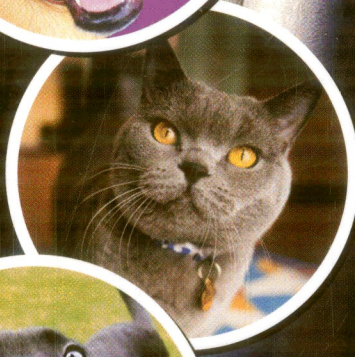


Beautiful Beasties

A Creative Guide to Modern Pet Photography

Jamie Pflughoeft



Contents

Introduction *x*

Chapter One: The History of Pet Photography *2*

The Backstory on Pet Photography	4
The True Value of Pet Photos	8
The Pet Photography Industry	14
Classes, Schools, and Workshops	17
Forums	17

Chapter Two: Equipment *20*

Cameras, Lenses, Bags, and Accessories	22
Computers, Software, and Computer Accessories	46

Chapter Three: Working with Pets as Models *54*

Animal Behavior, Body Language, and Communication	56
Working with Dogs	56
Working with Cats	67
Working with Other Animals	71
Learning About the Individual	77
Photographing Your Pets	78

Chapter Four: Pre-Session Checklists *84*

Checking Your Gear and Accessories	86
Shot Lists	89
Defining Session Goals	92
Twenty-Five Tips to Keep in Mind, Before and During a Shoot	94

Chapter Five: Photography Basics *96*

Exposure: ISO, Aperture, Shutter Speed	98
Exposure Modes	108
Focusing	121
White Balance	124
RAW vs. JPEG	126
Quick-and-Dirty Pet Photography Settings	129

Chapter Six: Lighting *134*

Natural vs. Auxiliary Lighting	136
Lighting Tools	140
Studio Lighting	144
Lighting Safety	150
Lighting Pet Peeves	154

Chapter Seven: Composition 155

The Rule of Thirds.....	158
Negative Space.....	159
Pet-Level Photography.....	160
PLP in Motion.....	164
Capturing Expressions.....	167
General Ideas.....	173
Using Lenses for Variety in Composition.....	181
Photographing Pets with Their Owners.....	183
Photographing Multiple Pets.....	185
Location Ideas.....	189
Ten Ideas for Getting Variety in Every Session.....	192
Capturing the Stages in a Pet's Life.....	193
Pet Photography Don'ts.....	194

Chapter Eight: Pet Photography Challenge 196

Common Challenges.....	198
Behavior Challenges.....	203
Lighting Challenges.....	208
Weather Issues.....	212
Location Challenges.....	215
Elderly or Sick Pets.....	216
"Stage-Mom" Owners.....	218
Working in a Studio.....	221
Legal Considerations.....	223

Chapter Nine: Post-Production 226

Establishing Your Workflow.....	228
Archiving and Naming Conventions.....	232
Editing Basics.....	238
Culling and Processing in Lightroom.....	239
Editing in Photoshop.....	253
Alternative Editing Software.....	264
Common Novice Photography and Editing Errors.....	265

Chapter Ten: Developing Personal Style 276

Defining Your Photodogstyle.....	278
Processing Techniques to Help You Attain Different Styles.....	281
Expressing Your Artistic Voice.....	286
Finding Inspiration.....	288

Chapter Eleven: Going Pro 292

Self-Evaluation Questionnaire: Should I Turn Professional?	294
The Start-Up Process: Getting Started, from A to Z	297
Portfolio Building.....	300
Expenses.....	303
Working with Clients	306
Post-Shoot Client Process.....	308

Chapter Twelve: Business Essentials 310

Pricing.....	312
Products	317
Branding.....	322
Marketing.....	324
Strategies to Increase Revenue	330
Competition and Colleagues.....	332
The Top-Five Biggest Keys to Success	334

Index 336