

How to shoot your beloved

Pro car/bike photography tips for the noobs

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As National Photographer's day is observed on August 19th, what better occasion to try your hand at automotive photography?

Here are some recollections and a bit of life hacks to make automotive photography one step easier from my short stint in trying to act like one.



which makes it all the more rewarding. Moreover, smartphones make it learning to take pictures all the more user intuitive, which brings me to my next point.

ANGLES- Stick to the conventional profile shots, while being creative with it. Enable the "grid" from your camera settings. Learn the rule of thirds (place the subject on

imitation is the sincerest form of flattery. Be inspired and don't be afraid to copy your favourite photographers.

Time it- One thing photographers will usually rave on and on is about golden hour. That time of the day when the sun starts sinking into the horizon, and you're treated to a warm spectrum of colours ranging from yellow to orange (and



the third imaginary line on the grid. Angle and composition goes hand in hand. Repeat after me; there are no rules to photography. You do you. Meanwhile,



sometimes, a purplish red when the weather machine breaks). That being said, one thing us photographers hate more than vampires hate garlic naan is

shooting under the mid-day sun. Not to say completely avoid it, but stick to golden hour (sunrise and sunset) to get the perfect equilibrium in lighting.

Edit- So you have done and dusted the lion's share of the work. Now comes editing. Again, there is nothing wrong with copying others. (While I'm about to give an appreciation shoutout to my favourite automotive photography related youtubers, my idols; Mark Riccioni, Alex Penfold, Richard Pardon, Daniel Bronshteyn to name a select few, deserves your follow on Instagram, as do I @thatbrownarguy) One photographer I find everyone copying is Peter McKinnon and North Borders (Mike), (I do too). Do check out North Border's YouTube channel. They're a mix between light hearted banter with the mates while diving deep into hands on, POV style tutorials on all types of automotive photography that you can and will dive down the rabbit hole into. Generally speaking, try not to alter the colour of the car, a mistake I see photographers quite often (hey, while we're pointing fingers, let's point a massive index to my face, I used to do that all the time!). Try to be faithful to what you think looks best. (Also side note, if you're still big on HDR photography in 2020, you should consider going back to the future, atleast 5 years ago. HDR has no place in 2020. Capeesh? Capeesh.)

Feedback loop-

The only way to exponentially increase your learning curve is to ask for constructive criticism to whomever you can. What floats your boat, may not float everyone else's.



GEAR DOES NOT MATTER- The best camera is the one you have with you, right now. A little paraphrasing by Casey Neistat. Forget fancy Mirrorless and the league of DSLRs. Modern smartphones can pack a decent punch, and can even hold a massive candle to professional cameras. Download a manual camera app if you're feeling frisky and you're good to go, as it almost gives you the same control over parameters that a conventional camera has. Practice on model cars if you do not have the 1:1 subject. Diecast photography is still a niche category



Clash of the tech titans

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The raging pandemic has sent shockwaves throughout the world as seismic shifts in the mode of thought and action are commonplace everywhere – from the religious pulpits to the courtrooms to the corridors of power to the boardrooms of technology powerhouses. Social media has also not been left untouched as proponents and distractors of social distancing battle it out. The world of technology likewise has its fair share of arguments with the latest battle-taking place between tech billionaires of Silicon Valley, Elon Musk and Mark Zuckerberg on the easing down of lockdowns.

Musk and Zuckerberg have opposite views on the magnitude of the current crisis and the perceived gloomy prognosis it holds for the future. They both had sparred off in the past with Musk questioning Mark Zuckerberg's intelligence on artificial

intelligence. Previously, Zuckerberg had taken a jibe on SpaceX's launch failure. It was Zuckerberg's 200 million dollar satellite, which exploded in a pre-launched test fire accident on one of Musk's rockets. Musk and Zuckerberg have also squared off on artificial intelligence, which Musk considers warry off while Zuckerberg characterized his claims as "pretty irresponsible".

