

TIPS FOR TAKING GREAT PHOTOS

We can't stress this enough...a picture is worth a thousand words. The picture is the first thing people see when they visit our website. If the dog or cat has a poor picture, visitors may move on to another without clicking or reading the description of them. If you want to give the best chance possible, take large, clear, good quality pictures of the dog or cat alone. A good picture is often the difference between who generates enquiries and who doesn't.



- Take a lot of pictures. You may have to take 50 pictures to get 1 or 2 really great shots. If you don't have a digital camera, borrow one from a friend or contact AAR and we can arrange for a special photo session.
- For both cats and dogs try taking pictures using a neutral backdrop. Select a background that contrasts with their colouring. Darker - coloured pets will show up better against a lighter backdrop.
- The cat or dog is the subject of your picture so should take up the majority of space in your picture. Avoid excessive amounts of background.



- Pictures taken outside in natural light are usually much better than those taken inside or with a flash. Lighting is very important for accurately capturing colouring and detail. Have the sun or light source behind you and check to make sure you're not casting a shadow over them.
- Avoid using flash photography especially with a cat. Cats have a reflective layer of tissue on the back of their eyes, and when you shine a flash on it, you get an effect that's worse than red eye. Plus, it startles the cat and they don't like it.
- Cats are a notoriously skittish subject. They can be a real challenge to pose. But with enough time, patience, and creativity, you can create some very interesting cat photos. They have a natural curiosity and can't resist things like empty boxes, paper bags or a shoe. Set the scene and be ready with your camera.



- Exercise the dog before your photo shoot. A calmer dog is easier to photograph, and a panting dog looks like he's smiling! Before snapping the photos, take the time to get them as calm and relaxed as possible, so the photos don't show an animal that looks anxious or scared.
- Use treats and/or a squeaky toy to capture the dog's best expression. Sometimes having two people makes this process easier.



- Most dogs look great on the beach. Try different props. If the dog likes to fetch, you might get a picture of the dog with his favourite ball. Wrap a bandana around the dog's neck to add a streak of colour (especially good for solid and darker - coloured dogs). A bright, cheerful collar is a nice touch.
- The dog's eyes should be focused on you. Try to capture at least one "hero" shot, where the focus is on the dogs face. A full body picture is also a great way to show size and scale.
- Check out the competition. Visit [Petfinder.com](https://www.petfinder.com) and look at the photos of similar cats or dogs and see which ones pop out to you. Then try to mimic these shots with your own foster cat or dog.
- If your first attempts fail, don't be discouraged. Just keep trying and have fun.



- When you are having fun, your foster cat or dog will probably be having fun too and it will show!

