

shutterstock

sstkTechnology

A Shutterstock Content Brief





Overview

The human impact of technology

Shutterstock customers constantly need visual content that features the latest technology and how it is embedded into our lives. These images and videos, regardless of the specific technology they showcase, should demonstrate successful applications, whether subtly integrated or clearly visible, of technology serving a human need.

This brief touches on some of the most common customer requests. Make sure to include the keyword **sstkTechnology** when submitting the relevant content.



Scenarios

How does technology work within our lifestyle?

Customers want to see how technology improves the quality of our lives.

At home - People incorporating technology into their home life.

- Focus on casting models under the age of 20 and over the age of 40.
- Smart home devices that use AI technology. Especially subtle uses, for example, people using virtual assistants while cooking, doing home admin, or even practicing an instrument. This usage can be illustrated with models holding a phone up to their face to ask or receive instructions from an AI-powered language model.
- Incidental devices within a scene. For example, a teen relaxing in their bedroom with wireless headphones or parents folding laundry with a baby monitor in the background.
- Home-specific devices. For example, a doorbell with flashing light alert, voice-enabled devices such as a talking thermostat, robot vacuums or remote control appliances, security cameras, and door locks.



Scenarios

Education – Students and teachers using touchpads, computers, and other technology in the classroom, library, at home, or even out while on a field trip.

Transactions – Contactless payment is a very popular customer request! Show people using their phones or smartwatches to make payments in small retail shops selling items from clothing to shoes to home goods, at cafes, in transit on trains and buses, or ordering a car or food via an app.

Medical uses – Patients, doctors, and pharmacists using technology. Think about how technology is meant to improve medical experiences such as with paperless admin, digital prescriptions, communicating with doctors via video chat, and messaging services. Also depict medical technology advancements and how they contribute to the betterment of medical practice.

Assistive technology – People using tools that help them maintain independence while managing chronic illness. Also, any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of persons with disabilities. For example phones with large tactile buttons, speech generating devices, and mobility devices.



Scenarios

Travel and leisure – People on vacation/holiday with their portable device used for relaxation (reading or streaming movies and music) or for more practical reasons (navigating a new city with a map on their phones, using translator apps to understand local, non-copyrighted text, or using e-tickets to pass through airports or stations). If you choose to portray your models with headphones, we suggest small and subtle headphones rather than large, cumbersome ones.

Entertainment – People playing video games, streaming movies on a flat-screen TV, enjoying at-home music systems, lounging with headphones etc.

Conceptual – Images or videos focused on themes such as data, coding, artificial intelligence, software, and futuristic user interfaces are also in demand.

Small business – Show how small businesses use tech devices, software, and AI-generated (AIGEN). Customers also want to see how businesses automate their processes to be more efficient. Some commonly requested types of business are retail shops, bike shops, barbershops, financial advisors, flower shops, bakeries, design studios/architects, delivery companies, small corporate offices, and cafes/restaurants.



Industrial systems and robotics in action

Create visuals where advanced technology feels integrated, purposeful, and tied to real-world human outcomes. **Prioritize contextual, human-centered, and contemporary scenes.** Avoid generic or staged robot imagery.

Intelligent industrial operations - Capture modern industrial environments with connected machines, data interfaces, and human interaction in real time. Focus on manufacturing, R&D (research and design), and smart production lines with visible monitoring systems (SCADA/data monitoring) and automated workflows.

Robotics in real-world applications - Show robots actively working in real settings such as warehouses, farms, hospitals, and retail. Prioritize task execution in logistics, production, inspection, and automation over staged or isolated setups.

Human-robot collaboration - Depict people and robots working side-by-side in supervision, programming, or shared tasks. Focus on engineers, technicians, and operators in manufacturing, maintenance, and inspection workflows.

AI-powered physical systems - Visualize AI-driven robotics such as computer vision, predictive maintenance, and automation decisions with subtle data overlays. Align with high-demand concepts like robotics engineering and intelligent systems.

Daily AI

Customers want visuals that depict how AI-generated technologies are used in our normal lifestyles. Show people interacting with an AI tool while at home, work, commuting, or socializing.

Consider overlaying subtle text bubbles that suggest the subject of the content is interacting with an AI to support a task.

Please do not include graphs in your content and avoid a blue or clinical aesthetic. Customers prefer warm tones and a natural human feel.



