CAR SHOOT CHECKLIST

Print it, take it to the shoot, tick it off. Plan around 30 shots for a 30 second reel so the edit has choices.

BEFORE YOU FILM

- [ ] **Car cleaned** inside and out, glass last
- [ ] **Light checked** early morning or the hour before sunset
- [ ] **Simple background** empty road, concrete, open field
- [ ] **Formats agreed** leave space above and below the car for 9:16
- [ ] **Permissions** location owner, and CAA registration for any drone

SHOTS

- [ ] **Reveal** tight on a detail, pull back to the whole car
- [ ] **Three quarter front, static** 50 to 85mm, headlight height
- [ ] **Low side profile** camera near the ground, full length in frame
- [ ] **Details x 5 to 10** badge, wheel, lights, stitching, switchgear
- [ ] **Human moment** hand on the key, door closing, start button
- [ ] **Start up and exhaust sound** recorded clean, on its own
- [ ] **Drive by** two speeds, two heights
- [ ] **Tracking shot** second vehicle, quiet road, safety first
- [ ] **Wheels in motion** low and close
- [ ] **Ending** car leaves frame, or lights on at dusk

CAMERA

- [ ] **4K** so wide shots can be cropped to vertical
- [ ] **Shutter about double the frame rate** 1/50 at 25fps
- [ ] **ND and circular polariser fitted**
- [ ] **Some 50 or 60fps** for slow motion
- [ ] **White balance locked**
- [ ] **Reflections checked** no crew in the doors or glass