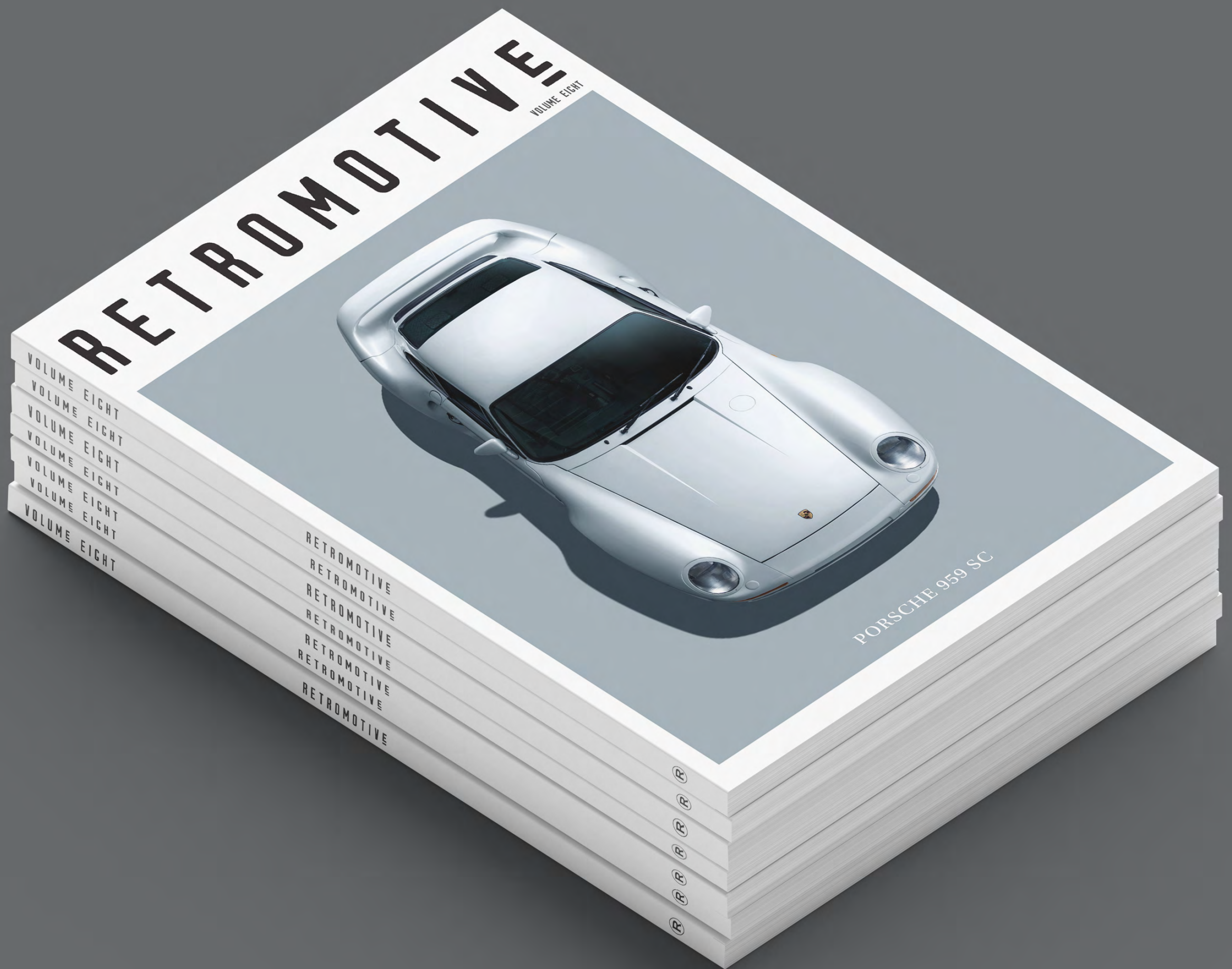




PHOTOGRAPHY STYLE GUIDE



WWW.RETROMOTIVE.COM.AU

QUALITY

PRINT - MINIMUM 1200 PIX ON THE LONG SIDE. HI RES (300 DPI)
WEB - MINIMUM 1200 PIX ON THE LONG SIDE. LOW RES (72DPI)

DELIVERY

WE TRANSFER, DROPBOX OR SIMILAR. SEND TO:
NATHAN@RETROMOTIVE.COM.AU

We have worked hard to craft a particular feel and aesthetic in the magazine and its import that we have a consistent approach to all of our content. We are big fans of creativity and artistry, but like all art – its subjective. Please keep our guidelines in mind when submitting photography to the magazine. Get the basic shots right first and then experiment as much as you like.

