

Module 2 - Websites

Veterinary Photographer's Brief – *The Right Picture for the Right Practice*

» Sample letter to photographer

Dear Photographer: -

Please find below an outline of the photos we require, plus a few general themes we hope to have reflected in the photography. We appreciate your efforts and if you have any questions please reach out to our practice's manager or web developer.

General Principles:

- **Every photo should include both a happy, smiling person AND an animal** (except in the diagnostic category where we can have a person and an instrument such as a microscope)
- **Avoid photos of empty spaces** - rooms should always have smiling staff and pets.
- **Avoid photos of medical procedures.** People visualize their own pet in that situation – hence the preference for only happy scenarios.
- **Convey a warm, positive personality for the practice.** In general imagine what you would find comforting and reassuring as a pet owner.

Required Photo Categories:

1. Individual staff members and veterinarians (always smiling with an animal)
2. Group shot of all staff
3. Photo of clinic sign and exterior
4. Waiting room – clients smiling with pets waiting
5. Examination room – with vet smiling examining animal with smiling client
6. Veterinarian reviewing and pointing to radiograph
7. Veterinarian in surgical attire
8. Staff or veterinarian performing diagnostic tests – microscope, specific gravity, etc.
9. Veterinarian examining dog's teeth (for dental section)
10. Staff performing grooming

Thank you from the everyone on the team!

» Examples for interior pages:

1. Each staff member and veterinarian (smiling with animal)



2. Group shot of entire clinic staff (staff + veterinarians)



3. Photo of clinic sign and exterior



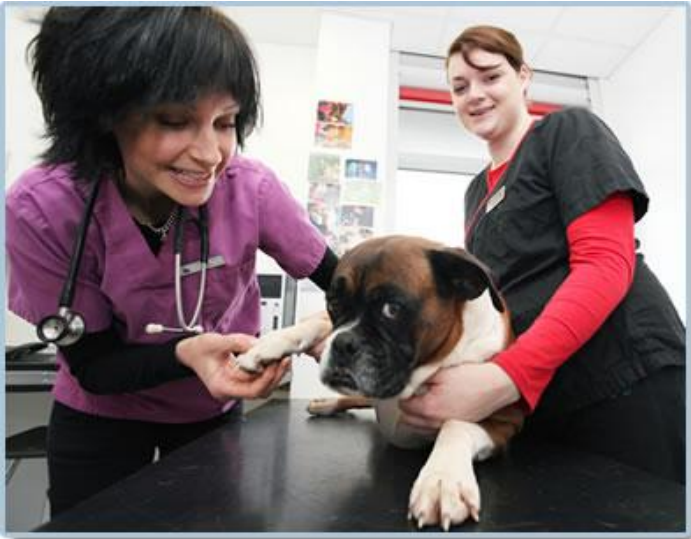
4. Waiting room – clients smiling with pets waiting



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5. Exam room – with vet smiling while examining



6. Photos of specialty services (as per clinic)

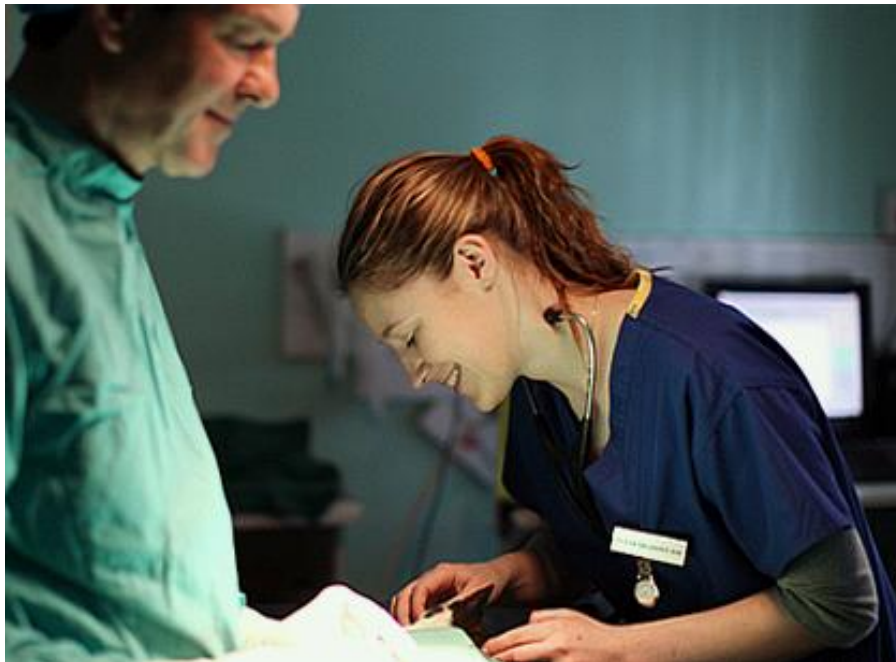


7. Veterinarian pointing to radiograph



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8. Veterinarian in surgical attire (and then smiling vet with animal to reassure safety)



9. Staff or veterinarian performing diagnostic tests



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10. Veterinarian examining dog's teeth



11. Staff performing grooming (if clinic provides this service)



And as many other cute staff/pet photos as possible!



End note: One of the great challenges in crafting a message and perfecting the presentation of your practice is which imagery to choose to reflect your passions and your quality of service. By providing this document to your photographer you can hopefully circumvent the frustrating trial and error process and achieve high quality, compassion focused results – *on the very first shoot!*

Questions?

Please feel free to email:
phpjumpstart@dvmelite.com