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# sstkFamily: Celebrations

A Shutterstock Content Brief





# Overview

## Real families, real moments

Family and celebration are among the most impactful themes in visual storytelling, resonating through real, authentic moments. From birthdays and weddings to everyday parent and child interactions, these scenes resonate with customers looking for relatable content.

There is strong demand for diverse family relationships such as modern motherhood, father figures, multigenerational families, and cultural traditions. Customers are also increasingly seeking Black, Hispanic, and Asian models to represent today's family dynamics.

Show how people celebrate and care for one another. Use the keyword **sstkFamily** to help customers find your work.



# Scenarios

## Visual content that depicts life's important events

**Birthday Celebrations:** Show families gathered around the cake, singing, laughing, and sharing gifts. Capture moments of surprise, joy, and affection, especially between parents and children, or siblings celebrating together.

**Firsts and New Beginnings:** Capture moments of “firsts,” like a child’s first steps, a teenager’s first car, or a couple’s first home.

**Wedding & Engagement:** Focus on intimate moments like exchanging vows, the first dance, or candid shots of couples surrounded by friends and family. Include diverse couples, including different ethnicities, ages, and gender identities.

**Anniversaries:** Highlight intimate celebrations, such as quiet moments between couples reflecting on their journey, or family gatherings celebrating long-lasting relationships.

**Graduations & Achievements:** Capture proud family moments at graduations or award ceremonies. Focus on the joy of children or young adults being celebrated by parents and relatives.





# Scenarios

## Family bonds across generations

**Grandparents with Grandchildren:** Capture the gentle moments of bonding between grandparents and their grandchildren. Whether it's reading together, walking in the park, or playing games, these tender interactions highlight family heritage and love across generations.

**Parent-Child Relationships:** Show the everyday moments of connection, from a parent helping a child with homework to shared laughter over a family meal. Focus on the natural, often unspoken bonds that define family life.

**Generational Celebrations:** Document family reunions or special occasions where multiple generations come together. Capture the joy of older and younger generations sharing stories, passing down traditions, or simply enjoying each other's company.

**Life Advice and Wisdom:** Shoot moments where older family members share stories, advice, or wisdom with younger relatives. This could be over a cup of tea, during a family gathering, or in quieter, reflective settings.



# Scenarios

## Children's joyful moments

**Outdoor Play:** Capture children running, playing, and interacting in natural settings like parks, beaches, or gardens. Look for moments of laughter, games, and exploration that convey the boundless energy and curiosity of kids.

**School Events:** Show the excitement of children at school events like sports days, art projects, or performances. Include moments of classmates cheering each other on, kids receiving awards, or interacting with their teachers in joyful ways.

**Family Fun & Bonding:** Show children enjoying quality time with their parents or siblings, whether it's playing board games, doing crafts, or baking together. These images should emphasize the warmth and closeness of family life through the lens of youthful joy.

**Special Interests & Hobbies:** Capture children enjoying hobbies or activities they are passionate about, whether it's dancing, painting, playing sports, or reading. Look for expressions of joy, concentration, and pride in their personal achievements.



# Scenarios

## Cultural traditions

**Holiday Traditions:** Capture the joy of families coming together for holidays like Lunar New Year, Diwali, Christmas, Easter, or Eid. Show traditional activities like preparing special foods, decorating homes, or engaging in religious or cultural rituals.

**Religious Celebrations:** Document moments during religious milestones, such as baptisms, bar mitzvahs, or confirmations.

**Cultural Festivals & Parades:** Show families attending cultural festivals or parades, with a focus on the colorful, lively interactions that happen during these events. Capture both the larger, communal aspects of these celebrations and the quieter, personal moments between family members.

**Traditional Cooking & Crafting:** Highlight the passing of traditions through activities like cooking family recipes, making traditional crafts, or engaging in other cultural practices.





# Scenarios

## Everyday family connection moments

**Everyday Activities at Home:** Capture the simplicity of family life at home. Focus on moments like playing in the living room, reading together, or doing household chores.

**Walking & Outdoor Adventures:** Show families going for walks, hikes, or outdoor outings together. Whether it's strolling through a park, playing in the backyard, or spending time at the beach, the content should evoke a sense of togetherness and appreciation for nature.

**Family Conversations and Bonding:** Highlight moments of connection and communication, whether it's a heart-to-heart conversation between parents and children, a quiet moment between siblings, or a family gathering sharing stories.

**Relaxing & Downtime:** Focus on moments of relaxation, such as watching a movie together, lounging around the house, or enjoying downtime as a family.

# Models and Styling



## Casting

Customers are particularly interested in representation of Black, Hispanic, and Asian families.



## Style

Cast real families from a variety of socioeconomic backgrounds. Shoot in authentic, lived-in spaces that reflect the everyday reality of family life. Dress your models in casual clothing.



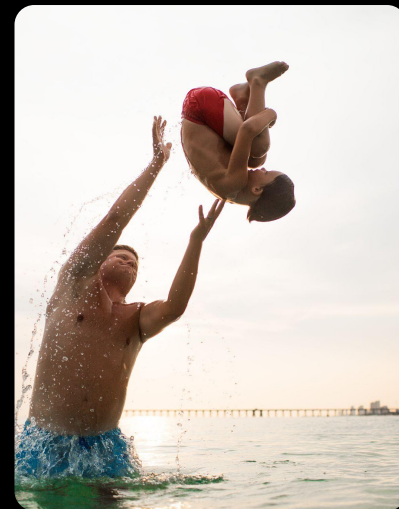
## Complete Narratives

Show the same models in different moments to tell a fuller story. For example, prepping for a celebration, exchanging gifts, and spending quiet time together.



# Visual Examples

The images included in this brief represent the subject matter and style that customers like 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 concept 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.

acknowledging father figures, adult child-parent relationships, asian weddings and proposals, autumn and thanksgiving family themes, cheerful children, child happy, children at weddings, christmas hugs and friendship, couple birthdays & anniversaries, happy children, happy filipino kids, happy kid student, happy kids together, happy little student, happy marriage and weddings, happy young children, happy young students, kids happiness, marriage & couples, marriage proposals & issues, men's birthday celebrations, modern motherhood, motherhood and celebration, parent-child celebrations, seniors with daughters

## Conceptual Keywords

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

business and motherhood, celebrating motherhood, cultural traditions, diversity in motherhood and language, everyday moments, family and celebration, family bonds, family communication, family love, family relationships, fatherhood and identity, golden women themes, happy moments, heroic grandparents, home life, joy and connection, love and care, meaningful celebrations, modern motherhood, moments of togetherness, multigenerational families, outgoing personality, relationships and joy, special days, tenderness, togetherness, warmth and connection



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**Thanks!**

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

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