PLEASE ONLY TASTEFUL TONING OF THE IMAGE. DON'T PUSH THE PROCESSING TOO FAR, PEOPLE ARE IMPRESSED WITH COMPOSITION, LIGHT AND SUBJECT - NOT OVER PROCESSING THAT DETRACTS ATTENTION AWAY FROM THE CAR. AVOID PUSHING COLOURS TOO FAR AND DOING PROCESSING TECHNIQUES SUCH AS HDR.

GET CREATIVE

SHOOT FROM A LADDER TO CUT OUT AN UNSIGHTLY BACKGROUND OR TO FIND A NEW PERSPECTIVE. USE YOUR ENVIRONMENT TO CREATE FOREGROUND INTEREST. SHOOT THROUGH OBJECTS AND CREATE A FRAME FOR THE CAR.

DON'T BE AFRAID

TO HAVE A LITTLE CAR IN A BIG SHOT. BACKLIGHTING IS THE SHIZZ IF YOU CAN DO IT RIGHT. ROLL DOWN WINDOWS AND OPEN DOORS TO SHOOT THROUGH.





RETROMOTIVE MAGAZINE SHOT LIST

Always shoot portrait and landscape options for hero shots of the car.

Don't go too tight - space is often needed around the image for layout purposes.

Dead front.

Front $\frac{3}{4}$.

Rear $\frac{3}{4}$.

Side profile.

Dead rear.

Engine

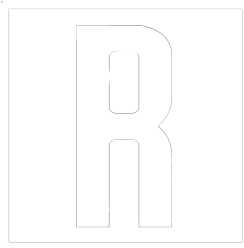
Interior

Owner

Human Element

Details Interior & Exterior





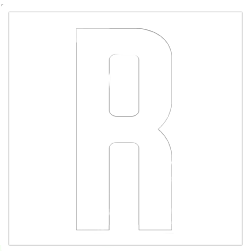
LENSES



*Yes!
Prime lenses
are ideal but
a standard
variable focal
length lens
is also fine.*

*Avoid!
Wide angle and fish eye lenses. They distort the
cars proportions and produce an unflattering
result.*





LIGHTING

Yes!

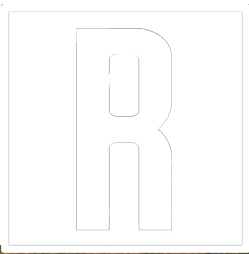
Natural light only. The hours around sunrise and sun set will give you the best results. Also even lighting on cloudy days.



Avoid!

Lightpainting / flash and strobe photography. We do run these types of images sometimes, but it's not preferred.





LOCATION

Yes!

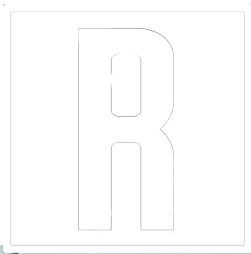
Concrete, bitumen or sealed road. Interesting graphics / textures that complement the car and composition. Dirt / gravel are acceptable.



Avoid!

If any photos (other than concourse events) are submitted with the car shot on grass they will be burnt and thrown away....Never shoot feature cars on grass





BACKGROUND

Yes!

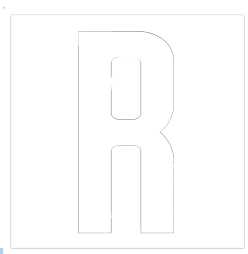
A clean or plain background. Open sky, or plain wall that makes the car pop! Interesting architecture that complements the car is also good. Remember, it's about the car not the cool Ferris wheel in the background.



Avoid!

Busy backgrounds with multiple elements. Trees, boat harbours, residential buildings, rubber-neckers, etc.





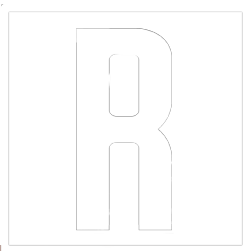
INTERIOR



Yes!
Even lighting -
IE whole car in
the shade. Steering
wheel straight.

