



PRO PHONE PHOTOGRAPHY



1. LIGHTING = most important

All photos look worse in low light. When possible, move the pet to better lighting.



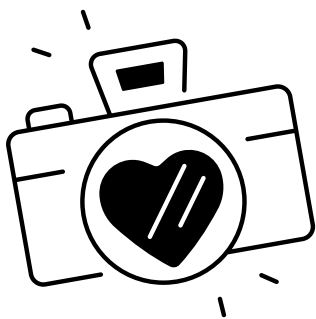
2. Wipe off your lenses before taking photos



This photo is blurry and fuzzy.
Cat is looking down so she looks sad, grumpy, etc.

3. Clean up the area. Try not to get pee/poop, dirty kennel, etc in the background.

4. Get closer, and use toys or treats to get pets to look up so you can see their eyes.



Marika still has RBF, but at least you can see her pretty eyes judging you.



5. Kittens: grab a blankie and a chair or laundry basket for better results

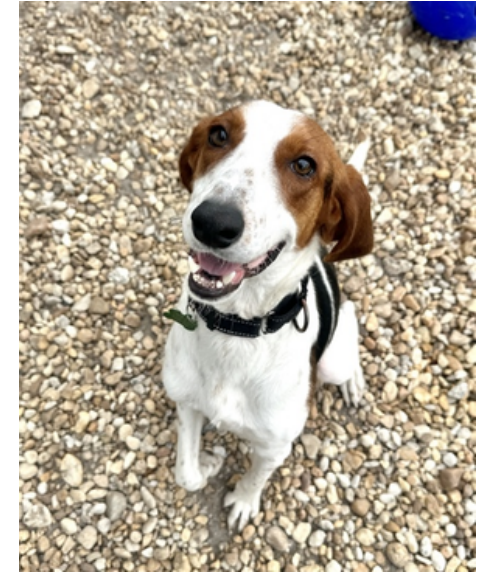


VS



6. Dogs

- When possible, try to get on their level. Helps show their size and features better.
- You can also get pictures of them interacting with staff/volunteers to show personality.



The top photos are fine but passive.
Bottom photos are more active and engaging.



7. Puppies

- Drape a solid-colored blanket in a laundry basket and put against the wall.
- Pick a color of blanket that won't blend in with the dog.



8. Post-photo edits

- Crop 4:5
- Use adjustment tools to lighten shadows, increase contrast, etc, to help eyes and features pop.
- You don't want to edit so much that the pet looks drastically different.

