



# SPARTAN MOTORS CALENDAR PHOTO GUIDE



Use a digital camera shooting at the highest quality possible. If possible, please use a digital SLR camera. These cameras tend to produce higher quality images. The photos need to be at least 12” at a minimum of 300 dpi. The larger the image, the better. Make sure the camera being used has a megapixel rating of no less than 10, preferrably higher if possible. **DO NOT USE A CELL PHONE REGARDLESS OF ITS MEGAPIXEL RATING!**



Choose a location unique to the area the department is located and large enough for the truck to be parked and photos taken without cutting the truck off. Landmarks, buildings, bridges, lakes, etc all could make for a unique setting.



Ensure the background is clear and clean. No people, cars, trashy looking buildings/houses, portable toilets, swing sets, etc. Avoid power lines and poles from being in the picture.



The truck needs to be clean. Close all compartment doors, ensure all caps/adapters are secured, hose in crosslays, wheel chocks in position and stabilizer pins/pads utilized if shooting an aerial with the ladder up. Make sure the driver is not in the cab.



Lighting will make or break a picture. Shoot with the sun shining on the side of the truck you are shooting. Do not shoot with the truck positioned where it casts a shadow over its self. Do not shoot with a shadow of other objects casted on the truck (ie background buildings, power line poles, your own shadow).



GET THE ENTIRE TRUCK IN THE FRAME WITH ROOM ON ALL SIDES! This allows the design team to crop in on the image where appropriate for the calendar. Do not cut off any part of the rear, front, extended ladder, etc. There is a small area that the truck must fit into, so backup and take photos from a distance as well. Do not have people in/on the truck when conducting the photo-shoot.



Shoot at various angles and elevations. Shoot full sides and quarter angles. Also change your elevation by using a small step ladder (or standing in the back of a pickup). Also, crouch to low angles. This breaks from the natural eye level and gives a better appearance.



TAKE ALL PHOTOS IN LANDSCAPE. This means, do not turn the camera 90 degrees to capture your photos.



It's common to take over 60 photos of a truck to capture only 1 or 2 good shots. Please do not skimp on the number of pictures you take and the various angles you do it at. If an aerial or platform, take photos with the ladder both nested and out and extended.



# SPARTAN MOTORS PHOTO GUIDELINES

## LOCATION

- Choose a visually subtle location that you feel represents your area or district.
- Make sure the location is clean, with minimal distracting elements like people, utility poles, trashcans, bright colors, complex patterns, etc.
- Make sure background elements don't interfere with the primary subject, meaning it should not appear that something is protruding from or attached to the apparatus that shouldn't be.
- Use the Rule of Thirds, where the primary subject in the scene sits along "third" lines instead of horizontal or other lines cutting the image in half.



## TIMING



Mornings and evenings are the best times to shoot because they provide "Diffused Light".



Diffused light works better to minimize shadows and prevent overexposure on the tops of the trucks.



Make sure your back is to the sun, but be far enough away from the subject that your shadow doesn't appear in the image.

## ANGLES & POSITIONS

- Horizontal angle: A full side view or 3/4 front view (which shows most of the side is best).
- Vertical angle: A downward shot will capture more features, particularly for aerials and platforms; and upward angle will give more dramatic effect. A flat angle provides the best overall balance for most shots.
- Try to showcase any prominent or unique features on your apparatus when possible.
- Be far enough away from the subject to allow for ample space from the edge of the photo on all sides. **DO NOT CUT OFF ANY PART OF THE APPARATUS!**