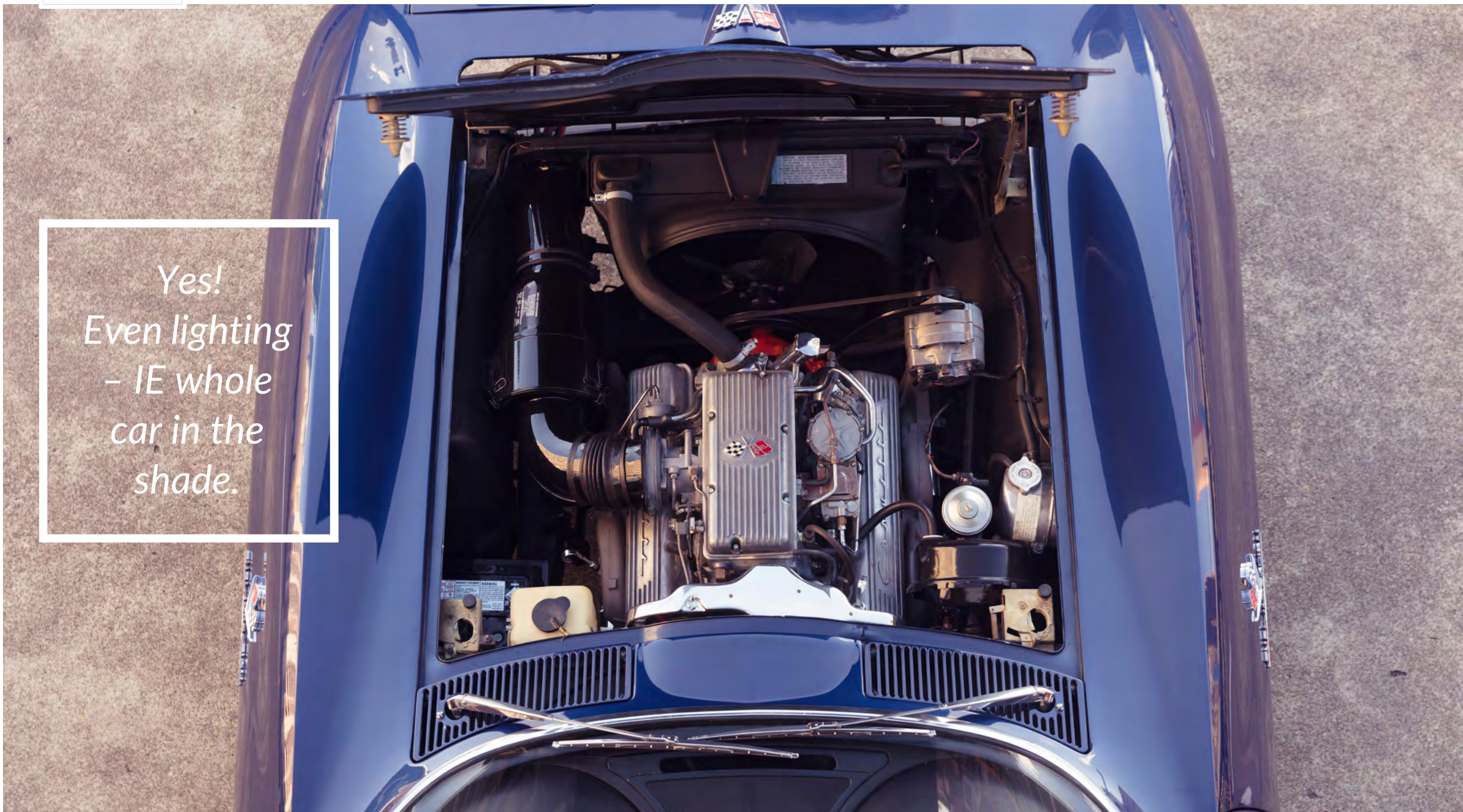


Avoid!
Contrasting light
with dark shadows.
Steering wheel
askew.



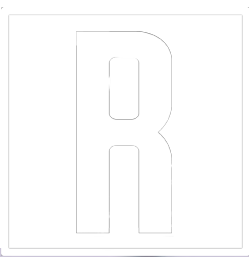
ENGINE

Yes!
Even lighting
– IE whole
car in the
shade.



Avoid!
Try not to have
the bonnet support
in any part of the
frame.





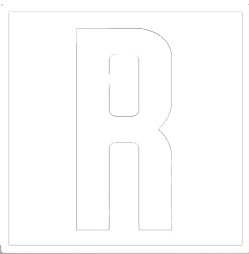
DETAILS



Yes!
Lots of detail! Shallow
DOF (Depth of Field)
F4 is the minimum.
2.8 is ideal.
Talk with the owner,
they'll be able to
point out the
pertinent/interesting
details that will be
part of the story.



Avoid!
Too many shots of the same
type of detail. Make sure
there is a good range.



HUMAN ELEMENTS

Yes!

Candid. Interacting with their car, opening closing doors, driving, hands on steering wheels and gear sticks. Get up close. If they have paperwork / manual / old pictures. Have them interacting with it.



Avoid!

Saying "Cheese!" and taking their photo. Try and capture a shot that expresses their personality.



REFLECTIONS

