

Photography Guidelines | Dogs

BACKGROUND

A natural, outdoor background is best! Neutral walls or anything with not too much action are best. **The focus is on the dog!**

POSES

GOAL: Make the dog look cute and show multiple angles.

IMPORTANT: One photo MUST have the dog facing directly at the camera at **eye level**. Do NOT zoom in too much -- there must be space on the side of their face! We recommend that their tongues aren't lolling out massively. This is the **most important** shot.

One photo should be a full body shot - sitting or standing is best.

*Maximize the number of photos you take!
Aim for 3-4 usable ones.*

DEVICES

We recommend finding volunteers with high-quality phone cameras - iPhone 11 XR and newer iPhones have very good cameras. **Use portrait mode!**

*** all attached photos are taken w/ an iPhone XR**

HOW TO GET A DOG'S ATTENTION?

Squeaker toys, treats, and others are helpful! Try to use a **helper** (friend or family member) - have them hold the dog on a leash, standing away from them, while another person takes the photo from in front of the dog.

- 1.) The sun or light should shine directly on the dog's face.
 - 2.) Try to wait for a moment where the dog looks right at the camera - do this with squeaker toys or attention-grabbing toys or movements.
 - 3.) Try to calm the dog down if they are too hyper, then return to your task.
 - 4.) Put in the time and effort! This is a very important photo!
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EDITING

- Brighten the photos
 - Edit so that the color is slightly enhanced, but not too much
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HOW MANY?

Minimum of 3 photos

