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sstkIndia

A Shutterstock Content Brief





Overview

Visuals that reflect the real India

India is one of Shutterstock's fastest growing customer markets. Customers want contemporary visual content that is relatable, nuanced, and reflects the vast diversity and cultural heritage of Indian life. To better understand Shutterstock customer needs in India, we've studied top search terms for the region and identified the most important content needs for customers today. Using this brief as a starting point, we invite Indian contributors to capture India with greater truth and resonance.



Scenarios

Religious festivals and special celebrations

- **Holidays and festivities** such as Akshaya tritiya, Ram Navami, Buddha Purnima, Diwali, Holi, Durga Puja, Dussehra, and Eid are commonly searched for. Customers look for culturally rich and respectful photographs and videos of how people celebrate these events. Include visual cues like specific rituals, garlands, idols, or rangolis and include accurate metadata for those details (state, city, festival name). Vectors and illustrations focused on these festivals are also in demand.
- **Regional festivals** across North and South India, including traditional attire.
- **Traditional wedding ceremonies and celebrations.** Showcase the events and details from Indian weddings along with narratives about the bride, groom, and family members.



Scenarios

Family and celebration themes

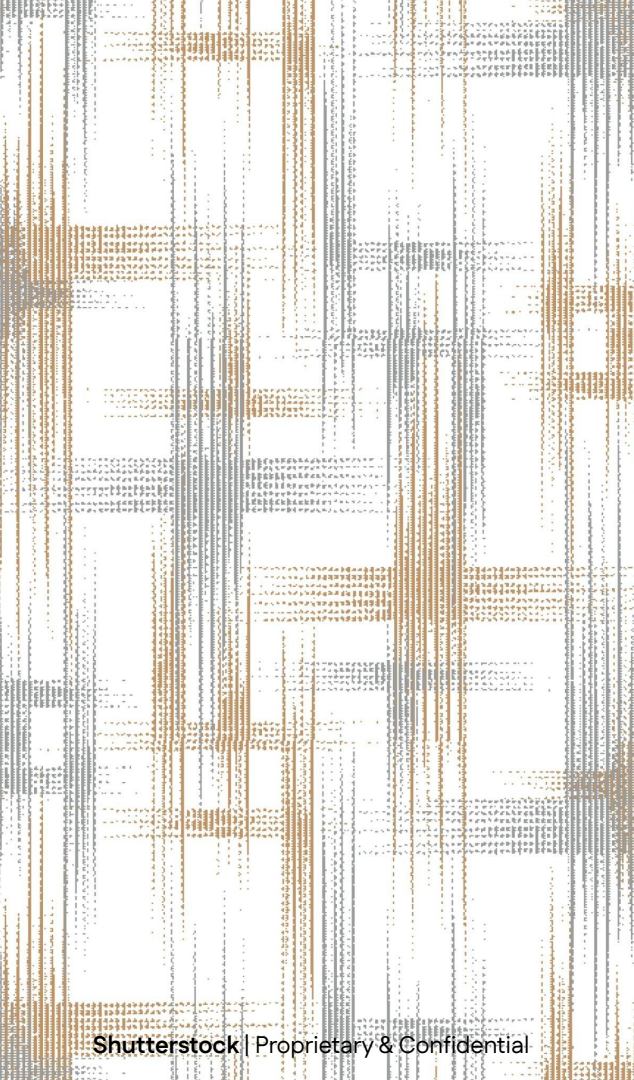
- **Mothers and Father's Day:** Show authentic moments between parents and their children. Moments that celebrate Indian parenting styles, festivals at home, multigenerational living, and community rituals (such as shared meals or neighborhood gatherings) are highly valued. Use environments that reflect middle-class Indian homes that are modest, lived-in, and warm.
- **Everyday activities at home:** Capture the simplicity of family life at home. Focus on moments like spending time together in the living room, children playing, reading together, or doing household chores. Show Indian family traditions and multi-generational households. Houses should be relatable and middle-class.



Scenarios

Business and education

- **Technology** is one of the top search terms in India, especially for video content. Customers want to see visuals that feature the latest technology and how it is embedded into our daily lives. It's especially important to depict young Indians (Gen Z) using tech like smartphones, AI tools, digital payments, and devices for content creation. For more inspiration on what type of scenarios to depict, see our [sstkTechnology brief](#).
- **Education** content that depicts the diversity of the academic experience in India is an important content need. Indian customers especially want to see girls (under 13 years) and women represented in education. When depicting females in education, it's especially important to emphasize STEM subjects (science, technology, engineering, and math). Teenagers (13–17 years), young adults (18–24 years), and adults (25–50 years) should also be represented. For inspiration on what to shoot, see our [KnowledgeForAll brief](#).



