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sstkEmotions

A Shutterstock Content Brief





Overview

Moments of Genuine Feeling

Customers are looking for content that reflects the full range of human emotion. Emotional expression shows up in moments of joy, surprise, relief, sadness, love, respect, and the playful interactions of friends.

Authentic visuals capture these emotions as they happen in real life, through natural expressions, gestures, and interactions rather than posed or overly styled setups. Showing diversity in age, background, relationships, and ways people express emotion helps create content that feels relatable and inclusive.

This brief highlights areas where authentic emotional expression is needed. Include the keyword **sstkEmotions** when submitting content to help customers discover your work.



Scenarios

Love, Respect, and Affection

Showing Care: A person gently comforting a loved one, through a hand on the shoulder, a reassuring hug, or a warm smile. The focus is on subtle, authentic gestures that convey support.

Quiet Moments Together: People sharing calm, intimate moments, such as reading side by side, holding hands while walking, or enjoying a simple conversation.

Celebrating Each Other: Small celebrations of someone's achievement or milestone, like a friend clapping quietly, a partner smiling with pride, or a family member sharing a joyful glance.

Expressions of Respect: Interactions that show appreciation and admiration, such as listening attentively, nodding in agreement, or a gentle touch that conveys understanding.



Scenarios

Everyday Joy and Surprise

Unexpected Delight: Someone reacting naturally to a small, pleasant surprise, like discovering a favorite snack, receiving a thoughtful note, or noticing something delightful in their surroundings.

Joyful Discovery: Experiencing curiosity or mild excitement in everyday life, like noticing a beautiful view on a walk, trying a new hobby, or discovering something interesting.

Simple Pleasures: Moments of contentment, such as enjoying a warm drink, sunlight on the face, or a peaceful moment with someone else. Small gestures and calm expressions capture real happiness.



Scenarios

Struggles, Reflection, and Relief

Quiet Reflection: A person sitting alone, lost in thought, processing a difficult moment or reflecting on a personal challenge. Subtle expressions capture introspection and contemplation.

Emotional Release: Someone experiencing relief after a tense or stressful situation, like letting out a quiet sigh, a gentle smile, or a relaxed posture.

Processing Sadness: A natural moment of sadness, such as wiping away tears, receiving comfort from a loved one, or sitting quietly in a thoughtful space.

Finding Support: Moments of connection during difficult times, like a friend offering a reassuring touch, a family member listening intently, or a partner showing gentle understanding.



Aesthetic Dos and Don'ts

Capturing True Emotion

Capture emotions as they naturally unfold. Approach your content like a documentary, focusing on genuine expressions, subtle interactions, and authentic moments. Both vertical and horizontal formats are encouraged, and settings should feel lived in and real rather than posed or overly styled.

While staying within commercial standards (accurate releases, no trademarks, etc.), avoid:

- Overly staged reactions or exaggerated emotions
- Forced or artificial expressions meant to “look emotional”
- Generic props or environments added solely to suggest feeling
- Cliché emotional setups that feel outdated or inauthentic

Models and Styling



Casting

Show people across a wide range of ages, body types, and abilities. Customers are particularly interested in Black, Japanese, Southeast Asian, and Hispanic models, capturing authentic emotions and interactions in everyday moments.



Styling

Style models in casual, comfortable outfits that reflect their personality and everyday life. Choose looks that feel natural, expressive, and true to each person's identity.



Aesthetics

Create a documentary feel by capturing candid moments that show real interactions. Avoid posed shots. Highlight authentic expressions, small imperfections, and spontaneous gestures that tell a genuine story.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkEmotions** content. We encourage you to use these examples as references while creating content that reflects your unique style and showcases your 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, 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!

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer.

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

Top sstkEmotions keywords



Top Literal and Conceptual Keywords.

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

anger, authentic interactions, authenticity, candid moments, caring interaction, connection, crying woman, emotional, emotional expression, everyday emotion, expressive, face expression, facial expressions, feeling good, friends hug, friendship, funny, genuine laughter, happy boy, happy student, happy toddler, heartwarming interaction, human connection, joy, laughter, mother love, natural emotion, optimistic, personal connection, playful expression, playful moment, positive, raw emotion, real reactions, relieved expression, relief, sad girl, sadness, shy, simple joy, social connection, spontaneous laughter, subtle emotion, support, surprising moment, trust, upbeat mood, vulnerability, warm smile, young people having fun, youth joy



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Thanks!

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

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