

A PICTURE IS WORTH A THOUSAND WORDS!!

Photo's bring the buyers!

The photos you take will give prospective buyers their first impression of your mule/horse. If the photo is not appealing, your mule/horse may be overlooked no matter how good he/she is. Please take a moment and read these tips about photographing your mule/horse.

PHOTO'S- These photo's may be used in postcards, posters, front cover of catalogue and any advertising that we do. Ads placed in magazines will use only the best color & clearest photo's.

CAMERA- Any camera will do, but if it has a zoom lens, excellent. 35 mm film is the standard. If you are taking still photographs 200 ISO film is fine. For action shots use a higher speed film, 400 ISO. Don't take only a few photos and think you have the perfect photo. Take 30-50 and take a least 5 or 6 photos of the same pose. If you have a zoom lens, use it. Stand back at least 20 feet from your mule/horse and zoom in. This will help in getting rid of the big head look. Digital cameras are great as you can view the photo right after you have taken it, but the shutter speeds on digital cameras are extremely slow and it is easy to miss your mule/horses ears being up. Digital photo's needs a camera setting of fine for highest resolution.

LIGHTING- Choose a sunny day and don't use a flash. Early morning or late afternoon light is the best. Midday photos are terrible, too much white light and too many shadows. **Always make sure the sun is behind you as you take the picture.** The qualities of the animal will not show up if the light hits on the back side of the animal. Make sure not to get the photographers shadow onto the mule/horse.

BACKGROUND –Take a moment before you shoot your photos to look at the background. Are there junk cars in the background? Manure piles, telephone wires, other mule/horses? If so, move. The BEST photos have the least clutter in the background. Don't have a fence post extending up behind your mule/horse. Have the animals head in the sky where it is clear and shows off best.

POSITION – The best photos are taken when you are on your knees focused toward the center of your mule/horse. If you shoot from too high up, your mule/horses look like they have no legs. Take pictures from several angles. Try to compliment your mule/horse's strong points. Having the sky in the background actually keeps the picture clear and clean and will show off the mule/horses head and other features the very best.

When you are shooting a **Profile** of your mule/horse have your handler position his feet correctly. Near hind leg back, near front forward, head and neck turned 45 degrees. Make sure to center your mule/horse in the frame. For a **Three Quarter Front** shot, the mule/horse should stand square with his head and neck straight. Make sure his ears are up! **Do not** tie your mule/horse to a tree, a fence or a trailer. Get someone to help hold the mule/horse that is capable of positioning the mule/horse correctly and getting his attention to put his ears up.

FORMATTING AND SIZING – You can scan you photos and send them to us by email. Make sure you **resize** your photos before sending them. Send them in a 3x5 or a 4x6 size or around 500kb up to 3 MB. You can resize your photos in your Photo Shop program. We like to have pictures in a tiff format but we will also accept .jpg format. For ease of tracking photos, as we get hundreds, please name the photos with your last name-mule/horse's name, then photo #1, (ie Clark-Lynx #1).

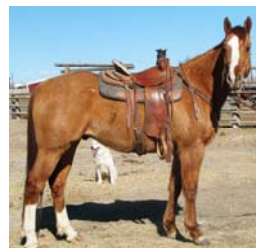
Emailing – Email the photo's to kay@saddlemule.com. I will email back to let you know that it was received. Don't assume that I received it if you don't get a verification back.

THE MULE/HORSE – Make sure your mule/horse is presented in a professional manner and looks his best. Tack should be cleaned and polished and every effort should be made to have properly fitting tack. We prefer animals with no rider as we are promoting a saddle animal and are able to enlarge the photo and show off the animal better without a rider. If the mule/horse is being photographed undersaddle make sure the rider is sitting up straight and is presenting a pleasing picture.

REMEMBER- TAKE LOTS OF PICTURES TO GET THE PERFECT ONE



Good pose,
Showed off the
horses special qualities,
we were able to
delete the background
clutter.



Good Pose
Background little
Cluttered – dog is
disadvantage. Legs could
have been together better.



Not
good
light



Background
cluttered,
hides mule

