



## **Photographer's Information and Instructions for Photo-Shoot**

Thank you for your cooperation. These suggestions will help you with the shoot and make it easier and faster to get the photos that are needed for the website.

- **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 or animals. Leave plenty of room on all 4 sides of the photos.
- **Avoid taking any negative images of animals:** this includes animals behind bars (in cages), under anesthesia or with any medical instruments inserted into them. Clients want to see happy animals since they will be entrusting their pets to this hospital's care.
- **Do not shoot photos of staff and pets on the floor.** Raise the pet up by placing it on an exam table or by holding the animal. If shooting a large dog, it is ok to have someone kneeling beside it.
- **Help manage the staff and veterinarians** to ensure that they **appear professional and happy** in images.
- When shooting **photos of people and pets**, please try to have the face of the animal close to the face of the person being photographed.
- **If background screens are used**, ensure that they are wrinkle-free and are of a light colored nature. Please try to avoid background screens and only use when absolutely necessary.
- **Pay special attention to lighting:** ambient light allows for better images than florescent light. Good lighting is the key. Please make sure that **subjects stand far enough from the wall to prevent shadows** on the walls.
- **Do not shoot any photos with 'fish eye' or wide-angle lenses.**
- **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 or cut 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. Also make sure to 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 an x-ray, ultrasound, etc) and always with heads up.
- Photos should be shot in **horizontal format** as this is the layout most often used for websites Images.
- **Large hi-res JPG files are the best file types to send us.** Photos should be approximately 3800 pixels by 2500 pixels with a resolution of 300 dpi. Please burn all photos to CDs or DVDs.
- **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.

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We look forward to working with you. If you have any questions please do not hesitate to call us 603-743-4321.

## I. Veterinarian Shots

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- Veterinarians should be photographed in white lab coats with or without stethoscopes around their neck.
- They should appear professional but not overly posed.
- Ensure that shots are taken with ample padding around all sides of subject - **do not crop** off the subjects head or arms.
  
- **(a) Individual** (without pets):
  - Full portrait shots from the subject's waist to above the head should be taken. Do not crop out any portion of the body that is above the waist.
  - Backgrounds should be plain white or light colored wall. Please avoid shadows on the wall.
  
- **(b) Candid with Animal:**
  - Shoot horizontal photos of the veterinarians holding a dog or cat and/or any type of pet that is seen at the hospital.
  - If a very large dog is used, have the veterinarian kneel next to the animal for the photo. If the dog is a reasonable size, place him on an exam table with the veterinarian standing beside.
  - In all cases, it is important that the face of the person and the face of the animal are in close proximity to each other and that both are looking at the camera.(squeaky toy to attract dog's attention)
  
- **(c) Examining and treating patients**
  - A good wide photo of each veterinarian examining a dog or cat – it is best to have a separate animal for each veterinarian's photo and several poses for each.
  - Shoot a photo of a veterinarian listening to a pet's breathing with a stethoscope. Veterinarians can also use an otoscope (for ear exam) or ophthalmoscope (for eye exam).
  - Please make sure the vet is facing (at least partially facing) the camera and looking slightly at the pet.
  - Avoid taking any photos that show the backs of subjects' heads.
  - For patient treatment shots, use your discretion.
  - Try to avoid "animal torture" shots - where the pet is heavily restrained, attached to a medical instrument, muzzled, a technician has a headlock on the animal or if the animal looks uncomfortable.

## II. Staff Members

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- The hospital needs to specify whether staff members are to be photographed individually, in group(s), or both.
- The ideal attire is hospital uniform (if applicable) or other professional attire.
- Please ensure that shots are taken with ample padding around all sides of subjects.
- Do not crop off the subjects head or arms and do not crop out any portion of the animal.
  
- **(a) Individual** (Candid with Animal):
  - Full portrait shots should be taken of the subject from their waist to above their head.
  - Take wide shots of the staff members holding dogs or cats and/or any type of pet that may be seen at the hospital.
  - In all cases, it is important that the face of the person and the face of the animal are in close proximity to each other and that both are looking at the camera.
  
- **(b) Group or Group(s):**
  - Take several shots in a well-lit area that allows ample room for all subjects.
  - Please **do not** shoot photos of staff members in a small, cluttered and confined room.
  - Most likely, the staff members (and veterinarians) have never had their photos taken under these circumstances so you need to take charge. Please give them direction and ask them to pose wherever it works best for you (to get an excellent photo).
  - Backgrounds for all shots should be clutter-free. Group shots can be divided up into reception, technician and kennel staff groups.

## Action/Working Shots

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- **Veterinarian(s) looking at an x-ray**
  - 1-2 Veterinarian(s) looking at and discussing an x-ray.
  - The x-ray should be in an illuminated viewing box or on a computer monitor and one veterinarian should be pointing to a spot on the x-ray with a finger or pen.
  - The key is to make it look like the veterinarians are evaluating the x-ray.
  
