



THE AMERICAN SADDLEBRED SPORT HORSE

CONFORMATION PHOTO GUIDE

A guide for the American Saddlebred Breeder to assist in marketing their ASB sport horse to the open sport horse market.



Photo by Phyllis Dawson



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ASB CONFORMATION PHOTOS

APPEALING TO THE OPEN SPORT HORSE MARKET

Clean and Neat

Begin with a clean, shiny horse wearing a well-fitting plain halter or plain snaffle bridle, without boots, bandages, or training devices, no ribbons or decorations.

Location and Lighting

Find a level area with a simple background, away from trailers, barn clutter and other horses. Light should be on the horse, without creating distorting shadows, ideally coming from behind the camera. Stand at the girth line, keeping the horse perpendicular to the camera. Aim at the middle of the girth line and keep the camera sight level, not uphill or downhill. Fill the frame with the horse while keeping the handler (and arm/hand) out of the picture.

Space out the Legs

Horse should stand in an “open” stance, with each leg (and hoof) visible, relaxed and balanced over his feet. The front and hind legs closest to the camera should be the farthest apart. For example, a photo of the left side would show the left foreleg slightly in front, while the left hind leg would be slightly behind.

Relaxed Neck and Alert or Forward Head

Encourage the horse to stretch its neck (slightly) forward with an open throat/jowl, looking alertly at the trees or horizon. A high/periscope head “hollows” the back and distorts the muscling of the neck. Put the mane on the side away from the camera, so that the muscling of the neck can be seen by the viewer.

Video

Consider a “360 tour”. Make a video of the horse in an “open stance”, walking around the horse, showing breadth of chest and straight hind legs from the back. Embellishments would be 10 or 15 feet of walk or jog, head loose as if jogging for soundness, straight away and straight back.

