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sstkIndustry

A Shutterstock Content Brief





Overview

Stories behind the work

Manual laborers and tradespeople are an essential part of the global workforce. They are people who build the houses we live in, maintain the vehicles we depend on, repair the roads we walk on, transport the food we eat, and so much more. Shutterstock customers want to see visual content that depicts the breadth of industrial work and the personal stories of people doing these important jobs.



Scenarios

Day in the life of people working in skilled trade, industrial front-line, and manual work.

Life outside of work. Customers want to show the full lives of workers. We typically get requests for series of images or videos that show the day in the life of the same model:

- getting ready in the morning
- saying goodbye to their children
- commuting to work
- returning home to their families
- eating together with their family at the kitchen table
- doing house chores like washing dishes or doing laundry
- doing everyday admin like sorting mail or making phone calls
- barbequing with friends and family on the weekend
- general lifestyle content that depicts average middle-class life illustrated with casual clothing, or in a modest, lived-in home



Scenarios

Day in the life of people working in skilled trade, industrial front-line, and manual work.

People on the job.

- It's important the models are wearing either uniforms or in worker wear (heavy-duty t-shirts, pants, overalls, and jackets) that look worn in and even a bit dirty. Customers want to see clothing that illustrates how physically hard people in these professions work.
- Commuting to and from work.
- Having discussions with clients.
- Images or clips of people doing their jobs. Think about telling a story through your content. Create a sequence that depicts someone at all stages of performing a task – for example, a plumber examining a broken sink, various angles of them repairing it, gathering their tools, and walking away. The following slide lists some commonly requested jobs.

Jobs

Commonly requested jobs are:

- building/ construction
- carpentry
- commercial fishing
- delivery person
- electrical maintenance
- engineers & architects on site
- landscaping
- logging
- maintenance
- manufacturing
- mining
- oil field work
- painting
- pest control
- plumbing / custodial work
- trucking
- warehousing
- waste collection



Models and Styling



Diversity

Diversity and inclusion are a must! Increasing the representation of different ethnicities, genders, and body types will make your content more appealing to customers.



Age

Typically customers look for people in their 30s, 40s, or 50s doing this type of manual labor or skilled work.



Aesthetics

Regardless of which scenario you are recreating, always consider natural and dynamic lighting, attention to detail, and a documentary-style approach.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkIndustry** content. We encourage you to use these examples as references while creating content that is true 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.

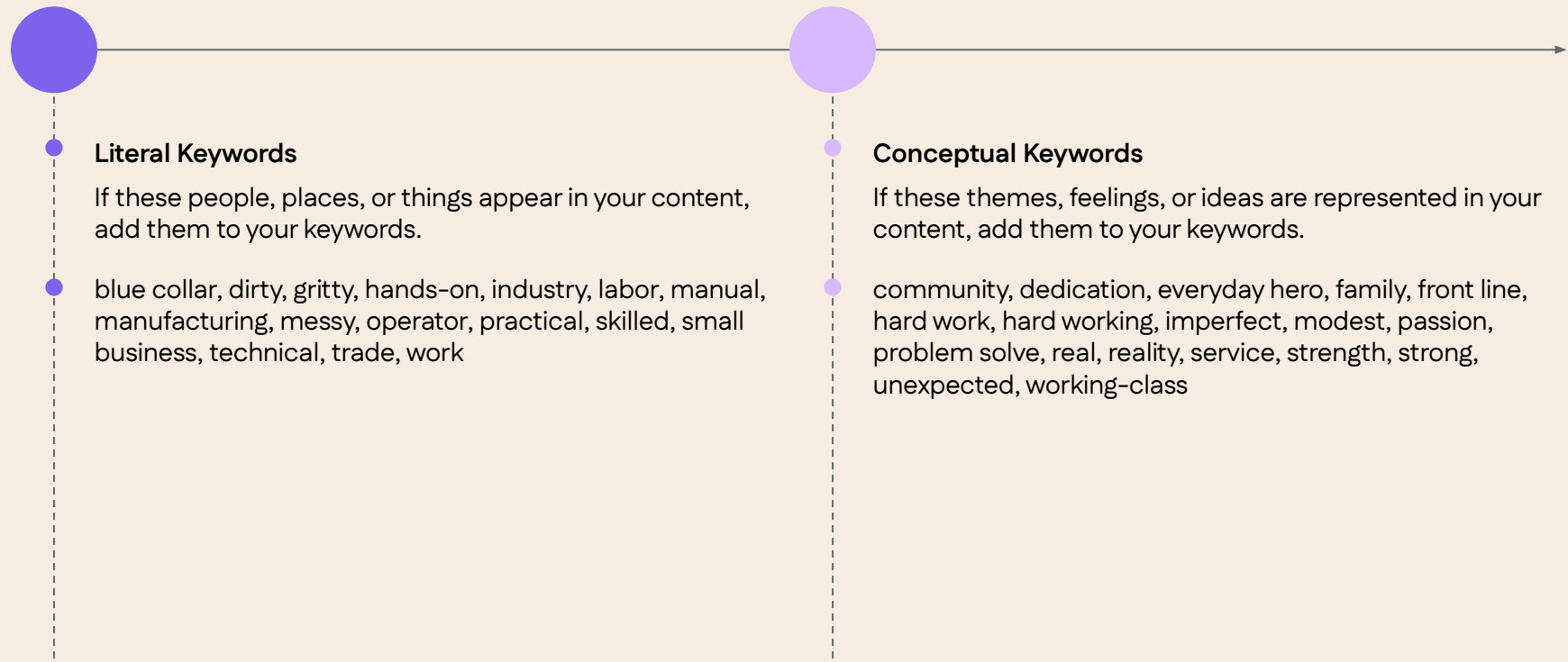
Metadata

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 concept into your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkIndustry** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkIndustry keywords



Literal Keywords

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

blue collar, dirty, gritty, hands-on, industry, labor, manual, manufacturing, messy, operator, practical, skilled, small business, technical, trade, work

Conceptual Keywords

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

community, dedication, everyday hero, family, front line, hard work, hard working, imperfect, modest, passion, problem solve, real, reality, service, strength, strong, unexpected, working-class



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Thanks!

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

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