

shutterstock

KnowledgeForAll

A Shutterstock Content Brief





Overview

Learning looks like this

Clients come to Shutterstock looking for true-to-life content that depicts academic experiences around the world. With this **KnowledgeForAll** brief, we ask you to showcase the variety within international education systems and what a student's life looks like at different points throughout their education.

Many of life's milestone moments are centered around education – from the first day of school to passing important exams to graduation ceremonies. As with all of our content requests, we ask that you consider diversity and inclusion when casting models, selecting locations, and styling.



Scenarios

Make sure your content tells a strong story

- **Scenes from school.** Students in the classroom interacting with teachers and peers, reading, listening to lectures, participating in discussions, working on science projects, doing math, homework, etc.
- **Home projects.** Students of all ages in their homes, working on assignments, learning on a device, doing science experiments at home, parents helping out or looking over their child's shoulder, etc.
- **Extracurricular activities.** After-school sports, academic clubs, art clubs, tutoring in the library, recess (indoors or outdoors) or even just eating lunch/having after-school snacks.
- **Preparing for school.** Buying fresh school supplies, studying up, packing a backpack full of notebooks, riding a school bus, walking up to the classroom with a science project in tow, etc.

Models and Styling



Clothing and uniforms

Make sure clothing is contemporary and accurate to how students normally dress for school today. Students in traditional, geo-specific school uniforms are also in demand.



Diverse casting

Clients are especially interested in seeing more Black, Hispanic, and Asian students and teachers in educational content. Teens and adults are also in high demand.



Setting

Styling your setting is a great way to portray authenticity. Incorporate natural props, like sensory classroom tools, books, and worn in notebooks to illustrate a realistic narrative.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **KnowledgeForAll** content. We encourage you to use these examples as references while creating content that is also sincere to your unique style and part of the world.





Shooting video? Keep these specs in mind.

Video Specs

Frame Rate: 23.98p

Resolution: **Horizontal**
(Cinema 4k) 4096x2160

(UHD) 3840x2160
(HD) 1920x1080

Vertical
HD - 1080x1920
4K - 2160x3840, 2160x4096,
2304 x 4096

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)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **KnowledgeForAll** when submitting content for this request!



shutterstock

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

Image Credits: Ground Picture, Maskot Images, ImageNavi on OFFSET, Hero Images on Offset, Mint Images on Offset, Greatstock on Offset, carolina hanna, Drazen Zigic, Tom Wang, LightField Studios, and Belinda Fontes