The meltdown of Musk

Apart from naming his son with an unpronounceable name, (he should be more worried whether his son's name is valid under California State Law), Musk has made rounds in the news headlines for alarming reasons. Elon Musk, CEO of Musk, was recently embroiled in a controversy due to a series of tweets in which he directly hinted at easing down lockdowns calling the lockdowns itself "fascist" restricting the freedom of people. Musk while acknowledging that those who stay at home should be free to do so, he calls restricting people to get out of their home as undemocratic. A series of "Free America" tweets followed right after.

Musk's company, Tesla had initially resisted efforts by California authorities to shut its plant in the Bay Area. Musk's ridiculous tweets are often riddled with conspiracy theories and in the beginning of the worldwide pandemics, he called the coronavirus panic dumb not paying a scintilla of attention to the number of cases and deaths in his own country, the United States, which appears to be the highest in the world. Despite Tesla, which alongside other tech companies making considerable profits, one still wonders what goes around in the mind of Musk.

This is not the first time Elon Musk,

the real-life inspiration behind the central character, Tony Stark in Marvel's 2008 blockbuster, "Iron Man" has resorted to channelling his anger through a barrage of nonsensical tweets. Since the outbreak, Musk has been at the forefront of spearheading fake news through his Twitter handle such as intentional inflating of cases of deaths, comparing the outbreak to a common cold, and promoting a widely discredited paper of pseudoscience on the benefits of chloroquine.

Apart from this, he shared highly ingenious posts and videos of medical misinformation, which were later deleted by other social media handles such as YouTube although Musk still chose to have it, stay. Elon Musk's bizarre mood swings do not stop there. On Thursday's podcast with Joe Rogan, Musk called coronavirus lockdowns a "fundamental violation of the US Constitution" and questioned their arguments if called before the Supreme Court. Musk feels that the tag of a billionaire has in recent years began to have a negative tint to it and therefore, decided to sell off his two houses.

Redemption for Zuckerberg

Zuckerberg, on the other hand, a few days after Musk's tirade, has supported the extension of the lockdowns saying that while the economic activities are hampered by the current lockdown, easing down lockdowns does not bear well for the future in the long run. Mark Zuckerberg has warned against easing down of the lockdowns given the risk it poses to the future.

Zuckerberg's foundation with his wife, the Chan Zuckerberg Initiative

announced it would give \$13.6 million to fund a nine-month research project to understand the spread of coronavirus in the Bay Area, where both the Facebook office and his homes are located.

Zuckerberg has faced the onslaught of the "techlash" over the last two years as many politicians and a rising suspicious public of sizeable numbers feeling that the world's largest social media is too influential and is equally damaging to society given the untrammelled spread of fake news and hate speech that travels through the algorithms of social media.

Recalling Zuckerberg's apology to Congress over the leaking of private information of millions of FB users and its subsequent shady roles in the Cambridge Analytica data scandal, the way he and his company work during this pandemic might be his moment of salvation and redemption. Facebook has largely put itself as the widely used medium of communication roping in 2.89 billion users and counting during this global crisis. Health and safety tips from the World Health Organization are now broadcasted on all our newsfeeds.

Coronavirus pandemic might be Zuckerberg's moment of redemption to right the wrongs done by his company and rise to the occasion regaining the trust of his critics and long lost fans as well. With most of the tech giants funnelling their wealth in this gruesome fight against a powerful enemy such as Covid-19, this is a time of deep caution not ludicrous decision making. Feuds like these are worth billions but it needs to be remembered that like always, it is the workers and the consumers, after all, pay the price.



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Do lightweight vehicles give you a better driving experience?

A heavier vehicle requires large wheels to support its own weight. Such heavy wheels have more inertia and increased unsprung mass, meaning they don't want to move when going over bumps. This hefty combination creates a recipe for bone-jarring impacts and mind-numbing vibration whenever the user tries to speed over any uneven surface. On the other hand, lighter vehicle such as the Mitsubishi Xpander utilizes a solidly reinforced suspension with lightweight 205/55R16 alloy wheels to provide a comfortable driving experience.

