

Shooting your MINI tip sheet

It's all about the light!

- Best light to shoot in is diffuse light. Early morning, late day, cloudy days
- Trick – to pop the color in diffuse light use another cars headlights to add a touch of light to your MINI
- Bright sunlight will cause harsh dark shadows; it creates a range of brightness and darkness that is difficult for the camera to capture.
- Is there something ugly and distracting reflecting in the paint, can you find an angle to remove it?

Make your MINI the star

- Look for distractions
 - Can you avoid lines in the parking lot?
 - Are there ugly items around your MINI (people on their phone, trash cans)
 - Is there stuff on the dash that can be moved (parking passes)
- Fill the frame with your MINI
- Compose with your MINI moving into the frame and don't always center it

Watch your angles

- If you shoot low the MINI looks bigger, meaner and more aggressive
- If you shoot from high it looks smaller
- Shooting the corner angle will help with distracting reflections
- Bootie shots are fun!

Posing with a person

- Have the person interact with the MINI
- One hip leaning on the car, arms crossed with feet away from the car
- If they lean on the car create an angle at the hips, either leaning forward from the hips or to the side. Create angles with the body to be more interesting. Bend knees, elbows, tilt the head. Have them look in different directions. Standing straight with your hands by your side next to the MINI is boring.
- Watch the sun and shadows on their face, if you can put the sun behind them and set your camera to overexpose they'll look better, or put the car and person in the shade. OR put a pair of sunglasses on them if they are facing the sun.

About the lens

- Cell phones are wide angles – If your MINI gets near the corners it will stretch and distort it a bit, same goes for people; the edges stretch
- Telephoto lenses will compress distances/ wide angle lenses expand distances

Camera settings

- A wide aperture (shutter opening) will blur the background and possibly the far side of your MINI
- A small aperture will put everything in focus and needs more light (longer shutter higher ISO)
- If you want to pan for motion you need the shutter speed slower, depending on the speed of the car start with 1/30th to 1/60th of a second. Use shutter priority setting.