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sstkHomes: Homes & Interior Design

A Shutterstock Content Brief





Overview

Homes around the world

There is a strong opportunity to create commercial home and interior content that reflects real, lived-in spaces. Customers are moving away from perfect, studio-style homes and are drawn to visuals that feel authentic and personal. This brief encourages contributors to expand high-quality home content across a wider range of cultures, with a focus on everyday living and diverse home environments, including East Asian, Hispanic, Black, Middle Eastern, and Southeast Asian households. Together, these stories help represent how people truly live around the world.

Please include the keyword **sstkHomes** when submitting content.



Scenarios

Interior spaces shaped by real life

Focus on these top-performing scenarios. You can choose to portray these spaces with or without people, however the content should feel local and lived-in.

- **Diverse luxury living:** High-end villas and luxury lifestyle scenes featuring East Asian, Hispanic, or Black families enjoying sophisticated yet relaxed environments.
- **The authentic home office:** "Small office" setups and people using laptops at home, focusing on Middle Eastern or South Asian models in realistic, non-staged workspaces.
- **Mundane household tasks:** Everyday activities such as "mopping the floor," "studying at home," or "buying furniture" captured with local cultural nuances in dress and decor.
- **Modern architectural entrances:** Interior design for shared residential lobbies and transitional spaces like modern apartment entrances featuring diverse residents.



Scenarios

Natural, unstaged homes

Outdoor living & relaxation: Scenes on balconies, terraces, or in "home outside" gardens, showing families of diverse backgrounds relaxing in their private outdoor spaces.

Realistic bathroom & self-care: Authentic bath and showers spaces that move away from sterile environments to show real, lived-in family bathrooms.

Multi-generational connections: Grandparents and children interacting in a cozy home environment, particularly emphasizing Middle Eastern or East Asian family structures.

New home milestones: Relatable "moving in" scenarios, such as unpacking boxes in a new apartment or a young couple celebrating their first home.



Scenarios

Cultural details from real life

When creating visuals for customers searching for Home and Interior Design content, remember to prioritize:

- Real homes, not staged studios
- Natural light
- Everyday details and small imperfections
- Culturally specific details that reflect real life
- A documentary style or real-life approach

These visuals should feel human and sincere, not artificial or computer-generated.

Models and styling



Relatable people

Center real people and real use to ground scenes in everyday livability. Feature East Asian, Hispanic, Black, and Middle Eastern individuals to close representation gaps, choosing people who feel natural in the space. Show a range of ages to reflect diverse households and evolving needs.



“Lived-in” aesthetic

Styling should feel unpolished and relatable, moving away from sterile aesthetics. Use natural light and include everyday clutter like coffee cups on desks, visible cables, or open books to signal productivity and life.



Tech & sustainability

Integrate modern technology, such as smart home devices or laptops, as a seamless part of daily life. Styling should also nod to sustainability through habits like recycling, second-hand furniture, or urban gardening.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **Home and Interior Design** content. For more examples, view this content collection. We encourage you to use [these examples](#) as references while creating content that is also sincere 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, 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.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concept into your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

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

Top home and interior design keywords

Literal Keywords

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

Apartment, Architecture, Asian luxury, Baby on bed, Balcony view, Bathroom design, Building lobbies, Buying furniture, Community center, Cozy home, Custom home, Dream house, Family home interior, Furniture showroom, Futuristic office, Healthy home, Home laptop, Home outside, Indian family home, Interior decorator, Luxury lifestyle, Luxury pool, Luxury swimming pool, Mopping floor, Nature home, Outdoor architecture, People planting trees, Realtor, Senior living, Small office, Studying at home, Sustainability office, Terrace, Villa, Wall painting

Conceptual Keywords

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

Approachability, Atmospheric, Authentic, Balanced tones, Candid moments, Cinematic, Connection, Cultural resonance, Day to day, Docu-style, Flexible, Global authenticity, Grains and textures, High-end, Human-centered, Imperfections, Inclusive, Interior design, Innovative, Lived-in, Localized, Meaningful, Modern, Natural lighting, Nostalgic, Personal, Productivity, Purposeful, Quiet luxury, Realism, Relatable, Sensory-driven, Sincere, Sustainable



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Thanks!

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

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