shutterstock

sstkHealth

A Shutterstock Content Brief

Overview

Health is a universal priority

Shutterstock customers are constantly searching for authentic images and videos that illustrate health and healthcare. Health is a universal priority, making visual content on this topic essential for a variety of media projects. What sets this content apart is its ability to authentically capture the diversity of casting, scenarios, and locations that reflect the reality of health today.

Medical Scenarios

Real life healthcare for all

Consultations with a General Practitioner (GP)

- Shutterstock customers want to see patients interacting with realistic-looking GPs. GPs should be smartly dressed and could have an ID tag around their neck or on their belt. Avoid clichés like white coats and stethoscopes around the neck. These clichés tend to be less appealing to customers.
- Patient and GP conversations. These interactions should have a natural tone. Avoid exaggerated facial expressions.
- GPs doing simple health checks. This can be:
  - Taking blood pressure.
  - Measuring a patient's height, weight, and waist.
  - Listening to a chest.
  - Counting pulse.
  - Doing a finger prick blood test to measure cholesterol and blood sugar levels.
  - Virtual consultations with doctors over video call.

Visiting a speciality doctor, especially eye doctors, dentists, and dermatologists.

Medical Scenarios

Create realistic scenarios

A patient's experience at a clinic

- A series that depicts the process of going to the doctor. From walking into the clinic, checking in with reception, filling out paperwork, waiting in the waiting room (with and without other patients or family members nearby), consulting with a doctor or nurse, depicting people from specific demographics working through specific medical concerns.
- Medical staff in uniforms that are specific to your location. Staff can be interacting with each other, in corridors, staff rooms, coffee breaks, etc.
- Prioritize smaller clinics rather than hospitals.

Pediatric care

- Medical staff working with children to make their experience more comfortable and fun, instead of scary.
- Use playful medical environments with toys, artwork, or creative elements to help children feel calm.

Medical Scenarios

Create realistic scenarios

- People of all ages sick with an illness like a cold, flu or covid.
- Serious illness journeys.
  - Men and women screening for cancer or going through treatment
  - Surgery
- Physical therapy.
- People living with invisible illness like dementia or Alzheimer's.
- Older adults in nursing homes.
  - People receiving personal care, such as help with washing and taking medicine, in a nursing home
  - People receiving basic medical care within these facilities
  - Life in a nursing home community including organized social activities with residents and staff
- Subtle displays of healthcare. This means lifestyle content where healthcare is secondary to the scene. For example, someone wearing a cast, crutches resting in the background, or a bandage/medical patch peeking out from under someone's sleeve.

Medical Tech

Medical technology that we incorporate into our lives to manage our health. Customers like to see medical technology included in visual content as both the primary subject, as well as a subtle background element (for example, this image which features the subtle hearing aid on the girl's ear).

- Hearing aids
- Cochlear implants
- Blood glucose monitors
- Insulin pumps
- Prosthetic limbs

Cosmetic Procedures

Depict common cosmetic procedures and surgeries that women and men do such as:

- Laser hair removal
- Botox
- Liposuction
- Rhinoplasty
- Hair loss treatments

Wellness

What do we do on a daily basis to maintain good physical health?

- Fitness
- Healthy diet
    - different diets – vegetarian, vegan, keto, etc
- Drinking water
- Applying sunscreen
- Self-care
    - taking a bath, getting a massage or a facial
- Meditation
- Taking vitamins or probiotics

Mental Health

How can we visually depict mental health care?

- Talk therapy consultations
- People leading healthy lifestyles
- Medical consultations to address mood, personality, or psychotic disorders
- Taking medication

Customers also look for conceptual content that creatively expresses the reality of living with mental disorders.
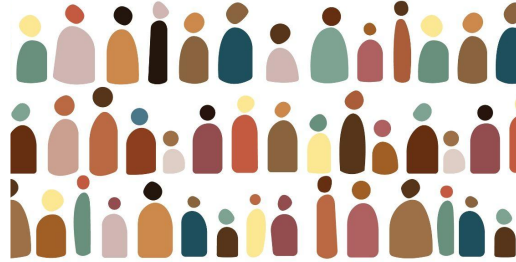
Models and Styling

Age

All ages are important but we recommend focusing on casting people who are over 40 years old or children under 18.