Scenarios

Backgrounds

- There is a need for backgrounds that are visually elegant and regionally relevant. There's a lack of minimal, contemporary backgrounds that reflect Indian aesthetics such as hand woven textures, tiled patterns, or subtle religious motifs embedded in abstract design. Incorporate Indian architecture, motifs, and geometric patterns inspired by Hinduism and Islam. Backgrounds that focus on a celebration theme, like Eid or Diwali, are also needed.
- Background content that is textured, abstract, or contains patterns. Our [sstkBackgrounds briefs](#) are helpful guides in learning how to create background content that will resonate with customers.

Other suggestions

Professional and youth representation

- Modern Indian business professionals
- Gen Z youth culture in India
- Indian office environments and signage
- Indian meme culture and humorous content

News and trending visuals

- Current news-related imagery from India (editorial)
- International tours and concerts hosted in India
- Indian military visuals (weapons, drones, parades)
- Diverse regional representation across geographies and communities

Cultural and lifestyle themes

- Regional Indian food photography
- Rural and contemporary village life in India
- Diverse Indian lifestyle imagery (urban, suburban, rural)

Infrastructure and development

- Mumbai Trans Harbour Link (Atal Setu), Bandra Worli Sea Link, and Coastal Road
- Chenab Rail Bridge, Yamuna Expressway, Samruddhi Mahamarg
- Metro systems and railways (including bullet train and Vande Bharat)
- Visuals of Digital India initiatives: drones, technology
- Government schemes and civic infrastructure

Further details



Regional diversity

India's rich regional, linguistic and cultural diversity is underrepresented in stock media. Focus on shooting different states, cities, and local talent to show the different faces of India. Include generic text in different languages and scripts.



Authentic environments

The scenery should be distinctly India and incorporate details and a style that are representative of the specific location. Make sure to include location info in the metadata, too.

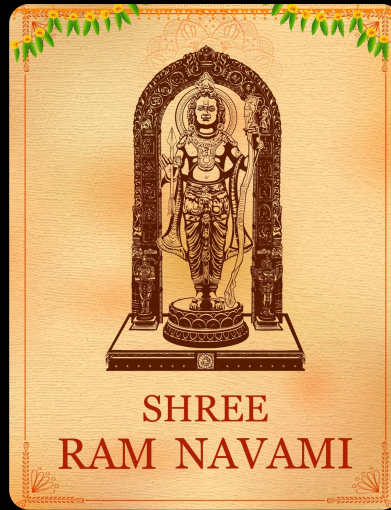


Format

Prioritize vertically formatted content to accommodate Indian customers who frequently consume content on smartphones.

Visual Examples

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



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 location information (city, state) and other specifics, such as names of special foods, festivals, holiday, clothing, etc.

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

Top keywords

Literal Keywords

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

3d wallpaper, 80 90 years, akshaya tritiya, baba shyam, background, bakrid, beauty and fashion, buddha purnima, children, city fly through, clothing and accessories, computing devices and phones, desi couple, desi village, dress changing, easy drawings kids, eid mubarak, eid ul adha, electronic hookah, english blue, face shape hair style, family, family sleeping, fast car, father daughter, fathers day, film burn, flower, foreign girl, girls school india, goddess lakshmi images, good friday, green screen, gudi padwa, hacking wallpaper, hair and skin, hamster, hand, hanuman, hanuman jayanti, happy ugadi telugu, hindi consonants, hindu, home gate design, husband wife indian, icons and graphics, india pakistan war, indian army, indian girl outdoor, indian muslim girl, indian pomeranian, indian school girls, indian school going girl, indian village girl, indian village school girls, indian young boy, infusion cannula on hand, jaisalmer, japanese school bus, jubilee, krishna, krishna wallpaper, labour day, logo, lord hanuman, lord ram, lord shiva, mahavir jayanti, malayalam font, men, mothers day, mumbai flood, names grey colour shades, naruto, nature, navy blue color chart, old cartoon, om, pattern, peacock, plants, radha krishna, radha krishna wallpaper, rajasthani old man, ram navami, shiva, shiva parvati, shyam, sky, subho noboborsho, subscribe button, texture, tropical wallpaper, ugadi, vector, web series, women, women back mehndi design, world environment day, world map

Top keywords



Conceptual Keywords

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

abstract, abstract background, abstract designs and shapes, art styles, calligraphy, design, education, emotion, engineering, funny, geography, happy, healthcare, kawaii drawing, landscapes, lofi, math, medical, multi-generational, printing, science, STEM, technology, typography



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Thanks!

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

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