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sstkFamily

A Shutterstock Content Brief





# Overview

## Depicting families today

Family is a versatile and important theme in stock content that's in demand from Shutterstock customers across different industries. However, we still see a lack of diversity in this type of content within our collection.

As our definition of family evolves and expands, it's important that our visual world honestly depicts different types of families that exist today. This content brief, informed by Shutterstock search data, outlines some of our top customer requests for family content and progressive ways to depict them.

Include the keyword **sstkFamily** when submitting relevant content to this brief.



# Family life

## Visual content that depicts different family dynamics

Family events – celebrating families on different occasions.

- **Mother's Day and Father's Day** content is in demand every year. Successful content showcases sweet, everyday moments between parents and their children. Think of showing love rather than saying love. For example, show a father helping his son tie his shoes before school, a parent patiently teaching a child to cook, a parent staying up late at night to make a special costume for their child's school play, a mother preparing a week's worth of homemade meals for their adult child, etc. Remember to portray older adults and grandparents as well.
- **Birthday celebrations** – big or small. Any age is worth celebrating and customers want to see how families come together for the occasion. Content can depict simple, modest festivities at home or big parties celebrating a milestone birthday with multiple generations.





# Family life

Pregnancy – depict a family’s beginning by showing a woman in various stages of pregnancy.

- Show a pregnant woman going through her daily activities **without emphasizing her belly**. She can be at work, commuting, socializing with friends, exercising, etc. Customers want to see depictions of a pregnancy that go beyond very common shots of hands on a belly, holding a belly or couples staring at a belly.
- **A pregnant women getting ready for baby**. This can be preparing a bedroom, shopping for baby items, taking classes with their partner on newborn care, and hosting a baby shower.
- **A family with a newborn baby**. From leaving the hospital, to caring for the baby at home, introducing them to family, friends, siblings, and pets. Portray these moments with realistic emotional diversity. Not all content should depict joy; customers also want to see the messy and exhausting side of early parenthood. This also applies to a woman’s postpartum.



# Family Life

Holidays – families coming together in light of a public or religious holiday.

Fresh portrayals of family time during the holidays are always in demand. What will make your content stand out is it including underrepresented demographics and feeling natural (not staged or cheesy). Refer to these content briefs for more information on specific holiday needs:

- [sstkChristmas](#)
- [sstkDiwali](#)
- [sstkEaster](#)
- [sstkEidMubarak](#)
- [sstkHighHolidays](#)
- [sstkLunarNewYear](#)

Other important holidays that are under represented are:

- Kwanzaa
- Thanksgiving
- Winter Solstice

Holidays local to your part of the world are strongly encouraged, too!



# Family Health

## Visually communicate medical care

**A woman's fertility journey.** Natural depictions of women at clinics speaking to doctors about pregnancy. It's very important these interactions feel sincere, not staged. Avoid dramatic or exaggerated expressions. It's also important to diversify the types of couples going through these journeys so include mixed-race couples, surrogate mothers, LGBTQ+ couples, and a variety of ages.

**General checkups at the family doctor.** Customers like to see sincere interactions between patients and medical workers that show human compassion. For example, doctors creatively supporting nervous children through a medical experience.

# Models and Styling



## Casting

More representation of infants, teens, and adults over the age of 40 is needed. Prioritize casting Black, Hispanic, & Asian models. Also, it's important to show families with different physical or cognitive abilities.



## Style

Cast real families from different socioeconomic backgrounds. Shoot in lived-in environments that reveal the messiness of family life. Style your models in clothing they feel comfortable in.



## Complete Narratives

Use the same model(s) in different scenarios to represent a holistic picture of family life. For example, show a family shopping at the grocery store, then cooking at home, parents helping children with homework, etc.



# Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkFamily** content. For more examples, view [this content collection](#). 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:	<b>Horizontal</b> (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 <b>Vertical</b> 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 **sstkFamily** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.



# Top sstkFamily keywords



## Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

arab family, asian family, baby, baby girl, baby room, baby sleeping, care, children, children playing, dad(s), family, family at home, family home, family isolated, father, father and son, grandparents, home care, indian family, ivf, mom(s), mom and baby, mother(s), mother and baby, mother and child, mother and daughter, newborn, newborn baby, parents, pregnancy, pregnant, pregnant women, saudi family

## Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

baby shower, fathers day, fun, happy, happy fathers day, mothers day



**shutterstock**

**Thanks!**

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

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