Ethnicity

Focus on casting non–Caucasian demographics for content that focuses on health and wellness.
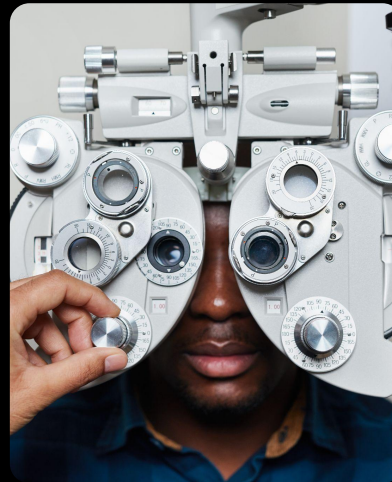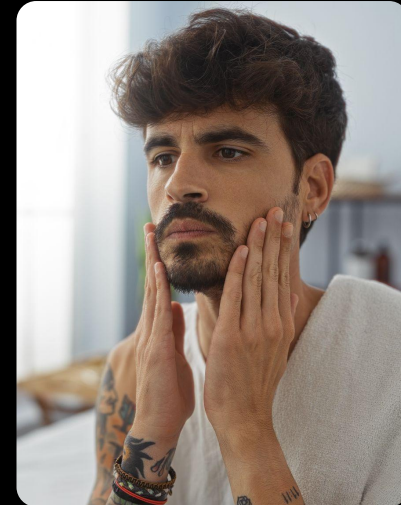

Aesthetics

Customers want health content to feel warm, friendly, and comfortable. Take a photojournalistic approach to your content creation. Content that is sterile and clinical is less appealing.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkHealth** 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 <u>visible trademarks</u>, <u>intellectual property</u>, and <u>personally identifiable information</u>. All content featuring recognizable people must be submitted with a <u>valid model release</u>. Also, remember that the <u>Red Cross logo</u> is not permitted in commercial content.

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 **sstkHealth** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.
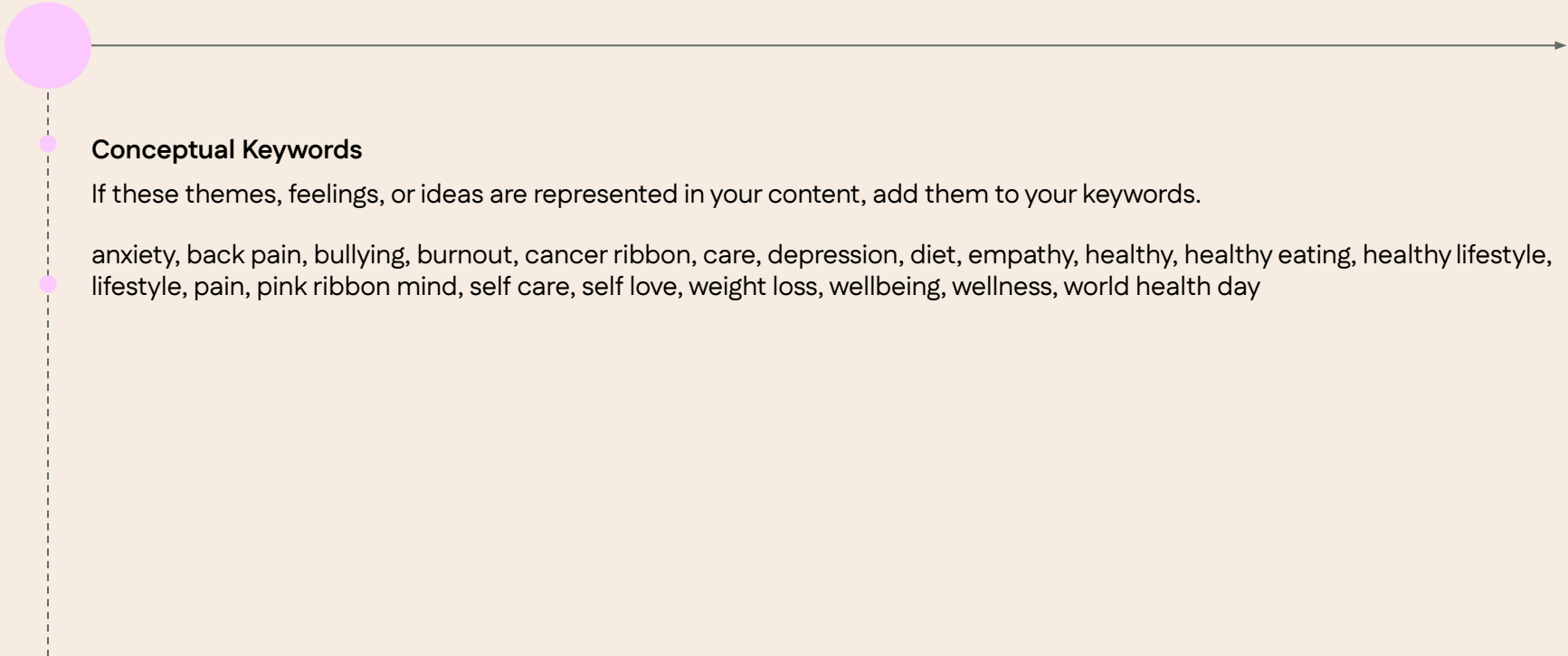
Top sstkHealth keywords