- **Technicians performing an x-ray**
  - The dog or cat should be standing or lying on the X-ray table with one technician at the front of the animal and one technician at the back. Try to have them close together.
  - The shot should include the techs, pet, x-ray table and x-ray machine.
  - Do not shoot an x-ray photo with the pet under anesthesia.
  
- **Veterinarian/Technician sitting behind a microscope**
  - Shoot a few photos of a technician looking into a microscope.
  - A few photos of a veterinarian (or technician) looking into the microscope and a few shots of the same veterinarian (or technician) looking and smiling at the camera without looking under the microscope. .
  
- **Ultrasound – Not all hospitals have ultrasound**
  - Several shots of ultrasound procedure(s) should be taken.
  - The ultrasound procedure can be performed on a real patient or a mock ultrasound, using a staff member's dog. A pet is not even necessary for an ultrasound photo. The hospital can put an ultrasound image on the monitor screen and they can pretend to be performing the procedure without even using a pet. A pillow under surgical drapes can substitute for a pet.
  - The monitor screen should be visible in the photo (recording an actual ultrasound) and the veterinarian should be facing your camera.
  - Most ultrasound machines are mobile and they can be moved around in order to accommodate the photos.
  - Please feel free to ask them to move the machine to a good location for the photo so that you don't end up taking photos of the backs of heads.
  
- **Endoscopy & ECG**
  - Some hospitals have endoscopy equipment; however, most do not. If this hospital has endoscopy, they need to tell you and set it up.
  - The photos should be taken similar to ultrasound photos.
  - Once again, a pet is not necessary to shoot endoscopy photos. They can put an image on the monitor and photos can be taken without a pet being present. Shoot the vet holding and / or looking through the scope along with the monitor in the background. A pillow under a drape can also substitute for a pet. (lots of options here)
  - Photos of endoscopy procedures work best if the veterinarians are dressed in surgical scrubs surgical gowns.
  - When shooting the endoscopy photos, try to get the veterinarian (who is performing the procedure), the monitor and some of the pet (if a pet is present) in the photos.
  
- **Dentistry**
  - Several dentistry shots should be taken.
  - If the staff is performing a teeth cleaning, please take several shots.
  - It is tempting to zoom-in and crop these photos; however, please do not.
  - Make sure you get some photos of the technician looking at the camera.

□ **Surgery**

- Mock or staged surgery photos are better and easier to shoot than shooting a real surgery.
- For real and mock surgery, the table should be fully draped, monitors and surgical lights should be turned on and the veterinarian(s) and technicians should be attired in surgery scrubs, surgery masks, gloves, caps and gowns (if applicable).
- It is important that all staff members included in this shoot look involved in the surgery by performing a specific task (checking vitals, assisting the veterinarian, etc).
- If performing a mock surgery, a pillow or towels can be used to simulate the existence of an animal.
- Remember, this photo will be on the hospital's website and it needs to look like a real surgery.
- If performing a real surgery, do not shoot "blood and guts" photos.

□ **Technician Task Photos**

- Dispensing medication for a prescription
- Microscope shots
- Working at the blood analyzer
- Speaking (interacting) with a client (if possible). The technician could go over a pamphlet or clipboard with a client.
- Brushing a cat or dog (these are very attractive photos)
- The hospital manager or technician may have photo suggestions.

□ **Reception**

- Shots of the front desk staff members looking at the camera and smiling.
- Any interaction between the receptionists (front desk employees) and clients.
- If clients and their pets are in the waiting area and are willing to be photographed, these make excellent photos. FYI – From our experience, most pet owners want to have photos of themselves with their pet on the hospital's website.

□ **Boarding & Grooming**

- Please take a few shots of personnel bathing and grooming a dog.
- If there are good looking, well-groomed dogs present, either in the hospital or in the grooming salon, please take photos of them.

## **Facility Shots**

□ **Rooms and facilities**

These shots are specifically used for the Hospital Tour. The hospital manager / owner should decide if they want employees (and pets) and / or clients (and pets) in the photos.

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|-----------------------|----------------------|
| ▪ exam room(s)        | ▪ surgery suite      |
| ▪ lobby/waiting area  | ▪ ultrasound machine |
| ▪ main treatment area | ▪ x-ray machine      |

□ **Hospital Exterior**

- Please take photos of the entire building and surrounding landscape (straight on and at angles).
- Close-ups of the front of the building.
- Make sure no vehicles or bicycles are in the photos.

□ **Signage**

- Take views of the hospital front signage with the building in the background (if applicable)
- Plus direct shots of the signage standing alone.

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Thank you for following these guidelines to ensure that the photos you take work well with the editing techniques used by the staff at VetNetwork, LLC. We appreciate you taking the time to read these instructions and encourage you to call if there are any questions.