

shutterstock® + NYLFF
NEW YORK LATINO FILM FESTIVAL

MyHispanicHeritage

A Shutterstock Content Brief

2023





Overview

The Latino community accounts for nearly 20% of the US population (60 million+) making it the largest ethnic/racial minority in the country. More often than not, the Latino community is overlooked in diversity and inclusion initiatives or clumped together as a monolithic identity. The percentage of Hispanic representation in the advertising/marketing industry is less than half of what it is in the general population.

Visual representation should reflect the multi-racial, multi-ethnic and multi-cultural nature of the Hispanic community in the US. Therefore, Shutterstock is partnering with the New York Latino Film Festival to bring you the **MyHispanicHeritage** content brief to properly convey, celebrate and document the breadth and brilliance of Hispanic life in America today.



Hispanic, Latino, or Latinx?

According to the PEW Research Center, the terms “Hispanic” and “Latinx” are pan-ethnic terms meant to describe people of that ethnic background. The two terms have both been debated by Hispanics and Latino, Latina, or Latinx identifying individuals. Some state that the identification Hispanic is from Spain or from Spanish-speaking countries in Latin America, while Latinos, Latinas, or Latinx are people from Latin America regardless of language.

The identity label “Latinx” has emerged over the past few years, and was created as a gender-inclusive choice for Latino and Latina identifying individuals.

Because of these distinctions, it’s important to check with the individual person or persons on how they choose to identify their ethnic background.



Subcultures

The Latino community is complex. It traces its roots to the cultures, customs, and traditions of over 20 different countries. Successful stock visuals should connect with this audience and demonstrate the diversity of the diaspora in terms of socio economics, gender, abilities, body types, skin tones, age, etc.

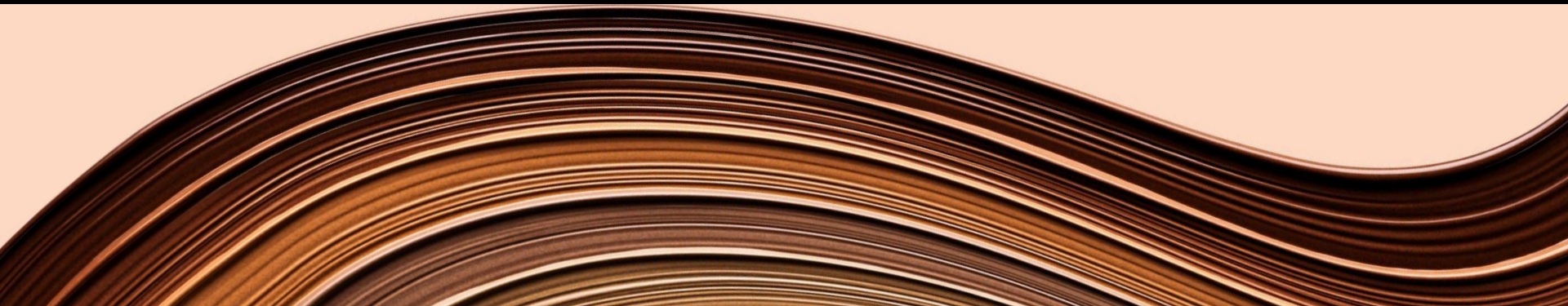
Shine a light on the geographical diversity within the US. For example, Venezuelans in Miami, Cubans and Puerto Ricans in Florida, Mexicans in California and Texas, and Dominicans in the Bronx each have a uniquely rich history and cultural nuances. Take a documentary style approach and respectfully capture cultures that are not commonly represented in stock or media.

Business

Latino people play a critical role in the economic success of the USA yet they are still underrepresented in major industries. Therefore, it's important to visually portray Latino people as business owners, politicians, media professionals, and as corporate senior managers and leaders who make important decisions.

Family

For many Latino cultures, the family unit is deeply significant and plays a large role in daily life, traditions, and holidays. Through your creative work, tell stories centered around the concept of family and the ways these difficult cultures honor their family members.





Scenarios

This brief strives to increase the representation of Latino people in stock content across various scenarios. The visuals can showcase different day-in-the-life narratives, cultural traditions, subcultures, and business storylines. Through these different scenarios, it's important to showcase the diversity within this large group of people and remain true to your unique perspective as a creator.





Scenarios

Some popular scenarios include:

- Daily life such as people doing household chores, traveling, cooking, reading, outdoor activities, in transit, healthcare visits, online shopping, spending time with family, trying clothes on in store, receiving packages at home, etc.
- Crowning achievements such as the birth of a child, getting engaged, weddings, purchase of a new house, renovations, graduation, milestone birthdays, celebratory dinners, etc.





Model and Styling



Casting Choices

When selecting your models, remember that we need a full spectrum of representation, customs, skin tones, and culture. From Afro-latinos, Central, South Americans, the Caribbean and more.



Documentary Approach

Aim to portray your subjects honestly and authentically, as they appear in normal life. Candid moments in natural environments are the types of visuals that resonate most with customers.



The Creator's Perspective

This brief is as much about the creator of the work as it is about the subjects depicted in the visuals. If you are Hispanic/Latinx, remain true your unique cultural perspective and create work that speaks to your soul.



Video

If you're shooting video for this content request, keep these specs in mind:

Frame Rate: 23.98p

Resolution: (Cinema 4k) 4096x2160
(UHD) 3840x2160
(HD) 1920x1080

Shutter Speed: 180 (1/48th)

Gamma: Rec 709
Wide Dynamic Range
(Cinema Style) Log-C

Compression: Pro-Res 422 (HQ)
H.264 (max bit rate and depth)





Metadata

When submitting content for this brief, include the keyword **MyHispanicHeritage** so we can surface your work.

Latinos are of every race, shade and color. It's important your metadata is as descriptive as possible to demonstrate the diversity of this population. To help you craft appropriate metadata for diverse and Inclusive content, we recommend you refer to the National Association of Hispanic Journalists' [Cultural Competence Handbook](#).

Legal Considerations

Please only submit creative-use images and videos for this request. This means the content cannot have any trademarks or intellectual property and must include valid releases for any recognizable people and property. If you are using the Shutterstock model release form, you have the option to [indicate the ethnicity](#) of each model. We encourage you to provide this information to ensure models are accurately represented by customers.



The Create Fund

Shutterstock is committed to ensuring our content is representative of a globally diverse world—offering a range of perspectives in both our visuals and the artists who create them. Through The Create Fund, we provide historically excluded artists with financial and professional support to help close access gaps, fill content gaps, and further diversity and inclusion within our content library and our contributor network.

To learn more about this program and to apply for a grant, visit [The Create Fund](#).



Thank you!
We can't wait to see what you create.



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