

shutterstock

# sstkTechnology

A Shutterstock Content Brief





# Overview

## The human-impact of technology

Shutterstock customers constantly need visual content that features the latest technology and how it is embedded into our lives. There is especially strong demand for content featuring diverse representation across Augmented Reality (AR) and Virtual Reality (VR). These images and videos, regardless of the specific technology they showcase, should demonstrate successful applications, whether subtly integrated or clearly visible, of technology serving a human need.

This brief touches on some of the most common customer requests. Make sure to include the keyword **sstkTechnology** when submitting the relevant content.



# Scenarios

## How does technology work within our lifestyle?

Customers want to see how technology improves the quality of our lives.

**At home** - People incorporating technology into their home life.

- Focus on casting models under the age of 20 and over the age of 40.
- Smart home devices that use AI technology. Especially subtle uses, for example, people using virtual assistants while cooking, doing home admin, or even practicing an instrument. This usage can be illustrated with models holding a phone up to their face to ask or receive instructions from an AI-powered language model.
- Incidental devices within a scene. For example, a teen relaxing in their bedroom with wireless headphones or parents folding laundry with a baby monitor in the background.
- Home specific devices. For example, a doorbell with flashing light alert, talking devices such as a talking thermostat, robot vacuums or remote control appliances, security cameras, and door locks.



# Scenarios

**Education** – Students and teachers using touch pads, computers, and other technology in the classroom, library, at home, or even out while on a field trip.

**Transactions** – Contactless payment is a very popular customer request! Show people using their phones or smart watches to make payments in small retail shops selling items from clothing to shoes to home goods, at cafes, in transit on trains and buses, or ordering a car or food via an app.

**Medical uses** – Patients, doctors, and pharmacists using technology. Think about how technology is meant to improve medical experiences such as with paperless admin, digital prescriptions, communicating with doctors via video chat, and messaging services. Also depict medical technology advancements and how they contribute to the betterment of medical practice.

**Assistive technology** – People using tools that help them maintain independence while managing chronic illness. Also, any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of persons with disabilities. For example phones with large tactile buttons, speech generating devices, and mobility devices.



# Scenarios

**Travel and leisure** – People on vacation/holiday with their portable device used for relaxation (reading or streaming movies and music) or for more practical reasons (navigating a new city with a map on their phones or using e-tickets on their phones to pass through airports or stations). If you choose to portray your models with headphones, we suggest small and subtle headphones rather than large, cumbersome ones.

**Entertainment** – People playing video games, streaming movies on a flat-screen TV, enjoying at-home music systems, lounging with headphones etc.

**Conceptual** – Images or videos focused on themes such as data, coding, artificial intelligence, software, and futuristic user interfaces are also in demand.

**Small business** – Show how small businesses use tech devices, software, and AI-generated (AIGEN). Customers also want to see how businesses automate their processes to be more efficient. Some commonly requested types of business are retail shops, bike shops, barbershops, financial advisors, flower shops, bakeries, design studios/architects, delivery companies, small corporate offices, and cafes/restaurants.

# Augmented & Virtual Reality

**Everyday AR integration** - People using AR glasses, real estate apps, and creative tools in daily life — buying homes, making art, navigating cities.

## Workforce & industry applications

- Depict AR boosting business, construction, factories, medicine, and training — smart offices, warehouse logistics, and virtual meetings in action.

**Cultural AR** - Capture museum visitors, kids exploring AR-enhanced exhibits, virtual concerts, and history overlays.



# Daily AI

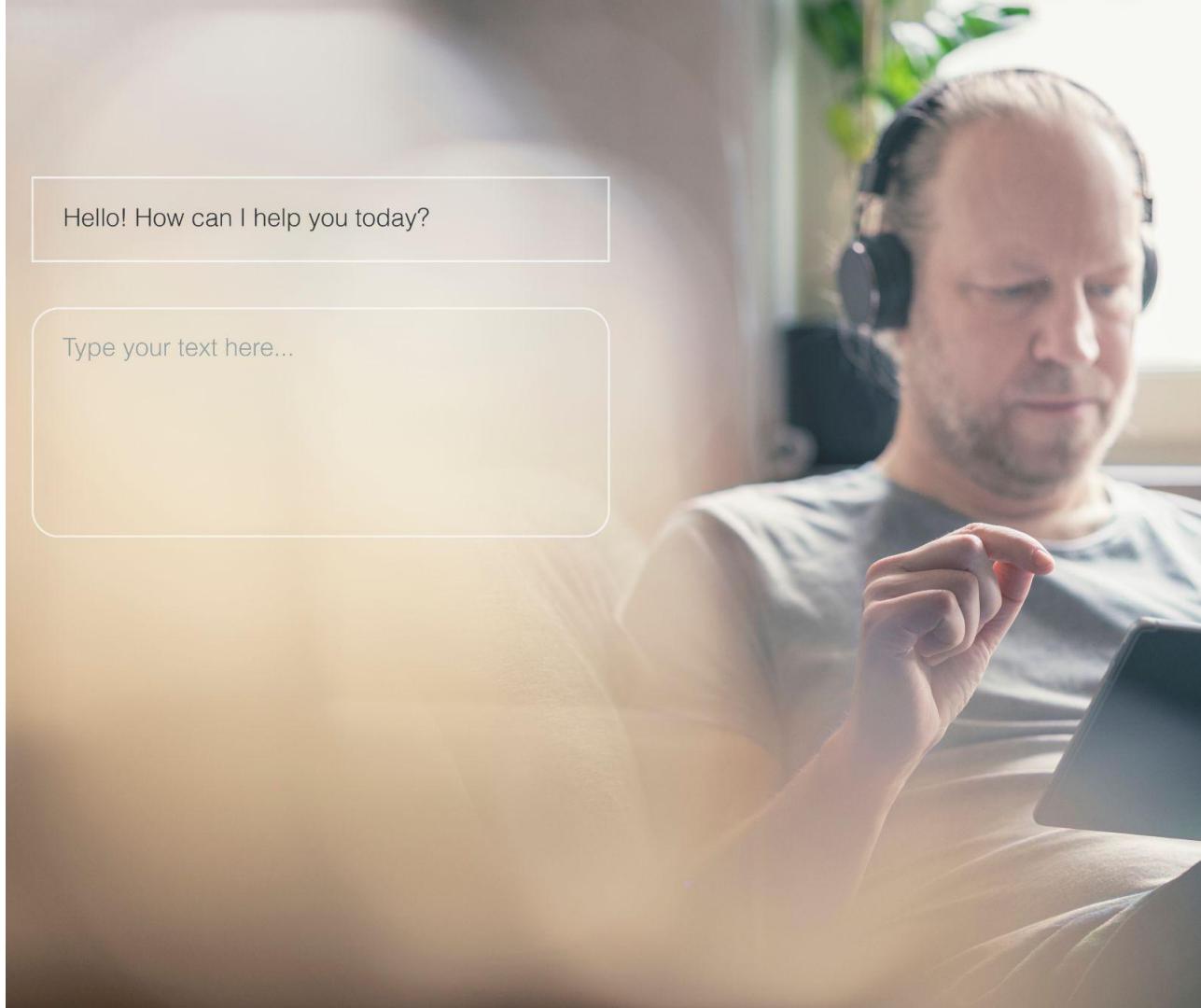
Customers want visuals that depict how AI and AIGEN technologies are used in our normal lifestyles. Show people interacting with an AI tool while at home, work, commuting, or socializing.

