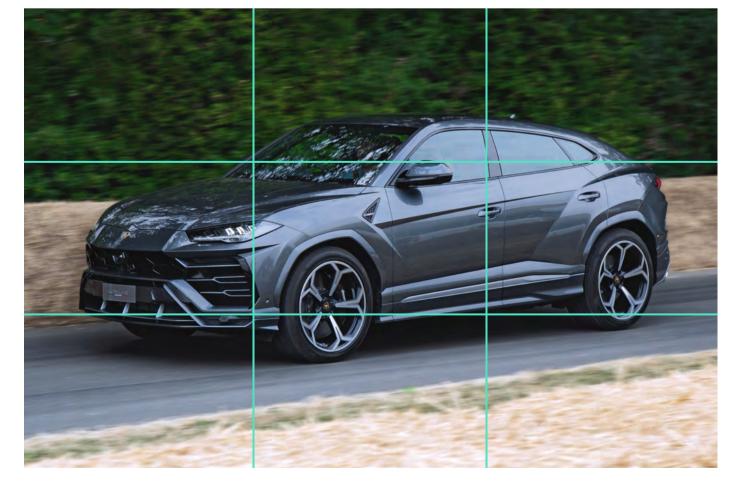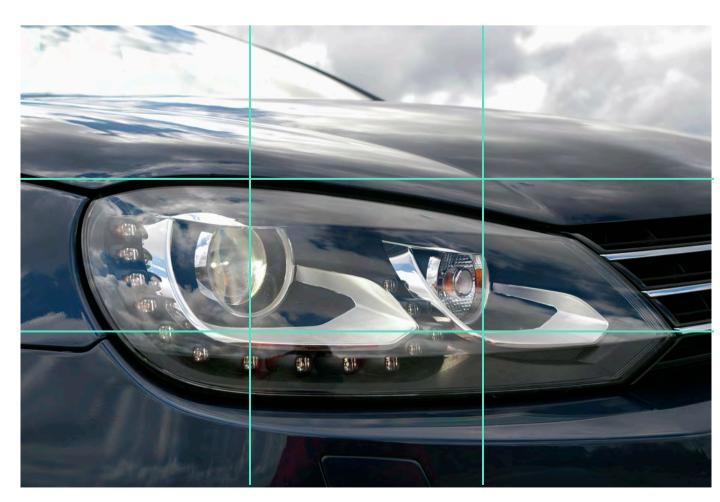- Crop beyond front grill

- Avoid harsh lights

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Wheel

Interior (driver)

Scenery

Speedometer

Motion

Headlights