



Regine Heuser

*For better shots
from the start!*

Dog Photography

Shooting with Bow "Wow" Effect

- Professional tips for perfectly showcasing your pet
- Emotional portraits and spectacular action shots

Regine Heuser

Dog Photography: Shooting with Bow “Wow” Effect

Publishing company: BILDNER Verlag GmbH
Bahnhofstraße 8
94032 Passau
<http://www.bildner-verlag.de>
info@bildner-verlag.de

ISBN: 978-3-8328-5500-0

Cover design: Christian Dadlhuber

Editing: Ulrich Dorn

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Pictures on the cover: Regine Heuser

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Prologue

Dear reader,

Let me introduce myself. My name is Regine Heuser, and I'm a photographer, photography coach, and author. I specialize in dog photography. For many years, I've been conducting workshops in cooperation with Silvia Vielhauer and her amazing dogs. In my workshops, every participant is individually coached according to his or her own camera. That way, you learn way more than just handling the aperture and shutter speed and setting the ISO value. I'm familiar with most camera models from a wide range of manufacturers. It's important to me that every participant of the workshop is able to fundamentally understand and master his or her camera because only in this way can you fully concentrate on photographing and, of course, the dogs. Modern cameras usually offer an immense amount of possibilities which should be taken advantage of because, ultimately, photography is an expensive hobby.

I think it's a great pity when someone has spent a lot of money on camera equipment and isn't familiar with all the possibilities the camera offers. As a consequence, people often stick to the automatic shooting modes and can't really get away from them. Every important setting of the respective cameras is discussed during my workshop right before field-testing and applying them. That way, you learn better and more effectively. The combination of theory and practice is also very important to me. It's often the case that small details make up the perfect picture. It's crucial to me that you capture a good picture right away without aligning and prettying it up with the aid of various image processing apps.

Regine Heuser.





Silvia Vielhauer
with workshop
model Hank.





My Great Danes Gino and Joia. Gino was born in 2012. He's very confident in any situation, sensitive, and an awesome companion. Joia was born in 2015. Her nickname is "Hexe – born to be wild" but nevertheless, a real princess now and then.

Our Models

I want to introduce you to the two contributing dogs of this book really quick, my Great Danes Gino and Joia, as well as our workshop models. All the other dogs in this book are my lovely customers' dogs I had the honor to work with.

The images were captured in Germany, Austria, Italy, and the Netherlands.

Here, Silvia introduces her dogs:



Piet, a Labrador retriever, was born in 2013. If he were to wear a cap or a hat, it would be an English tweed, also a tweed jacket would suit him perfectly. His nickname is "The Baron". Piet simply does everything for us willingly. He's the calm anchor during our photo shootings.



Chuck, also a Labrador retriever, was born in 2007. He's got his heart in the right place. He's a comforter and rescuer - a very special hero.



Elli, a fox terrier, was born in 2014. She's always on the go with 300 HP – a princess and daddy's favorite.



Schmitz, a Westphalia-fox terrier mix, was born in 2010. He's our fawn protector and lamb shepherd – a terrier that's simply different.



Bud, a Labrador retriever, was born in 2017. Bud is always in motion, but when it comes to a picture, he can fully focus and gives his best. He sometimes just sneaks into the set, even when it's not his turn. If he were to wear a hat or cap, it would be a baseball cap. Bud always makes us smile.



Cilly, a wirehaired dachshund, was born in 2012. She's a typical dachshund and incredibly cuddly. When we miss her hair appointment, she looks like her coat exploded.



Bruno, a Labrador retriever, was born in 2006 and is the first of his breed. In fact, Bruno belongs to the pensioners, but you'd never notice. He's a real nobleman!



Hank, a Labrador retriever, was born in 2012 and is our clown. He jumps like a fox on every dummy and wags with his entire body. Like every Labrador, Hank adores going into the water, provided that the temperature is right.



Ludwig and Lutz, two fox terriers, were born in 2015. The two brothers are real warhorses - meatballs - sweethearts - just like real terriers.



The Afghan greyhound Cleo is one of our top models. Cleo has been in front of my camera for several projects.



