

# GUIDE FOR TAKING LIVESTOCK PHOTOS AND VIDEOS

## 1 PREPARE

The purpose of photos and video of a sheep for sale is to make them attractive to the buyer. It is important to create the most desirable and accurate picture of the sheep. So remove any excess straw or dung from the sheep, find a beautiful, clean background, and bribe a few helpers.

## 2 TURN THE SHEEP LOOSE

Loose pictures are generally most effective unless the sheep are well trained. A pen about 100' X 100' with no holes or low spots and with an upward slope is ideal. Mow or clean up the background area so the buyers focus on the sheep. If the sheep does not want to settle down, put another sheep in a pen nearby.

## 3 ANGLES ARE IMPORTANT

Using a digital camera or phone, the photographer should stay around 15-25 feet away from the animal. The sun should be to the photographer's back, They should be either slightly ahead or slightly to the rear of the animal. The perfect picture will fill the frame and have a view of all four legs and both ears in the picture. The back feet can be slightly offset, but the front feet should be square and even to each other.

## 4 THE STAFF

It might be important to apologize to the helpers prior to taking photos or videos. One person will slowly move (chase) the sheep into a position that is desirable. Another person attempts to stop the animal when it is moving uphill, legs on the corners, head above the shoulder. Ears should be alert and the animal should appear to be looking at something in front of it, out of the frame of the photo. Try to avoid capturing photos while the animal is urinating or defecating.

## 5 VIDEO

Video is much the same as taking a picture.

- The animal should walking slowly uphill if possible. While "trotting" may be okay, try to avoid capturing the animal in a full run where it appears panicked. Use the zoom function on the camera/phone to fill the frame as much as possible while still seeing all four feet and the entire body at all times. A good video length is 10-30 seconds.
- Try to get the animal from a front angle and ending with a rear angle or maybe as it has stopped and is posing.

## 6 THE WRITE-UP

Write an accurate description of the animal along with outlining delivery options available. Many buyers prefer that a video is provided along with still photos. Try to capture photos and video of the original animal by itself. If editing is uncomfortable select a frame from the video to use as the still shot. The "flip photo" option on the camera or computer allows all lthe animals to face the same direction. This can help with the uniformity of the . consignment.