

A picture is worth 1000 words. A great photo gallery will help ensure that your project gets the attention it deserves. To properly document and sell your project you will want to capture approximately 50-150 images. This number may vary because of the nature of projects. This is your first step in writing the story of your ride.

## Quick Reminders:

- Clear the space. Keep clutter minimal so the project is clear to photograph.
- Shoot during the day and outside if you can but try for even lighting. Turn on the lights!
- Clean the project. The cleaner the project the better. Take a minute to pull it out of the dirt or knock off the spiderwebs.
- Remove things that don't belong. Take off racks and extras that didn't come with the original vehicle.
- Set the camera to shoot at 4:3 or 3:2 aspect ratio
- Don't shoot at 16:9 (wide) or 3:3 (square) aspect ratio
- Confirm high resolution settings. In the least 2400x1600 pixels
- Required photo orientation: Landscape



## Exterior

Take a photo from each angle listed below. Use the reference images to help! Stand about 10-15 feet away from the project and make sure as much of it is in frame as possible.

- Head-on front
- Front 3/4 view, driver side
- Driver side profile
- Rear 3/4 view, driver side
- Head-on rear
- Rear 3/4 view, passenger side
- Passenger side profile
- Front 3/4 view, passenger side
- All four wheels
- Undercarriage



Now that you have the collection of exterior body shots, begin to collect further details. These should be close-up images of any exterior features:

- Each headlight
- Each mirror
- Engine bay (take a lot)
- Each taillight
- Dings, Scratches & Rust
- Roof or convertible top & anything else!



## Interior

Use the following list and images to capture a series of wide and close photographs. These images will help define the build status of the project as a whole.

### Front Seats & Dash

- Driver side interior
- Passenger side interior
- Facing the entire driver seat
- Facing the entire passenger seat
- Instrument cluster
- Steering wheel
- Any other parts not installed



### Rear Seats & Door panels

- Rear seats from the driver side
- Rear seats from the passenger side
- Front interior door panels
- Rear interior door panels
- Entire dashboard from rear seats
- Headliner/sunroof



## Interior details and parts

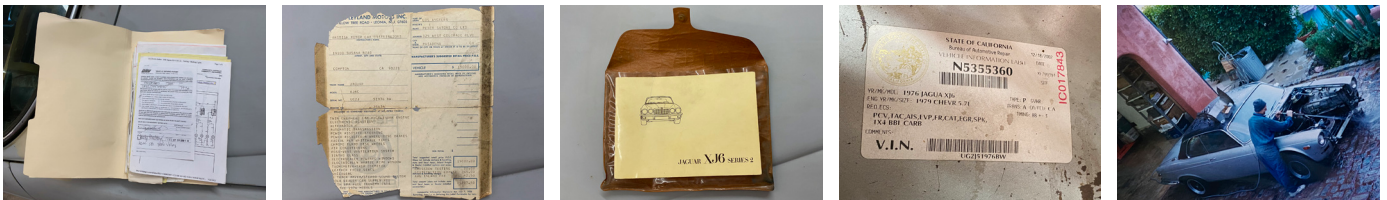
- Close-ups of floors, trunk, seats, dash, holes, rust, tears, cracks, scratches, parts and anything else you can think of!



## The Story

Project vehicles have stories and histories that date back decades. They started on an assembly line and shipped to a showroom. They were bought and sold. Driven and lived in. They crossed sometimes countless miles and have now found themselves at this chapter in their story. Help start writing the next chapter of this project by documenting everything you know about it before and during your ownership.

- Records (redacted personal info)
- Factory stickers or data sheets
- Keys and manuals
- VIN labels/stickers
- Process and historic images of the project



## Video

Videos provide a different dimension to showcasing your project and help connect the buyers imagination to its potential. Where appropriate use narration to point out features and flaws. Everything you know is part of the story being told.

- If the project is running and driving then create a video of both the project running... and driving. A running, driving project will increase the project value.
- Take a video of the exterior body. Follow the body lines and help the builder see what they will get! The good, bad and the ugly. The more that you can clearly share the better it will be for the project listing and to gauge the potential project difficulty.

**Remember to shoot photos & videos in landscape!**  
**Find your inspiration and look at live listings as reference.**

