Automotive Photography Shot List Template

Project / Client: _____

Car Model: _____

Date / Location: _____

Shoot Type: ☐ Single-Car Editorial ☐ Commercial Brief ☐ Car Meet Coverage

Light Conditions: _____
Total Planned Shots: Minimum 10 | Goal: 12–18

1. Establishing / Wide Shots (Environmental Context)

- Wide environmental shot – Car as part of the larger landscape (use Rule of Thirds + Negative Space)
- Wide shot from opposite angle or rear (show full context + leading lines)

2. Hero Angles (Medium / Primary Deliverables)

- Front 3/4 Hero Shot (low angle, 45° positioning, key element on Rule of Thirds intersection)
- Rear 3/4 Hero Shot
- Clean Side Profile / Silhouette Shot (long lens, compressed perspective, clean background)

3. Cinematic & Creative Shots

- Low Angle + Wide Lens + Foreground Compression (16–24mm, f/8–f/11, textured foreground)
- Silhouette Against Gradient Sky (golden/blue hour, expose for sky)
- Motion Blur / Panning Shot (1/60s–1/100s, sharp car + blurred background)
- Environmental Scale – Small Car in Vast Landscape (long lens, car in lower third)
- Foreground Elements + Natural Framing (shoot through grass, wall, branches, etc.)
- Light & Shadow Play (clean directional shadow line across bodywork)

4. Detail Shots (3 shots)

Signature detail 1: _____ (e.g. wheel, badge, headlight)
Signature detail 2: _____
Signature detail 3: _____ (material, finish, or unique feature)

5. Interior Shots

Driver's POV / Cockpit shot
Interior detail (steering wheel, seats, dashboard – if relevant)

6. Special / Location-Specific Shots

(Adapt based on shoot type and location)

- Wet road / Rain reflections (if conditions allow)
- Top-down symmetry (aerial/drone)
- Urban night / Neon reflections (for commercial or meet coverage)
- Car meet atmosphere (other cars, crowd, details – for meet coverage only)

7. Additional / Safety Shots

- Alternative angles / backup compositions
- Vertical versions for social media / stories

Shoot Priorities (Execute in this order):

- Hero angles + Wide establishing shots (most important)
- Cinematic shots (light-dependent)
- Detail shots
- InteriorMotion / Special shots

Composition Checklist (apply to every shot):

- Rule of Thirds / Lead Room
- Leading Lines
- Intentional Negative Space
- Foreground Elements (when possible)
- Strong foreground-to-background depth

Recommended Minimum: 10–12 strong images
Target for Editorial/Commercial: 15–20 final selects

This template is flexible:

Find more photography guides and Lightroom presets at: Furoore.com