

PHOTOSHOP PHANTOMS

A brief in site into Photoshoped images.

Do they hinder or help the sale of horses?

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A friend of mine recently purchased a mare from interstate, site unseen. I was flabbergasted when he told me that he had paid for the mare and arranged transport without having ever seeing the animal in the flesh. He paid well over the current market value for an animal of her breeding, education status and looks. He did however site many photos of her via emails. In these photos the mare looked like she had a moderately dished head and four evenly marked stockings, what she looked like in real life was a little different.

Her head was bordering on being Roman and she only had three stockings. My friend was quite taken back and disappointed on his purchase. It is so easy these days with such an advancement in technology to edit a photo to make an otherwise plain animal appear decent. This can be done in much the same way the glossy woman's magazines airbrush of skin blemishes from the A list celebrities. The same can be done to enhance the appearance of a horses top-line, head and even the correctness of the legs.

The photos below show how a 12 year old child can change the appearance of a horse from ordinary to a little more classy. The horse in pic 2 has had four white stockings and a blaze added. It's body has been lengthened, Its belly has been flattened out and her head has been shortened and dished away to give a more refined appearance. Even ribbons, backgrounds and garlands can be added. Both pictures contain exactly the same image.

The fashion of highly editing photos certainly has its place but as long as its kept honest. Removing unsightly backgrounds and the like is a great step towards photo enhancement but buyers must beware that if you intend to purchase an animal sight unseen have a very close look at the photos and always ask for a video on the animal, these are a lot more tricky to edit out any undesirable traits.

Most sellers would not be so deceptive in this way but why would you want to take the chance, particulerly when parting with considerably large amounts of money? If it is not possible to view the animal in person at least ask for some photos that have not been cut out to remove the background. There are many reputable breeders that could be talked into viewing horses for you if you entice them with a fee for their efforts. By far the best road to take would be to spend the money to travel and go and see the animal. In the long run this will save you when you take into account the monetary cost.

PHOTO 1



Photo 2 has been edited directly from the first photo by a 12 year old, imagine what a Professional could do!

PHOTO 2



If found in the position where you have been deceived by the seller of a horse and you have already parted with your money, there may be legal action you can take. This can be very costly and in some instances more than the horse is worth.