Literal Keywords

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

acne, acupuncture, adhd, allergy, alzheimer, anatomy, arthritis, asthma, autism, ayurveda, bath, blood, blood donation, blood pressure, blood test, body, botox, brain, breast cancer, breathing, cancer, cancer patient, cervical cancer, chakras, cholesterol, clinic, cold, collagen, cough, counseling, covid, cpr, crossfit, dementia, dental care, dental implants, detox, diabetes, digestive system, disability, down syndrome, drugs, dry skin, dumbbell, eczema, endometriosis, exercise, facial, facial treatment, fatigue, first aid, first aid kit, fitness, flu, glaucoma, gluten free, gut health,gym, gym workout, hair care, hair loss, hair transplant, headache, health, health insurance, health care, healthy food, hearing aid, heart, heart attack, heart disease, heart health, home care, human body, human heart, hyaluronic acid, hypertension, immune system, insomnia, invisalign, iv therapy, joint pain, knee pain, laser hair removal, liposuction, lung cancer, lungs, marijuana, massage therapy, medical, medical technology, medication, medicine, menopause, mental health, migraine, mri, muscle, neurology, nursing home, nutrition, obesity, omega 3, oncology, osteoporosis, patient, pharmacy, physical therapy, physiotherapy, pilates, pills, plastic surgery, prayer, pregnancy, probiotics, prostate, prostate cancer, protein, psoriasis, psychology, psychotherapy, sick, skin, skin care, skincare, sleep, spine, stomach, stomach pain, stress, stretching, stroke, sunscreen, supplements, surgery, syringe, teeth, teeth whitening, telehealth, telemedicine, therapy, thermometer, thyroid, trauma, ultrasound, urology, uterus, vaccination, vaccine, varicose veins, veneers, vision, vitamin, vitamin c, vitamin d, vitamins, weight, wheelchair, workout, x ray, yoga

Top sstkHealth keywords

Conceptual Keywords

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

anxiety, back pain, bullying, burnout, cancer ribbon, care, depression, diet, empathy, healthy, healthy eating, healthy lifestyle, lifestyle, pain, pink ribbon mind, self care, self love, weight loss, wellbeing, wellness, world health day

shutterstock

Thanks!

We can't wait to see what you create.

Image Credits: Pressmaster, CandyRetriever, Hero Images on Offset, Maskot Images, Cultura Creative Premium, Best smile studio, PeopleImages.com – Yuri A, Cavan Images – Offset, Ikon Images, ViDI Studio, Afif Ahsan, Krakenimages.com, Meeko Media, Nuva Frames, LightField Studios, SeventyFour, Rawpixel.com