Embracing analog

Young generations are drawn to analog technology that yield lo-fidelity and nostalgic results. We expect this trend to stick around for a while so consider including some of the following into your work:

- Film cameras (SLR & Point and Shoot)
- Disposable cameras
- Vinyl records, CDs, and cassettes
- Flip phones
- Typewriters
- Analog alarm clocks
- Even early digital cameras are having a moment



Models and Styling



Casting

Focus on casting Hispanic, Japanese, and Black talent. Representing different ethnicities, genders, ages, and people with disabilities makes your content more unique to customers.



Devices

Remember to remove any trademarks from the devices featured in your content. Also, while unmarked, consider devices from different brands – customers want to see a variety of device manufacturers represented.

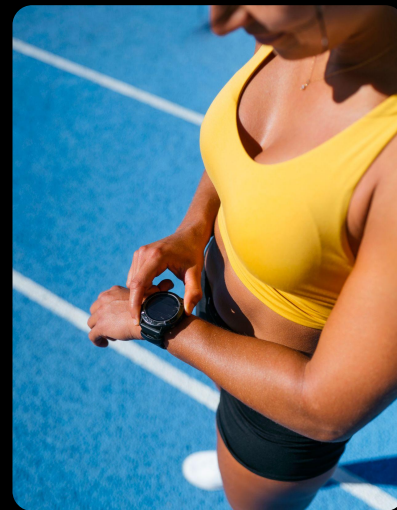


Aesthetics

Customers want technology visuals to be warm and feel human. Consider using warmer tones (not blue tones we usually see with tech content). Visuals should appear candid and ordinary. Also, play around with angles!

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 also true 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, 2304x4096
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.

Important! Shutterstock does not allow AI-generated content to be submitted by contributors for licensing on our platform. Your content can depict scenarios of AI-gen technology in everyday life but the images and videos should not be AI-generated themselves.

Please make sure the content you submit to this brief does not include 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.

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 **sstkTechnology** when submitting content for this request! The following pages contain 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.

academic articles, artificial intelligence content creation, artificial intelligence stroke, asian analysis, asian analytics, assembly line, assembly line worker, channels distribution, chart laptop, chatting computer, chinese watching tv, classroom computer, communications agency, completing form online, computational sciences, computer tracking, computing university, content performance, corporate webinars, dashboard person, dashboard room, data analysis on screen, data computers, data face, design ui ux, design ux, digital algorithm, digital document isolated, digital execution, digital industry, digitalisation enterprise, digital learning children, digital publicity, digital tv, disability using laptop, director of production, doctor covid, doctor labs, doctors in laboratory, electronics and robotics, engineer hard hat, entertainment ai, enterprise environment, factory inspection, factory production, factory production line, heart artificial intelligence, high school online class, holding laptop mockup, house internet, icons hologram, industrial design, industrial inspection, industrial technology, information management systems, machine maintenance, manufacturing process, mechanical design, operator, pharmaceutical automation, phone call car accident, process driven, product inspection, production supervisor, programmer java, project management engineer, robot engineer, robotic engineer, scada, scada system, search on laptop, searching for a home, software development, storytelling business, strategy laptop, student virtual class, students with headphones, team on laptops, technician, technology companies, videos online, virtual business address, warehouse scanning, web journalist, website mockup laptop, website screen mockup, workplace tv

Top sstkTechnology keywords



Conceptual Keywords

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

ai with person, assembly line production, business consultant online, cloud intelligence, communication organization, continuous evaluation, creativity artificial intelligence, digital acceleration, digital economy concept, digital execution, digital innovation ai, digital learning children, digital transformation in business, digitalisation enterprise, electronics and robotics, engineering systems, enterprise environment, entertainment ai, facilities worker, factory operations, future automation, future of delivery, hologram engineering, industrial automation, industrial inspection, industrial leadership, industrial manufacturing, industrial research and development, industry digital, information business, information management systems, integration systems, machine operation, maintenance workflows, process driven, production facilities, production systems, productivity laptop, product inspection, robotics engineering, scientists research, smart factories, storytelling business, sustainability science, sustainable communication, team contract, technology companies, virtual business address, virtual conference screen, virtual management, virtual tutoring, warehouse operations, workplace tv



shutterstock

Thanks!

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

Image Credits: PeopleImages, Westend61 on Offset,
Media_Photos, Maskot Images, Johner Images, Addictive
Creative, DREAM Initiative Gallery, Makistock - Offset, Halfpoint,
Frame Stock Footage, Dragana Gordic, Dean Drobot,
Hryshchyshen Serhii