

shutterstock

sstkPlates

A Shutterstock Content Brief





Overview

Videos for green screen & scene setting

A frequent request from customers centers around the need for video that can be used on a green screen. In fact, the word “background” is routinely in the top 5 for most commonly used search terms with our customers, with 300,000 unique searches in 2024 alone.

Customers actively seek a diverse array of video content, which we'll term "background plates," encompassing a wide spectrum of scenes and settings. From the view of a car's windshield, to scenes looking outside of a window, to building exteriors, this type of content gives the customer the ability to set their scene's location while in post-production

Make sure to include the keyword **sstkPlates** when submitting your content to this brief.



Scenarios

Window & driving plates

Two of the most common requests from customers are for window plates and driving plates. This content is used to mirror the outside world from the view of a window.

- **Window Plates:** Window plates are one of the most commonly requested items from customers. These elements are vital for productions when there is a window in their shot. They often search for window-views from an office, a high-rise building, or even from a bedroom! Make sure to capture multiple times of day including the morning, afternoon, dusk, and evening as well as different types of weather such as rain, sun, snow, etc. And make sure to keep your camera steady!
- **Driving Plates:** Long continuous takes from the POV of a car windshield. In addition to cars, customers are also searching for views from planes, trains, and other forms of transportation.



Scenarios

Exterior & interior establishing plates

Exterior and interior establishing shots are essential for Shutterstock customers. They provide the foundation upon which a customer can tell a story and set that story's location.

- **Building Interiors & Exteriors:** Exteriors and interiors of restaurants, homes, buildings, schools, hospitals, police/fire stations, prisons, and shopping malls.
- **Landscapes, Cityscapes and points of interest:** Exteriors of beaches, sidewalks, roads, theme parks, and tourist destinations.
- **Nature Plates:** Background video showcasing natural environments such as forests, mountains, beaches, and rivers. Nature plates are often used to create outdoor scenes or establish a specific setting.



Scenarios

Digital fantasy plates

Imaginative or digitally created backgrounds that depict fantastical landscapes, futuristic cityscapes, or otherworldly environments. Fantasy plates allow for creative storytelling and visual effects.

Please note: Shutterstock does not accept AI-generated content. Fantasy plates therefore cannot be created with AI.

- **Alien Landscapes:** Alien landscapes with bizarre rock formations, glowing flora, and strange creatures. Often seen in sci-fi films, these plates depict otherworldly realms.
- **Underwater Kingdom:** Underwater worlds filled with colorful coral reefs and exotic fish.
- **Dreamscape:** A surreal landscape with swirling clouds, floating islands, and shifting landscapes that defy reality.

How to shoot background plates



Keep the camera steady!

For this content type, it is vital to keep the camera steady. When shooting plates, use a tripod whenever possible. Camera movement is the enemy of a proper background plate!



Multiple angles & times

We strongly recommend getting multiple angles of the same view. If you're shooting from a car, film the side/rear windows as well. For establishing shots, it is vital to get matching day/night shots.

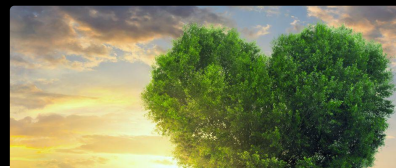


Composition

Pay close attention to the angle you are shooting from. Remember, if it is going to be a background, the perspective of the clip needs to match.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkPlates** 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.



Keep these
video 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 **sstkPlates** when submitting content for this request!



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Thanks!

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

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