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sstkSeasons

A Shutterstock Content Brief





Overview

Spring Starts Here

Spring is a season of reset. It shows up in small everyday moments like getting outside again, caring for plants, opening windows, and returning to routines that feel lighter and more intentional.

We invite you to capture spring as you experience it in your own city, home, or neighborhood. Think authentic moments tied to movement, fresh starts, and daily rituals that naturally happen as the season changes. Prioritize candid, lived in scenes that feel useful, relatable, and grounded in reality.

Make sure to include the keyword **sstkSeasons** when submitting content for this brief.



Scenarios

Everyday Spring Life

Urban Joggers: People running or walking through city streets, parks, or along waterfronts, enjoying the warmer weather and fresh air.

Plant Care: Individuals watering, pruning, or arranging indoor and outdoor plants, from houseplants to balcony gardens.

Outdoor Cafes: Friends, families, or colleagues sitting at sidewalk tables, enjoying coffee, meals, or conversation in sunlit streets.

Morning Routines: People stepping outside to start their day, stretching, walking dogs, or commuting by bike as the season changes.

Weekend Errands: Casual moments of springtime life, like visiting farmers markets, carrying shopping bags, or browsing outdoor shops.

Neighborhood Walks: People strolling through their neighborhoods, enjoying blooming trees, chatting with neighbors, or stopping at local shops, capturing the relaxed energy of springtime life.



Scenarios

Fresh Starts at Home

Seasonal Refresh: Simple rituals like swapping winter decor for spring, airing out rooms, or bringing plants indoors to rejuvenate living spaces.

Decluttering Spaces: People sorting through closets, drawers, or shelves, deciding what to keep, donate, or discard.

Washing Windows: Individuals cleaning windows, letting sunlight flood into rooms, and refreshing interior spaces.

Laundry and Bedding: People washing, folding, or changing bedding and clothes, giving their home a refreshed feel.

Organizing Outdoor Areas: Sweeping patios, tidying gardens, or arranging outdoor furniture for the season.



Scenarios

Spring Outdoors and Recreation.

Organized Children Sports: Kids playing soccer, baseball, or other team sports, practicing drills, or enjoying group activities outdoors.

Park Gatherings: Families, friends, or pets enjoying picnics, casual games, or walks in local parks.

Outdoor Exercise: Individuals practicing yoga, stretching, cardio, or light weight training in backyards, parks, or open spaces.

Gardening Projects: Planting flowers, herbs, or vegetables outdoors, tending to community gardens, or decorating outdoor spaces.

Street Life: Casual interactions in outdoor urban areas, like window shopping, sitting on benches, or enjoying spring festivals and markets.



Aesthetic Dos and Don't

Authentic Spring Lens

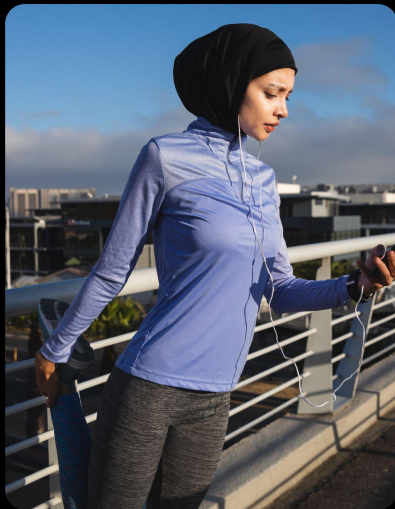
Part of capturing spring moments means showing life as it naturally happens rather than creating overly posed or artificial scenes. Approach this brief as if you were documenting your own seasonal routines. The work should feel candid and authentic, capturing real energy, everyday rituals, and the subtle beauty of spring.

While staying within commercial standards (accurate releases, no trademarks, etc), we recommend you avoid:

- Overly produced scenes with heavy styling, obvious set design, or visible direction that remove a sense of real life
- People posing in stiff or artificial ways
- Generic or empty environments lacking life or context
Exaggerated expressions, clichés, or cheesy visual tropes
Literal or overly conceptual depictions of spring

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkSeasons** 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.



Models and Styling



Styling & Wardrobe

Keep styling natural and seasonally appropriate, highlighting everyday clothing, textures, and colors that feel effortless and grounded in spring life.



Casting

Include diversity within ages, abilities, body types, and ethnicities. There's especially strong customer interest in Hispanic, Japanese, and Black models.



Aesthetics

Aim for a natural, candid spring aesthetic. Avoid stiff posing, generic backdrops, exaggerated expressions, clichés, or literal concepts. Capture genuine, relatable moments that feel spontaneous and authentic.

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

Top sstkSeasons keywords

Literal Keywords

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

bicycle, bike, blooming, breakfast, brunch, cafe, children, city, cleaning, declutter, dusting, exercise, family, flowers, friends, gardening, garden, home, home decor, indoors, jogging, kids, laundry, lifestyle, market, mop, neighborhood, outdoor, outdoors, organize, patio, picnic, plant, plants, playground, recreation, running, sidewalk, spring, street, street market, sunlight, sunshine, sweep, walking, weekend, wellness, workout, yoga, fresh air, coffee, casual, errands

Conceptual Keywords

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

active lifestyle, bloom, brightness, change, clean start, cleanliness, community, connection, daily routine, energy, family time, freshness, growth, happiness, health, home care, leisure, light, lifestyle, mindfulness, movement, nature, new beginnings, outdoor fun, organization, productivity, relaxation, renewal, routine, self care, springtime, spontaneity, sunlight, wellness, weekend vibes, wind down, work life balance, youthfulness, zest, zest for life



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Thanks!

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

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