

# A Guide to Taking Pet Pics for PET Projects

As a virtual shelter, we at PET Projects use our website and other electronic networking as our primary ways to advertise adoptable pets. As such, having great pet pictures is an essential of seeing homeless pets find forever-families!

## Tips for Taking Great Pet Pics

- Use natural light whenever possible; open the shades and let the sun shine in! Use a flash if necessary, but be aware of the light being reflected in the pet's eyes creating an "eerie" effect.
- Use the friend or family member to calm, comfort, and engage the pet.
- Try to find a simple backdrop with contrasting colours --- a dark background for a light-coloured animal or vice versa allows the pet to be seen more clearly.
- Cats and dogs are easiest to photograph when sleepy. Use the squeaky toy or shake a treat bag just as they're nodding off, and you'll get a moment of alertness and a brilliant pose!
- Take a lot of pictures! As cute as they are, pets can be notoriously hard to photograph, so by taking a lot of shots --- close-ups, action shots, sleeping, etc. --- you are more likely to find two or three that turn out great! If you are good at editing and cropping, feel free to do so before sending on your pics, but if not, we will take care of that editing.

Choose the best pictures (up to 3) to send to [info@petprojects.ca](mailto:info@petprojects.ca), along with the following information:

- A detailed description (in paragraph form), including the name, age, sex, temperament and health (spayed/neutered, treated for fleas/worms, vaccinations etc.) of the pet.
- The pet's experience and how well it interacts with other cats, dogs, and children.
- Where the pet came from, and why it needs a new home.
- Your general location and contact information. Potential adopters will contact you directly; use the "help for rescuers" page on our website for making sure your furry friend finds a safe and loving home!