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## **sstkDiverseBeauty: UniquelyYou**

A Shutterstock Content Brief





# Overview

## Show your unique perspective

Life is all about perspective. Today, we celebrate diverse experiences, the beauty of individuality, and those who embrace what makes them unique. Shutterstock's global community of contributors brings these perspectives to life, showing the world through their eyes.

We invite you to capture your reality with honesty, creating images and videos that reflect your individual voice while giving Shutterstock customers the opportunity to see the world through your perspective. This also includes portraits that emphasize distinct facial characteristics, body positivity, and raw, unfiltered human connection.

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



# Scenarios

## Portraits that stand out

Customers are seeking striking portraits that capture personality, emotion, and individuality. Portray your world in a way that feels true to you, getting personal, and celebrating what makes you unique. Showcase models in candid, natural moments as well as thoughtfully composed setups that reflect their true selves.

- Highlight diversity across age, culture, style, race, and ability, emphasizing the qualities that make each person distinct.
- Experiment with lighting, expression, and perspective to create dynamic, engaging, and visually compelling images and footage.
- Use backgrounds, props, and environments to add context and depth, helping to tell a story.
- Create portraits that feel real and relatable while inspiring, evoking emotion, and showcasing your artistic vision.
- Expand beyond eye-level shots to include low angle portraits and side profile photography, as these technical variations are seeing a surge in commercial interest for high-fashion and 'hero' character portrayals.
- Include shots where the subject makes direct eye contact or takes a selfie to convey pride and achievement.





# Aesthetic Dos and Don'ts

## Your perspective on what's real

Part of embracing your uniqueness means challenging the aesthetic notions of generic stock content. Approach this request as if you were a journalist reporting on your life. The work should have a more documentary and candid style while capturing honest and relatable moments, spontaneity, quirkiness, life's out-takes, etc. Vertical and horizontal work are equally encouraged.

While staying within the constraints of commercial standards (ie: no trademarks or intellectual property, accurate releases, etc) we recommend you avoid:

- Content that feels overly produced
- People posing, especially stiff or disingenuous poses
- Excessively staged environments or generic white backdrops
- Exaggerated expressions or cheesy visual tropes
- Overly literal depictions of concepts

# Models and Styling



## Casting

Customers are seeking diverse casting. There is growing demand for Hispanic, Japanese, and Black models, along with broad representation across ethnicities, genders, ages, and abilities.



## Styling & Wardrobe

Clothing should feel personal and unstyled, with favorite pieces, cultural garments, or casual streetwear that reflect individuality.



## Aesthetics

Aim for a natural, candid aesthetic. Focus on genuine, relatable moments that feel spontaneous and authentic. Avoid overly produced content, stiff posing, generic backdrops, exaggerated expressions, clichés, or literal concept depictions.

# Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkDiverseBeauty** content. We encourage you to use these examples as references while creating content that is true to your personal 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 **sstkDiverseBeauty** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

# Top sstkDiverseBeauty keywords

## Literal Keywords

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

adult, baby, bald, beauty, black, boy, candid, candid smile, casual, child, close up face, couple, cultural garment, direct gaze, elderly, face model, family, female, female model, fitness, girl, grandfather, grandmother, group, happy, hispanic, indoors, isolated smile, japanese, joyful, laughing, looking at camera, low angle shot, male model, man, model, multicultural, natural, natural skin texture, neutral expression, older adult, portrait, posing, professional, reflection, self-care, side view portrait, sitting, smiling, standing, street style, teen, thinking, toddler, twin, woman, woman sitting outdoor, young adult

## Conceptual Keywords

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

achievement, ambition, approachable, authentic, authentic milestones, balance, balanced tones, celebration, collaboration, community, connection, creativity, curiosity, determination, diversity, docu-style, emotional intensity, empowerment, engagement, family bonding, fitness motivation, friendship, growth, happiness, health, human connection, individuality, inspiration, joy, learning, lifestyle, mindfulness, motivation, optimism, personal expression, playfulness, presence, productivity, reflection, relatable, relaxation, self-care, self-expression, skill, spirituality, success, togetherness, tradition, well-being, work-life balance



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**Thanks!**

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

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