

Photos & Videos on AuctionsPlus – Tips for Assessors

- Position yourself at the **same level as the animal**, or slightly lower – shoulder height is ideal



- Ensure the stock are in **full sun or full shade** – it is difficult to take quality photos in partial light. Avoid shadows.
- Position yourself with the **sun behind you**



- When assessing sheep, include photos of **wool** (opened fleeces, length indicators)
- Include photos of **mouths** to confirmed dentition
- **Calm stock** photograph better – stay out of their flight zone
- **Landscape** oriented pictures present better
- Avoid photographing single animals, unless **highlighting an attribute** mentioned in the assessment
- Take **plenty of photos**, and upload the best 6 – 8 (depending on lot size)
- When taking video footage, **let the animals walk past you** – do not move the camera past / around the animals (a tripod or mount helps)
- Do not adjust zoom while taking video footage – **set zoom before commencing**
- Video footage is a good opportunity to **market stock** by including a verbal description
- Watch language in videos.

Photos and videos are critical aspect of the assessment

Ensure they are of good quality and are a true representation of the lot.