Consider overlaying subtle text bubbles that suggest the subject of the content is interacting with an AI to support a task.

Please do not include graphs in your content and avoid a blue or clinical aesthetic. Customers prefer warm tones and a natural human feel.

Hello! How can I help you today?

Type your text here...



# Embracing analogue

Young generations are drawn to analogue technology that yield lo-fidelity and nostalgic results. We expect this trend to stick around for a while so consider including some of the following into your work:

- Film cameras (SLR & Point and Shoot)
- Disposable cameras
- Vinyl records, CDs, and cassettes
- Flip phones
- Typewriters
- Analog alarm clocks
- Even early digital cameras are having a moment



# Models and Styling



## Casting

Focus on casting Hispanic, Japanese, and Black talent. Representing different ethnicities, genders, ages, and people with disabilities makes your content more appealing to customers.



## Devices

Remember to remove any trademarks from the devices featured in your content. Also, while unmarked, consider devices from different brands - customers want to see a variety of device manufacturers represented.



## Aesthetics

Customers want technology visuals to be warm and feel human. Consider using warmer tones (not blue tones we usually see with tech content). Visuals should appear candid and ordinary. Also, play around with angles!

# Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkTechnology** content. We encourage you to use these examples as references while creating content that is also 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,  
2304x4096

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.

**Important!** Shutterstock does not allow AI-generated content to be submitted by contributors for licensing on our platform. Your content can depict scenarios of AI-gen technology in everyday life but the images and videos should not be AI-generated themselves.

Please make sure the content you submit to this brief does not include 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 **sstkTechnology** when submitting content for this request! The following pages contain other keywords that are relevant to this content brief.

# Top sstkTechnology keywords



## Literal Keywords

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

production supervisor, dashboard room, communications agency, data computers, content performance, completing form online, entertainment ai, computational sciences, enterprise environment, data analysis on screen, doctors in laboratory, doctor labs, doctor covid, student virtual class, computing university, technology companies, digital execution, digital document isolated, vr headset working, digital algorithm, asian analysis, design ux, design ui ux, students with headphones, software development, process driven, artificial intelligence stroke, digital industry, disability using laptop, director of production, digitalisation enterprise, data face, storytelling business, digital tv, strategy laptop, computer tracking, digital publicity, asian analytics, digital learning children, web journalist, dashboard person, academic articles, classroom computer, search on laptop, project management engineer, icons hologram, team on laptops, videos online, house internet, website mockup laptop, pharmaceutical automation, chinese watching tv, scrolling on laptop, holding laptop mockup, virtual reality animal, searching for a home, high school online class, phone call car accident, virtual business address, heart artificial intelligence, workplace tv, programmer java, industrial technology, corporate webinars, website screen mockup, artificial intelligence content creation, channels distribution, chart laptop, information management systems, chatting computer

# Top sstkTechnology keywords



## Conceptual Keywords

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

ai with person, business consultant online, cloud intelligence, communication organization, continuous evaluation, creativity artificial intelligence, digital acceleration, digital economy concept, digital execution, digital innovation ai, digital learning children, digital transformation in business, digitalisation enterprise, enterprise environment, entertainment ai, facilities worker, future automation, future of delivery, hologram engineering, industry digital, industrial leadership, information business, information management systems, integration systems, process driven, productivity laptop, scientists research, storytelling business, sustainable communication, sustainability science, team contract, technology companies, virtual business address, virtual conference screen, virtual management, virtual tutoring, workplace tv



shutterstock

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

Image Credits: JLco Julia Amaral, Westend61 on Offset, pics five, La Famiglia, Maskot Images, Arman Zhenikeyev, Johner Images, Addictive Creative, DREAM Initiative Gallery, Dragana Gordic, Makistock - Offset, Dean Drobot, SeventyFour, Hryshchyshen Serhii