



Milton Keynes & N.Bucks

Charity No 275415

Photograph Guide

We're not expecting you to be experts in photography, but we know that having the right photograph can make a difference to whether an animal is rehomed or not so here are some tips to getting a great photo.

- Take pictures in daylight where possible and make sure that the sun is behind you (avoid shadows in the photo though).
- Get down to eye level with the animal.
 - Avoid concrete, tarmac, kennel blocks, cage bars (in the foreground) or glass – they look harsh and unappealing.
 - Avoid having parts of people in the photograph – it's fine to have the full person in the photo but headless people, body-less wellingtons and looming hands are distracting.
- The best shots are with the animal looking at the camera
- Busy backgrounds can detract from the animal. Black animals are especially difficult to photograph, so using a coloured background can help them to stand out.
- Avoid animals looking stressed. If it's not working, take a break and try another time. A stressed out animal will not sell itself well.
- A good photograph will get you more interest - if, after a few weeks, the animal is still available for rehoming, consider taking a new photograph, perhaps in a new setting.
- Retake photos if the animal's appearance has changed. Especially important for animals who may have gained condition whilst being in our care.
- Avoid hats, tinsel and items of clothing that inhibit natural behaviour or communication. Dressing up animals for human entertainment should be avoided.
 - Full body shots are best for showing the animal but are very difficult to get. Avoid cropping off ears, feet, legs, tails, etc if possible.
 - If you are struggling to get a full body shot, it's better to have a decent head shot than a poor quality body shot but try to include a full body shot in a later photograph.