



### **Last Minute Comments & Recommendations to Help with Photo Shoot**

Most photographers have never shot photos at a veterinary hospital. Since veterinary hospitals are very busy establishments with numerous distractions, it is often difficult to focus on obtaining high quality, appropriate photos. Below is a list of recommendation that may help you complete this project successfully.

When you arrive at the hospital, the manager, or someone appointed by the manager will be present and available to help you during the entire photo-shoot.

If you have any questions, please do not hesitate to contact us.

-- **Do not shoot any cropped or zoomed-in photos.** We do all cropping when we put together the website. It is important that you do not cut off heads, arms, backs or other body parts of the staff members or animals. Leave plenty of room on all 4 sides of the photos. Also, if you need to zoom-in for the photo, it is not the kind of photo we want and not worth taking.

-- **Do not use unusual lenses** (wide angle for example).

-- **Move subjects away from walls to eliminate / minimize shadows.**

-- **Move subjects away from distracting backgrounds** (ex. posters, patterned backgrounds)

-- **Do not shoot photos of people and pets on the floor.** It's best to shoot pets sitting on tables. Only large dogs should be shot sitting on the floor. Make sure that the person is kneeling next to the dog and the dog's face is level with the person's face.

-- **Remove distracting item(s) before shooting the photo** (coffee cups, water bottles, messy stacks of papers)

-- **Shoot photo from a different angle or perspective** if you are not satisfied with your shot.

-- **If a background screen is used, make sure it is light-colored and flat/smooth** (so it doesn't look like a wrinkled sheet)

-- **Be aware of the background settings** as windows, kennels, doors, posters and unorganized clutter behind your subjects can hinder even the best of images. Light-colored, organized backgrounds show a professional environment.

-- **Center images on the subject matter or the task being performed.** Be sure to **zoom out** enough so that no one is being cropped off. Ensure that there is extra padding on all four sides of a subject to allow ample room for us to perform post production cropping and editing.

-- **Please avoid 'back of head shots', 'hair in face shots' and shots of people looking down.**

-- **Most of the time, subjects (people and animals) should be looking at the camera** (unless looking at x-ray, ultrasound, etc) and

-- **People and pets should always have their heads up.** The assistant may need to stand behind the photographer and hold a squeaky toy so the pet looks up at the time of the shot.

-- **Images should be shot in horizontal format** as this is the layout most often used for the website.

-- **From our experience, it is best to use the flash with a diffuser** to minimize harsh shadows and create fill-light. If you are using a built-in flash, set it to one of the slow synch options.

-- **Large hi-res JPG files are best for us. the best file types to send us.** Photos should be approximately 3800 pixels by 2500 pixels with a resolution of 300 dpi. Please, never send us TIF files. Please burn all the photos CDs or a DVD.

-- **DO NOT DELETE ANY IMAGES on or off the shoot site.** This is for your protection and our protection. Your photos serve as a track record of everything that happens at a shoot.

-- **Do not color-correct photos** before sending them to us. We color-correct them as we see fit.

-- **Please send us all the photos.** Do not choose photos for us. Even if you think some photos are poor quality, please send all of them. You may think that the photo is terrible; however, we may see something in the background (an instrument for example) that may work well on the website.

-- **Please remember that we are creating the final product.** The photos are very important but are only one item in the project. Please work with us and respect our needs and recommendations.

Thank you again for working with us on this exciting project. If this is your first time shooting photos at a veterinary hospital, I hope you enjoy the experience. The hospital staff members should be fun and easy to work with since everyone there loves animals. And, if you love animals, you must be a good person, right?

I look forward to seeing your photos.