Throughout the book, I'll share a bunch of new tricks and tips with you that help you to enhance your pictures. At the same time, the book should be used as inspiration for new shooting ideas and encourage you to capture moments even under modest light conditions, to find appropriate shooting locations, and to draw attention to the dogs more excitingly. From wide-angle lenses to tele zoom lenses, here, you can find a lot of examples for the perfect staging of your dog in any time of year. Photography makes it possible to capture amazing moments and memories in the form of pictures; moments that don't last and probably can't be recreated. I'm so glad that I started using my camera again when my first dog Amazing Grace, a Great Dane, moved in with me. I had put that hobby on hold for some time. Today I'm grateful that I have so many nice pictures of her; awesome memories that hurt sometimes, but also make me happy because I was able to capture her in pictures—vacation memories with Grace, pictures of walks, and shots of the time when she was a puppy up until old age. Because of Grace I've transformed my hobby into a profession. I'm firmly convinced that without her I would still work in the office. Grace is my soulmate. She's really changed my whole life—especially my working life—positively. Maybe you simply want to capture nice memories or become an animal

photographer. Or you're a dog breeder and would like to set the spotlight on the offspring. With the aid of this book, you can learn how to professionally portray your dog and capture exciting, atmospheric moments and dynamics while paying attention to the details that make a picture complete. In addition, the handling of your dog is very important. A lot of sensitivity is required, and only what the dog wants to willingly and playfully participate in can be realized. My motto is 'get away from auto shooting modes'! If you're interested in photographing together, you can go to my website www.regineheuser.de where you'll find all the dates for my workshops. Impressions and tutorials can be also found on YouTube under youtu.be/MkQQuPOGtTY or under www.facebook.com/regineheuser.de and of course on Instagram under [regine_heuser](https://www.instagram.com/regine_heuser).

Have a fun time reading,
Regine Heuser

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1

BEFORE THE SHOOT







1

Before the Shoot

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Photographing dogs is a challenge that's great fun. Ever since the day in 2004 when my Great Dane Amazing Grace moved in, I've been hooked on dog photography. Today, Gino and Joia live with me. They're also Great Danes, of which I take pictures as often as I can.

Getting to Work Well Prepared

This book is structured in such a way that it doesn't force you to begin with the first pages. It's arranged according to complete topics, and therefore you can specifically look up the topic or motif you're interested in. All camera settings, information on location, weather conditions, and times of day can be found in every chapter next to every single picture. For special or difficult exposure situations, you'll always find the picture's corresponding histogram as well. The histogram is an important tool for evaluating the exposure of your picture. Many workshop participants of mine had

Great Dane — Amazing Grace (October 2004 - November 2012), my canine soulmate.

Focal length 108 mm | Aperture 2.8 | Shutter speed 1/2500 s | ISO 100



Labrador retriever – For a dog shoot, the temperatures have to be convenient for the dog. In the summertime, I preferably shoot in the early morning. This picture was taken on a cloudy day in October.

Focal length 200 mm | Aperture 3.5 | Shutter speed 1/250 s | ISO 500 | RAW

never dealt with one before or didn't know what it means or how to use it.

Finding Suitable Shooting Locations

When I plan a dog shoot for customers, I take a look at several locations beforehand in order to decide which one is suitable, which, among other things, is dependent on the season. The selection of an appropriate environment is im-

portant because certain things simply have to be suitable. Of course, if you're privately underway, test shooting won't be a problem. In case of professional shoots for customers, you shouldn't, however, leave anything to chance. Additionally, you should always know where the light comes from at what time of day. The lighting in forests, dependent on the season, is determined by the amount of leaves the trees



bear. If you want to work as a dog photographer commercially, I recommend being well prepared. Not only the handling of your camera is important, but also your sense for the dog - you have to be able to “read” the dog. For both, a lot of experience is vital. Animal photographers and especially dog photographers congest the market; there are many good ones, but also a lot of bad ones. Unfortunately, it’s often the case that newcomers in dog photography believe that it’s enough to buy a half decent camera, collect some shooting ideas on the Internet, and start off right away. Without the required routine and mastery, it doesn’t work out, and inconvenient situations occur that could be avoided.

Discussing the Customer’s Wishes Beforehand

A collusion with the customer makes a lot of sense in order to clarify whether they have any desires regarding pictures and what they’re expecting from the shoot. Even the topic “action and motion shots” is already a problem for many beginners. The pictures have to be razor-sharp, and it should never be due to an accidental product. Just imagine the customer wants to print a huge canvas and the images aren’t well-focused. The bigger the images are printed, the more you can see the blurred areas. On the other hand, when releasing it on the Internet, for example on Instagram, blurring is insignificant, since in the case of social

media sized images, it doesn’t attract attention.

Going for a Walk Before the Shoot

My shoots are planned in such a way that I go for a reasonably-distanced walk with my customers and their dogs. Note that the dog shouldn’t wear itself out as it can then become too exhausted for the shooting. After the walk, I decide which places are suitable for the shoot in the preselected location. Combining the shooting with a walk makes sense because the dog has to be in motion now and then. This calms the dog and it gets way more motivated when it doesn’t have to sit or lay down the whole time for various portraits. A dog photo shoot should only take place when the temperature is convenient for the dog. In regard to summer, this means starting off very early.

