



MARYLAND EQUINE TRANSITION SERVICE

Owner Photo/Video Instructions

One of the first and most important steps in finding a new home for your horse is to take high quality photos and videos. Potential owners will want to see your horse's conformation and movement before they call to visit the horse in person. To be sure you present your horse at his best, follow the steps below.

A digital camera capable of taking photographs and videos is essential. A camera with at least 12 megapixels for photographs and 720p for video is preferred.

1. Bathe/Groom your horse thoroughly prior to photos/videos.

Your horse should be clean and well-groomed, including a brushed mane and tail and properly trimmed hooves. A clean halter and tack (if being ridden) are also important.



2. Take four views: front, back, left side, right side.

This gives potential owners the best idea of your horse's conformation and overall look. If riding, take video of your horse from these views as well to show your horse's movement and way of going. If the horse isn't trained, but is capable of being ridden, lunge them or video them running in a field to provide the viewer an idea of how the horse could be under saddle.



3. Capture your horse in as much of the frame as possible without cutting off important features.

The muzzle, ears, tail, and hooves are commonly cut out of photos. Your horse should fill the entire photo frame, if possible, to provide the best quality retention when posted online.

4. Be aware of lighting and shadows.

It is best to take photos and videos in bright light without shadows. If shadows are unavoidable, face the side of the horse you are focusing toward the light source so shadows fall on the areas not being documented.



5. Pay attention to background.

Photos and videos give the viewer a chance to study every detail, including the background. In photographs, it is best to stand your horse in front of a solid background, such as the side of a barn or wall of contrasting color. For example, stand a gray horse in front of a dark wall or stand a black horse in



front of a lighter wall. Also, make sure the background is clean and tidy. Avoid manure piles, debris, messy areas, mud, etc.

6. Avoid having other horses, animals, or people in the photograph.

Having a person or other animals in photos and videos can be distracting to the viewer and takes the focus away from your horse. If someone is holding the horse by lead rope, position them at least two feet in front of the horse's muzzle so the image can later be cropped.

7. Document your horse's best features.

Remember, these photos and videos are meant to encourage someone to meet and fall in love with your horse. What do you love about your horse? What do you feel someone else would love? Whether your horse is rideable or a companion, there is always something that you can present. If your horse has a lovely eye, does tricks, likes to play in the field, or has an amazing extended trot, be sure to capture it!

