



PHOTOGRAPHY GUIDELINES

Click link to see full listing: <https://www.iconicauctioneers.com/2022-porsche-911-gt3-touring-s-a-rec14171-1-nec-1124>



01
Drivers front 3/4 in landscape and portrait



02
Drivers wide interior



03
Engine



04
Passenger rear 3/4



05
Drivers side profile



06
Front on



07
Rear on



08
Driver wide front



09
Passenger wide rear



10
Odometer clearly showing the mileage

Website & Catalogue Photography

This photography has a formulaic approach so all aspects of the vehicle are covered.

All cars should be photographed landscape in the set positions as shown i.e. centralised consistently in the middle of the frame.

These images should be supplied numbered as above, 1-10 as detailed in this document and of a file size 2MB, 2048 x 1365 pixels & 300DPI each.

Do's & Don'ts

1. Shot 1 the drivers 3/4 in landscape, the car should face left if LHD and right if RHD.



2. Do ensure the car is positioned on a hard standing (NOT grass).

3. Make sure the wheels are straight.

4. Remove keys, air fresheners etc. prior to shooting.

5. Avoid shadowed areas.

6. Ensure as much as possible that no other cars, street furniture, bins, litter etc. are in shot.

7. Shot at the height/angles of the examples above i.e. no high or low shots.

8. Please keep editing to a minimal, no filters and no colour grading for the main photos but can be used sparingly for beauty/standout shots.

9. Please use a longer focal length for images 01, 04, 05, 06 & 07.

Website, YouTube & e-catalogue Videography

Every car should be accompanied by a walk around video of the car – a full 360°, shot in landscape, as well as video of the interior, front and rear.



Click link to see full video:

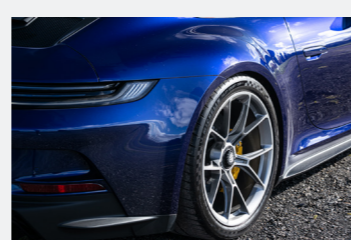
<https://www.youtube.com/watch?v=c91wEUh5oHQ>

Additional Website & Catalogue shots

These shots are what identifies the car, like chassis/engine number plates, engine bay & interior shots.



Beauty shot examples for this car (full beauty shot brief overleaf)



Beauty shots

Close up beauty shots add drama and intrigue, they are primarily used for social media and catalogue covers.

They don't necessarily need to show a badge they should just show the best aspects of the vehicle or product being photographed.

If there is anything unique to the product, a close up shot to highlight this should also be included as these can also be used in the catalogue and on the website.

These images should be a mix of landscape and portrait shots.

Supply at 2MB each 2048 wide x 1365 height pixels for landscape. For portrait please supply at 2MB, 300dpi and 1365 wide x 2048 height pixels.



Stand out shots

These should be a mix of landscape and portrait and should have enough space around the vehicle for it to be used in our print adverts + social media.

These photographs are for story telling, they should be done with dynamism/ movement and edge to capture the essence of the car and stand out on socials & print.

Please supply at 5MB & 300DPI.



Note to Freelancers

We dont need 100's of images, it is more about providing quality. The images listed 1 to 10 and the video are essential. Then around 10 to 20 images each of the exterior, interior and beauty/stand outs is ideal. 60-80 images for a guideline.





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Any questions please speak to our brand guardians

Iconic Auctioneers Marketing team

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