

shutterstock

# sstkTechnology: Video Games

A Shutterstock Content Brief





# Overview

## The power of gaming

Shutterstock customers are searching for visual content that reflects the ever-growing influence of video games and how they shape our daily lives.

With the global video game industry generating over \$184 billion in 2024, there is growing demand for authentic, diverse content that reflects the many sides of gaming. High-impact opportunities include showcasing gaming as a way to build relationships, exploring immersive VR experiences, revealing behind-the-scenes aspects of game design, capturing compelling playback footage, and highlighting the fast-paced energy of competitive esports.

Make sure to include the keyword **sstkTechnology** when submitting content for this brief!



# Scenarios

## Gaming as a connection

**Family Game Night:** Parents and kids gathered in a cozy living room, laughing while playing a console game together. Make sure to focus on reactions, highlight teamwork and excitement.

**Long-Distance Friendship:** Two friends in separate cities communicating over headsets while playing an online co-op game, highlighting their connection and shared experience across the distance.

**Couple Co-Op Play:** A couple playing a cooperative adventure game on the couch, sharing snacks and celebrating a win. Warm, candid moments showing teamwork and fun.

**Friends' LAN or Party Session:** A small group of friends gathered around multiple monitors or consoles for a local multiplayer game night. Energy, competition, and friendly banter captured naturally.





# Scenarios

## Virtual reality gaming moments

**Friends Playing at a VR Center:** A group of friends enjoying various VR game stations at a gaming center, taking turns and cheering each other on in a lively social atmosphere.

**Shared Virtual Worlds:** Friends from different locations meet in a persistent, immersive virtual environment where they can explore, play mini-games, and hang out together as avatars, creating ongoing social experiences beyond single sessions.

**Cooperative VR Quests:** Friends teaming up in a VR fantasy RPG, solving puzzles and battling enemies together in real time, sharing excitement and strategic communication.

**Multiplayer VR Shooter:** A squad of players coordinating tactics and covering each other in a VR first-person shooter, showcasing trust and camaraderie.



# Scenarios

## Game design

**Female-Led Game Design Studio:** A small team of female developers collaborating in a studio, discussing level designs on a whiteboard, coding, and reviewing gameplay on monitors. Focus on women in STEM and creative leadership in game development.

**Concept Art and Storyboarding:** Artists and designers sketching characters, environments, and storyboards on tablets, smart boards, and paper, surrounded by colorful concept art pinned to walls.

**Collaborative Coding and Testing:** Programmers and designers working side by side on gameplay mechanics, with real-time testing on multiple screens showing different stages of the game build.

**3D Modeling and Animation:** Developers using professional software to sculpt characters or environments, animating movements and refining visual details for immersive gameplay.



# Scenarios

## Competitive esports moments

**Team Victory Celebration:** An esports team erupting in excitement after winning a match, high-fiving and hugging as the scoreboard flashes their victory.

**Focused Team Strategy Session:** Players huddled together with headsets on, communicating and strategizing during a high-stakes match, with coaches or analysts nearby for support.

**Live Tournament Reactions:** Teams on stage in front of an audience, celebrating clutch plays or reacting to tense moments.

**Shared Online Triumph:** Friends or semi-pro players winning an online tournament from home, celebrating together over voice chat or video call, showing how esports can unite players remotely.





# Scenarios

## Illustrated backgrounds and animated playback video

**Casual Platformer Gameplay:** Side-scrolling character running and jumping through a colorful environment, collecting items and avoiding obstacles. Ideal for family or kid-friendly gaming scenarios.

**First-Person Action Shooter:** Fast-paced footage showing movement through a sci-fi or military environment with generic weapons and enemies, perfect for competitive or esports scenes.

**Illustrated Game Environment Backgrounds:** Still backgrounds such as cityscapes, dungeons, or futuristic arenas, designed for contributors to use as in-game scenery or behind UI elements.

**Puzzle or Arcade Gameplay:** Bright, simple interface with blocks, gems, or symbols being matched or cleared, well suited for casual gaming or family living room scenes.

Remember, playback content is designed to be composited onto a green screen or displayed on a monitor within a scene. Aim for a look that feels both stylized and realistic.

# Models and Styling



## Casting

Video games are for everyone. Customers want diverse casting, with demand for Hispanic, Japanese, and Black talent, plus representation across ethnicities, genders, ages, and people with disabilities. Highlight gaming technology that makes play accessible for all.



## Styling

Gaming is casual! Keep styling and authentic, with clothing that feels natural for a gaming setting such as jeans, t-shirts, or loungewear.



## Aesthetics

Give your content a documentary feel. Prioritize realistic lighting, rich but balanced colors, and compositions that capture the energy and emotion of gaming moments.



# 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 true to your unique style and part of the world.



Shooting video?  
Keep these  
specs in mind.

## Video Specs

Did you know that videos typically bring in 10x the earnings of photos? Consider shooting videos while you capture photos!

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)

Did you know  
content with  
model and  
property  
releases tends  
to sell more  
than unreleased  
content?

## Legal Requirements

Released content includes signed model or property releases granting permission to use a person's likeness or private property commercially. Model releases cover people; property releases cover private locations, artwork, or branded designs. This allows the content to be legally licensed for advertising, marketing, and other commercial uses, which have more restrictions than editorial use.

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. Include information about location, actions, people, and concepts to your metadata.

Make sure to include the keyword **sstkTechnology** when submitting content for this request! The following page contains 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.

arcade games, avatar, character design, coding, console gaming, cooperative play, couch co-op, esports, fantasy rpg, first person shooter, game controller, game design, game development, game environment, game studio, gaming center, headset, illustration background, indie game, level design, local multiplayer, metaverse environment, mobile gaming, motion gaming, multiplayer, platformer, playback footage, puzzle game, racing game, retro gaing, rhythm game, split screen, streaming, STEM, team celebration, third person view, tournament, tv screen, user interface, video game, virtual reality, vr headset

## Conceptual Keywords

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

achievement, adrenaline, bonding, challenge, collaboration, competition, connection, creativity, dedication, diversity, education, engagement, excitement, exploration, focus, fun, friendship, inclusivity, innovation, interaction, joy, learning, mentorship, perseverance, problem solving, progression, representation, skill, social connection, strategy, success, teamwork, thrill, training, triumph



**shutterstock**

**Thanks!**

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

Image Credits: Frame Stock Footage, Inti St Clair / Blend Images on  
Offset, ReeldealHD on Offset, Gorodenkoff, Friends Stock,  
PeopleImages.com – Yuri A, Miljan Zivkovic, Wavebreak Media, Nenad  
Cavoski,