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BETTER  
PROJECT

Pr1de

A Shutterstock Content Brief

2023





## Overview

Now, more than ever, customers are eagerly looking for content that accurately and authentically portrays their experiences.

Pride is not just for the month of June. LGBTQ+ people want to see content that goes beyond the rainbow and showcases their diverse experiences through their families, friends, hobbies and achievements and more.

Shutterstock's large enterprise customers are turning to us to provide them with authentic content that celebrates and showcases the vibrant and diverse lives of the LGBTQ+ community.

Help us to help our customers by creating content that breaks barriers, challenges stereotypes, and embraces the beauty of LGBTQ+ diversity in their creative endeavors.



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Authentic representation is a core value of Shutterstock, which is why we have partnered with the It Gets Better Project. The It Gets Better Project's mission is to uplift, empower, and connect lesbian, gay, bisexual, transgender, and queer (LGBTQ+) youth around the globe. With a footprint spanning four continents and six major languages, the It Gets Better Project is the world's largest storytelling effort to empower LGBTQ+ people where they live, learn, and socialize.

Authentic media representation matters now more than ever. Thanks to global communication via the internet, brands, influencers, and all people have the ability to share stories and experiences. With today's advancements in communication, which include visual communications by way of photos and videos, it is critical that our media authentically represents all people and paths of life.





# Scenarios

## Suggested Topics & Ideas

The most important aspect of this request is authenticity. Customers want content that depicts LGBTQ+ people and their experiences authentically. It is vital to capture true gestures, interactions, and expressions.

- Gender-diverse people with gender expressions outside of the binary. LGBTQ+ youth living freely and happily at school, with their friends, with their families.
- Non overly sexualized representations of couples and loving relationships. Transgender people in healthy and loving relationships with cisgender, transgender, and non-binary people.
- LGBTQ+ people in lifestyle content. For example, getting ready in the morning, commuting to work, shopping, or enjoying time with friends.



# Scenarios

## Suggested Topics & Ideas

- LGBTQ+ models enjoying a meal at a restaurant or in the comfort of their home
- Traveling and taking different modes of transportation such as cars, trains, and airplanes
- Enjoying a vacation at a hotel, relaxing at a pool, and site seeing
- Celebrating important life-milestones such as birthdays, graduation, anniversaries, buying a home, welcoming a child
- Celebrating holidays with both family, chosen family, and friends
- Non overly sexualized representations of couples and loving relationships. Transgender people in healthy and loving relationships with cisgender, transgender, and non-binary people.
- LGBTQ+ people in lifestyle content. For example, getting ready in the morning, commuting to work, shopping, or enjoying time with friends.
- Enjoying hobbies such as arts and crafts, gardening, and comic books



# Inspiration

With It Gets Better as a partner, both brands are making it easier than ever for consumers to pinpoint perfect imagery that's authentically inclusive.

Please see the links below for some sample collections that closely align with the content brief. These are meant to be used as an inspirational guide!

- [Illustrations & Animations](#)
- [Lifestyle](#)
- [Health & Beauty](#)
- [Relationships](#)
- [Out & Proud](#)
- [2023 Video Sizzle Reel](#)



# Suggested Video Specs

If you are shooting video, consider the specs below:

FRAME RATE: 23.98 FPS

RESOLUTION: (Cinema 4K) 4096 x 2160  
(UHD) 3840 x 2160

SHUTTER SPEED: 180° (1/48th)

GAMMA: Rec 709  
Wide Dynamic Range (Cinema Style)

COMPRESSION: Pro-Res 422 (HQ)  
Pro-Res 422





# Model and Styling



## Expressions

Transgender and LGBTQ+ joy that is authentic and celebratory.



## Casting

LGBTQ+ people of a variety of races, genders, ages, classes, abilities, expressions, professions, relationship/family dynamics, shapes, and sizes.



## Acting

Stories of LGBTQ+ people living their everyday lives, thriving, working in a variety of professions, having loving friendships & families, etc.





# Suggestions and Best Practices

- Ask for pronouns, hire LGBTQ+ stylists and makeup artists, and portray people as they desire.
- Sharing your work with those you photograph can be a rewarding and transformative experience. Reviewing photos together and embracing input can foster artistic growth.
- Throughout the process, abide by people's wishes and clearly communicate your intentions.
- Be cognizant of the ways that you talk about gendered clothing, hair styles, etc. Be cognizant of comfort levels and different kinds of representation.
- Behind-the-camera representation plays a vital role in portraying authentic stories. Diverse production teams can provide a richer and more inclusive perspective.
- Allow models to participate and give input into their own styling. It can not only save cost but also provide a layer of authenticity and comfort.



# Metadata

Using inclusive language makes a difference. Here are some helpful tips for keywording LGBTQ+ content:

To help mitigate any harmful information and metadata associated with the LGBTQ+ community photographers must share and confirm associated descriptions and keywords with their models for their consent.

- We must allow space for the model to identify themselves!
- Photographers should be sharing and confirming the associated descriptions and keywords with their models.
- Asking your models how they would self identify brings more depth and accuracy to your metadata and can increase discovery.

At Shutterstock, we strive to create and maintain a collection that supports diversity and inclusion as we believe it brings true value to our business and better serves our global network of customers and contributors.



# Submission Guidelines

When submitting content for this request, include **“Pr1de”** in your keywords. You can include up to 50 keywords and a 200 character description for each asset. The more rich, relevant, and descriptive metadata you provide, the better.

If you currently have Pr1de content published to your portfolio, add the keyword **“Pr1de”** using Catalog Manager. We also encourage you to create sets of **“Pr1de”** content and share them with us directly.

# Legal Considerations

Please submit commercially viable content only. This means work with valid model releases and clear of intellectual property and trademark concerns.



# Thank you!

We can't wait to see what you create.



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