Dogs with Black Fur

You have to slightly decrease the exposure when taking pictures of dogs with black fur; in case of cloudy weather only a bit and with sunlight all the more.

Location Data via App

During a spontaneous photo walk, it can be of use to know where you are at the moment. The first choice is, of course, Google Maps, but if you're an ambitious photographer that also wants information about the location's light conditions as well as the course of the sun, sunrise, sunset, and so on, the app, Rolleimoments, is a good solution.



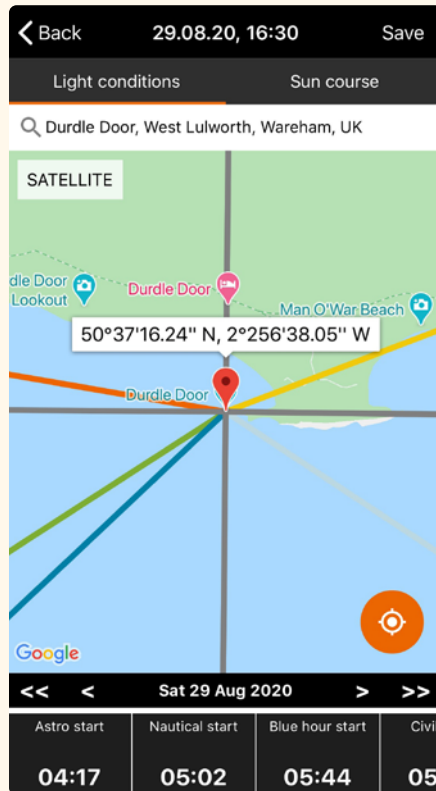
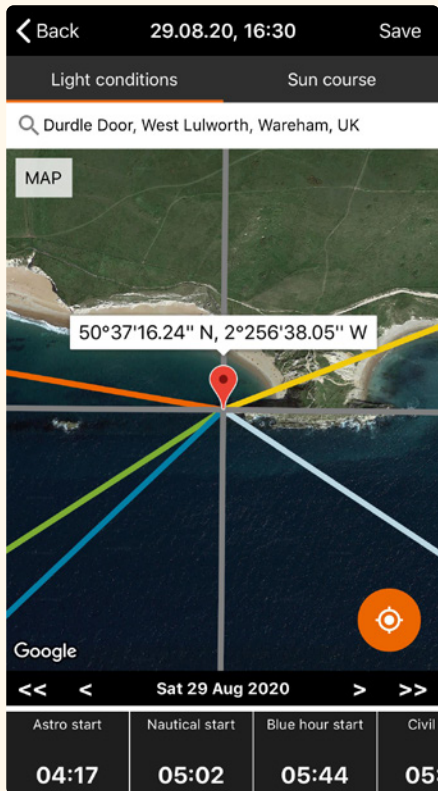
Front page of the Rolleimoments app.

Rolleimoments App

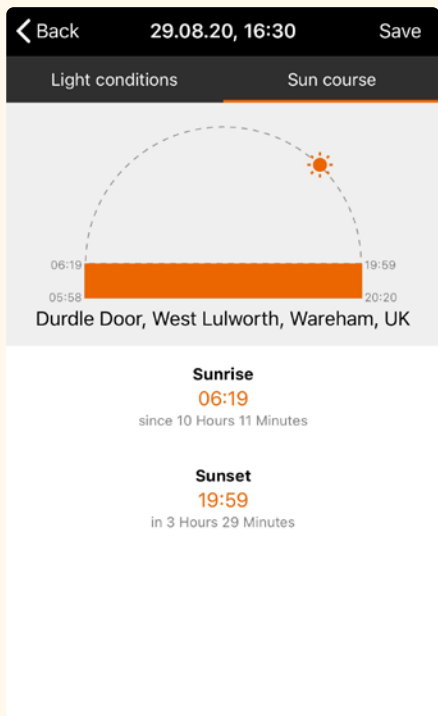
The Rolleimoments app combines important functions and information that are essential for every photographer. Good locations and respective GPS data can be filed in the app and the time of the sunrise and sunset can be displayed. Additionally, it has a 24-hour weather forecast including a 14-day preview and, last but not least, the main function—the ND Calculator for bulb exposures with filters.

Location Planner

With the aid of the Location Planner, the app informs you about the sunrise and sunset as well as moonrise and moonset. Using this, you get information about *light conditions* at the shooting location. The exact *course of the sun* can also be displayed. Therefore, you know when the sun is at the zenith and can better estimate how much light you have and for how long the light is available, for example, when you're planning on taking shots during the golden or blue hour.



The time of sunrise and sunset is displayed including GPS data. On top of that, you can see the time of the blue hour and the golden hour.



Below: Display of the sun's course including the time of sunrise and sunset