

shutterstock

Unaltered

A Shutterstock Content Brief





Overview

Imperfect is the new perfect

Customers across various industries are increasingly looking for unaltered images and videos that more honestly represent people. Brands are moving in a more natural direction by committing to limited skin retouching and zero body retouching. In response to this shift, Shutterstock is seeking unaltered model released imagery.

A close-up photograph of a person's shoulder and upper arm. The skin is a warm, medium-brown tone and is covered in numerous small, light-brown freckles. The person is wearing a dark red, ribbed tank top. The background is a plain, light-colored wall.

Unaltered Guidelines

The following alterations meet the unaltered criteria (**Allowed**):

- Color correction to enhance the overall look and feel of the image
- Removing temporary imperfections in areas that do not impact the individual characteristics of the person (ie. flyaway hairs, temporary blemishes, or removing a stray eyebrow hair, etc)
- Removing imperfections in clothing or backgrounds, such as removing a wrinkle or stain on a blouse

The following alterations do not meet the unaltered criteria (**Not Allowed**):

- Manipulation of body size, shape, or proportions
- Changes to the texture and color of the person's skin or eye color
- Removal of permanent imperfections such as moles, wrinkles, stretch marks, or nose shape
- Enhancements to a person's specific features (i.e. larger eyes, stronger cheekbones, fuller lips)



Scenarios

Often times, unaltered or natural beauty images emphasize skin conditions and disorders. This request is aimed at growing visual depictions of “average” skin in all its beauty and imperfections.

- “Day in the Life” narratives, especially focused on self-care at home. This includes pictures of people getting ready in their bathroom, looking in the mirror, etc
- Studio portraiture of models presented naturally
- General lifestyle imagery, including groups of people

Models should represent diverse age groups, ethnicities, physical appearances, body shapes, and physical abilities, with or without makeup.

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 **Unaltered** when submitting content for this request!

shutterstock

Thanks!

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

Image Credits : Westend61 on Offset, SeventyFour, Lightfield Studios, Lupe Rodríguez, Hero Images on Offset, gabllima, Addictive Creative, Carrie Yuan Images, Cultura Creative Premium

