

## Website photo / Video Charter

### 1 Photos process

1. IWW publishes quality photos/videos, made by professionals of equine photography, this to enhance your product presented for sale.
2. The animal should be groomed, stirred, brushed, mane right side, and feet greased.
3. Upload the video to a Youtube account.

### 2 Organisation

The environment should be calm, no agitation around the horse so hat it is concentrated.

The light should be well oriented and not too strong. Ideal : a clear day with a soft light.

You should not see the shadow of the photographer.

For videos, it is better to walk the horse several times repeatedly so that it has a regular and steady step.

If the horse is agitated, it will be prefered to repeat the session later.

### 3 Location

The location must be healthy, stable well maintained. Prefer a natural place, if not clean place that contrasts with the horse's coat.

- Members must be clearly defined
- The surface must be flat, clean and clear.
- If the session is on grass, it must be well mowed so as not to hide feet.

The photographer is perpendicular to the horse, the lens aligned with the girth place.

No divin, no back dive. No lateral shift, prefer a  $\frac{3}{4}$  rear rather than a  $\frac{3}{4}$  front.

### 4 Details

Prefer a headcollar, or a rein, in leather with a flat leather lanyard also, maintained and well fit. Avoid bright colors.

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## Horse stature



- 4 legs visible, the tail must not hide anything.
- Ears forward
- Open eyes
- Head to the left
- Limbs perpendicular to flat ground,
- Hooves on the ground
- Left anterior limb in front of right,
- Right posterior limb in front of left

The horse should not be standing. And, the spacing between the limbs should not be too "outward".  
Photographer must stand to the left of the horse

For videos, the photographer must stand in the middle of the line performed by the horse.

3 plans are required :

- Lateral, one direction then the other
- From the front
- From behind



The turn is always made on the right side of the horse, the leader is to the left of the horse, holds with his right hand.

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## Shots requested



Photos

- 1 Lateral
- 1 Posterior limbs
- 1 Anterior limbs
- 1 Head



Vidéos :

- 1 Lateral
- 1 Anterior limbs 1
- 1 Posterior limbs

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## Example



In this photo, the yearling is standing on the left rear, the hoof does not on the ground, the tail covers the left hock.  
Also hooves are not greased.