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sstkFantastic

A Shutterstock Content Brief





Overview

Framing fantasy through representation

Fantasy is a broad category of content which is often searched for by Shutterstock customers. It can refer to the representation of fictional characters, like aliens and mermaids, as well as non-fictional characters like kings and cowboys. This content can be conceptually fantastical, meaning that it skews towards the strange, comical, or imaginary, and it can be literal, meaning it conveys themes straightforwardly and realistically. Regardless of how you choose to depict this broad category of fantasy, diverse casting is your key to success.

Read on for more details and don't forget to include the keyword **sstkFantastic** in your relevant submissions.



Scenarios

Content with character

Fantasy visuals can effectively convey themes, emotions, and narratives in creative projects like books, games, or marketing materials.

Studio shoots:

- Highly produced staged images or videos in a studio with intentional lighting and considered costume design and makeup. Customers look for portraiture and visuals with a strong narrative.
- This content would be more fantastical and magical. Portray characters such as fairies, aliens, mermaids, mermen, wizards, vampires, angels, demons, zombies, flying superheroes, etc.

Lifestyle: Content that depicts realistic and modern portrayals of people as cowboys, cowgirls, champions, thieves, and even royalty. This content should be more true-to-life.



Scenarios

Content with character

Halloween: Halloween is a commonly celebrated holiday in the USA, Canada, and many other countries around the world. Create content that narrates how people celebrate the holiday. This includes people getting dressed up in costume, trick-or-treating, and going to parties. Be careful to avoid trademarked characters from comic books and movies.

Conventions: People preparing to go to conventions with niche character themes. The preparations for these events are very elaborate and involve intricate costumes, make up, and hair. Illustrate the act of getting ready for these types of events. Be careful to avoid trademarked characters from comic books and movies.

Copyright

Sometimes customers look for commercially viable content that represents a trademarked character. Since we cannot license this type of content for commercial use due to copyright law, find generic and creative ways to visually represent popular fictional characters.

Content featuring media franchise fictional characters and designs will be rejected for Intellectual Property. Titles and/or keywords that contain the name of a media franchise or the names of media franchise fictional characters will be rejected for Title/Keyword Trademark.



Which demographics should I prioritize?



Heritage

When casting, focus on people who are African, African-American, Asian, Brazilian, Chinese, Hispanic, Japanese, Middle Eastern, Native American, and Pacific Islander.



Age

All ages are welcome however including more models over the age of 40 is helpful.



Gender

In our collection, we see a need for more men and non-binary people in this type of content.

Visual Examples

The images included in this brief represent the subject matter and style that customers like when searching for fantasy 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:	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 **sstkFantastic** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkFantastic keywords

Literal Keywords

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

3d character, alien, angel, angel wings, avatar, champion, clown, cowboy, cowboy hat, cowgirl, crown, cupid, demon, dragon, elves, face, fairy, ghost, headshot, king, knight, magician, mermaid, monster, people silhouette, phoenix, pirate, pirate ship, portrait, princess, silhouette people, skeleton, steampunk, superhero, sword, thief, unicorn, vampire, viking, witch, zombie

Conceptual Keywords

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

character, fantasy, hero, medieval, mythological, wild west



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Thanks!

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

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