

Photo Taking Tips

We cannot express enough how important photos are. As they say, "a photo is worth a thousand words." In this day in age, it is far truer. We as a society rely on the internet to gather, receive and transmit information thus photos and detailed information about our adoptable dogs on our website is our main source of advertisement for the dogs that we rescue.

These photos are the first thing that will catch a potential adopter's eye: if the photo is dark, blurry or grainy, they will more than likely move on.

Here are a few tips to help you get started with taking photos that will be appealing to potential adopters.

- GROOM YOUR FOSTER DOG PRIOR TO A PHOTO SESSION! Bathe, shave, etc.
- Do not hold the foster dog or allow humans to be in the photo. No hands, arms, bare feet and definitely do not hold your foster dogs face towards the camera.
- Use treats and/or a squeaky toy, or make high or low pitched noises to get your dog's ears and face to perk up.
- Get down to the dogs level! Don't have them look up or just take photos of the face. We want to see the sides and face.
- Take photos outside when it is nice. The green grass, flowers, trees, all add to the appeal of the potential adopter (make sure not to get garbage, holes or other grungy items in the photo).
- Try to get action shots; running, jumping, playing with a toy or ball, etc.
- Do not take photos of your foster dog in a kennel or behind chain link fencing. We don't want our adoptable dogs to look pitiful; we want them to look happy, as they should be.
- If you cannot take photos outside, turn on lights behind you, open shade and curtains, let there be light! Thus alleviating "monster eye." Remove distractions, such as other dogs. It is ok to have other GROOMED dogs in the photos but we want the focus on the foster dog not unavailable or other foster dogs.
- Try setting up props or backgrounds; add a tasteful bandana (*bet you thought that said banana*) but do not allow the props to take up the majority of the photo. We want to see the Foster dog front and center with his eyes to the camera. If the majority of the photos have your foster dog looking at the camera and we can use them on the website, some "bashful" photos are ok to add. If in doubt, just go ahead and email them. ☺

Take LOTS of photos and remember with every 50 photos, you may get 2 or 3 that work. This is normal and is experienced even by professional photographers. If you feel that some of the photos need to be touched up, as in too dark, "monster eye," etc., email Brandy and she may be able to help. If you have photo editing software please understand that we do not want to change the look of the dog, as the potential adopter must have an accurate idea of what the dog that they are interested in actually looks like.

Email all photos of your photo dog(s) along with the Foster Dog Initial Observation Report or the Monthly Observation Report, whichever is appropriate, to wlccanimalrescue@gmail.com.