

FOSTER PHOTO GUIDE



SAY CHEESE!



Great photos make a huge difference in the adoptability of a foster dog. Our goal is to get a picture that features a foster dog in his or her best light and brings out the dog's unique personality.



CRITICAL PART OF FOSTERING: PICTURES!

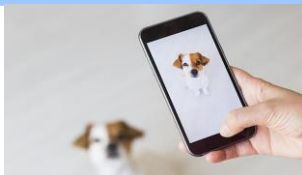
Part of fostering a dog is to **take photos of your pup**. Taking photos of your newly fostered pup is a **critical part to getting their sponsors/donors updated** throughout their journey **and to ensure your pup has good photos for the websites** when they get listed for adoption. PPR sponsors/donors contribute funds to get these pups their medical care and supplies, **in return we update them with photos** along their journey, so we rely on you to help with this process.

We need a **minimum of two sets of photos**. Please include **4 to 6 photos with each set**, so we have choices for size and variations on collages and the PPR website. Please send the **full original size file** when emailing or texting your photos. **Your photos can be sent to your Foster Coordinator** and they will ensure they get to the right team at PPR.

SET #1 - In Home

The 1st set is needed upon picking up your pup. **Examples:** Car ride home, sleeping on their bed, walking in the yard, commandeering your sofa, chair, couch etc., playing with their bunk mates if they have them, playing with a toy, hanging with you, a day out shopping. This set is their everyday fun while in your care. Include a whole body shot and face shot. Please send this set within the first two days of picking up your pup.

iphones / Android phones are perfect cameras for your foster dog pictures!



SET #2 - Adoption Listing

The 2nd set is for listing your pup on our website and Pet Finder for adoption and updating the sponsors/donors of their listing. Since Pet Finder is a clearinghouse for every dog available in rescue, your dog has to stand out to drive someone to our site.

We need your best quality photos for this set. Whole body shots and close up face shots are needed for the website. Your bio on your pup can be sent at the same time you send this set. Our sponsors are updated every 3 weeks on how their pup is doing and what they are up to, so additional sets will be needed for every 2 - 3 weeks the pup is in your care. A few fun things they do is helpful to know and can be sent along with photos.

→ 10 SIMPLE & EASY PHOTO TIPS FOR GREAT DOG PHOTOS ←

Important

Shoot photos horizontally (side to side or landscape) instead of vertically (up and down or portrait) as they show better on the adoption listing online. Using the "Square" option also looks great online.



Plan out several 5-10 minute sessions over a few days. Understand that getting 6-7 high quality photos may mean taking 50+ photos.



Groom, brush and fluff the dog's ears in preparation for a shoot. Remove cones and belly bands from your dog. Make sure the dog's eyes are clean and free of eye "gunk".





BACKGROUND

Pick simple, uncluttered backgrounds that contrast well with the dog's colors, e.g., grass, wooden fencing (no chain link), solid colored furniture, solid color blanket or sheet over a chair or couch. A bandana can also help to accentuate a black or white dog's coloring. Vary the background - all photos being on the same one can be boring.



Use indirect, natural lighting in varied settings inside and outdoors.

For indoor photos, turn off the flash to avoid red eye. Light that hits a white ceiling & comes back down is good. North facing windows are the best. Avoid having sun in back of the dog, otherwise the dog will be in the shadows and eyes won't show up.

For outdoor photos, it's best to shoot in the morning or at dusk or when overcast and in shadier areas.



LIGHTING



PERSONALITY

Portray the Pup's Temperament: You want the dog looking happy and content and at the camera. If a dog is active and playful, get some action shots. Give applicants a sense of what it's really like to have this dog gaze sweetly at them, or play with a toy, or hang out on a lap.



The dog should always be the focal point of the photograph. Add toys if they help capture the dog's personality but keep it simple. Try to get a few of head/face shots (everyone loves a head tilt!), full or ¾ body shots & personality shots. Portrait mode on your phone is great too.



FOCUS



ATTENTION

Make a quick, sharp noise with your voice or a squeaky toy, so the dog looks at you for the photo, alert and curious or happy. Don't call the dog's name as this is often translated as a command to come to you.



Consider adding incentive to get the dog to look at you during the shoot (e.g., treats, praise, petting, squeaky toys). Reserve toys for when the dog becomes restless.

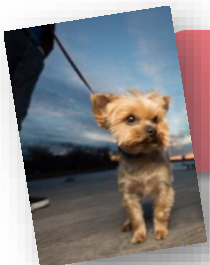


MOTIVATE



GET LOW

Capture the dog at his or her eye level, looking at the camera. You want people to see the dog's eyes and feel an intimate connection. Also, avoid taking your dog's photo from behind - side and front profiles look best



For dogs hard to photograph off leash, use a long lead (or coupler for a pair) tied to a tree or other object or held by a friend. Keep the leash above or behind the dog so we can edit it out.



POSITION

Don't forget to stand still and hold the camera still while taking photos to prevent blur.

Be creative! The best shots are often the spontaneous ones, so most importantly relax, make the dog feel content, get a good variety of pictures and have fun!

🐾 TIPS FOR PHOTOGRAPHING BLACK DOGS 🐾

If you have a black foster dog and find yourself confronted with a shiny black coat and a pair of glowing eyes, keep these tips in mind:

UNCLUTTERED. Choose a spot with an uncluttered background, or plan on using a shallow depth of field to blur objects out of your control.

SEEK SHADE. Contrary to the popular misconception that black dogs are best photographed in direct sunlight, shade is actually your best friend for outdoor shoots. Choose an area of open shade, such as under a covered patio, and position your subject so the source of the light shines in from behind you. As with the indoor window, this will make your subjects eyes sing. And that's a feature you definitely want to accentuate for black dogs!

FACES. To help their faces shine:

- Avoid highly contrasted images
- Steer clear of deep shadows
- Make the most of the feature that will always be ready to work the camera: eyes. Highlight them, focus on them, and consider including props or accessories that complement.

FIND THE RIGHT LIGHT. If you're shooting indoors, position your subject with a large window behind you. This will illuminate the details of their facial features; something poorly lit areas will quickly relegate to black blob status.

Choose a room that is flooded with diffused light and is bright, but not in direct sunlight.

Avoid using your on-camera flash. This creates a harsh, yellow-tinged light that won't do that black coat justice.

OTHER CONSIDERATIONS. Due to the absence of their natural furry highlights, black dogs can lack immediately visible facial expressions and character. However, with a well-lit, thoughtfully composed photo, they'll enjoy the same expressive portraits of their brighter pack mates. Bandanas work well too – use color to make your pictures pop.



See sample pictures below

