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sstkFamily: Mother's Day

A Shutterstock Content Brief





Overview

Everyday Moments for Mothers

Mother's Day is built around everyday connection, appreciation, and the relationships that shape family life. From quiet moments at home to shared activities and simple gestures of care, these scenes reflect how people express love in real and personal ways.

Shutterstock customers are looking for authentic photos and videos that represents all stages of motherhood and all types of families, including multigenerational households, single mothers, and same sex parents across diverse cultures.

When uploading your work, include the keyword **sstkFamily** so customers can easily find your content.



Scenarios

Everyday Motherhood and Connection

Unscripted moments that capture the daily bonds between mothers and their children, showing care, support, and shared life.

Morning Routine: Mom and children starting the day together in the kitchen or living room, sharing quiet moments like making breakfast or talking before school and work.

Homework and Learning: Mom assisting kids with schoolwork, reading together, or engaging in creative projects at home.

Play and Leisure: Outdoor play in the yard, park, or backyard, board games, sports, or casual fun inside the home.

Mealtime Moments: Family cooking together, eating, or cleaning up after a meal, capturing cooperation and everyday life.

Quiet Connection: Mom and child reading, cuddling, or talking one-on-one, showing emotional intimacy and comfort.



Scenarios

Mother's Day Celebration and Appreciation

Moments where families intentionally show love and gratitude, highlighting gestures, shared experiences, and personal connections without feeling staged or cliché.

Breakfast or Brunch Together: Mom enjoying a homemade meal with kids or adult children, showing care and togetherness without over-polished setups.

Handmade or Personal Gifts: Children presenting handmade cards, crafts, or small thoughtful gifts, capturing genuine joy and pride.

Quality Time Outdoors: Walking in the park, gardening together, or casual outings.

Phone or Video Calls: Children connecting with moms who are far away, highlighting long distance relationships and emotional bonds.

Special Activity at Home: Baking together, movie nights, or a shared hobby.



Scenarios

Diversity of Modern Families

Highlighting the variety of family structures, cultural backgrounds, and generational dynamics to reflect today's motherhood experiences.

Multigenerational Households: Grandparents, parents, and children sharing time together, such as meals, play, or storytelling, capturing cross-generational bonds.

Single Mothers: Everyday life moments showing single moms balancing care, work, and family connections in authentic settings.

Same Sex Parents: Moms with children in same sex households, showing routines, celebrations, and playful moments that feel natural.

Cultural Traditions: Families observing cultural or religious traditions related to motherhood, from meals to rituals to small celebrations.

Honoring Mothers Who Are No Longer Here: Adult children or grown family members quietly remembering a mother who has passed through photos, a favorite spot, or lighting a candle, showing reflection, love, and memory.



Aesthetic Dos and Don'ts

Authentic Mother's Day Content

Capture Mother's Day celebrations and everyday moments as they really happen. Treat your work like a documentary, showing real gestures, shared experiences, quiet moments, subtle emotion, and the mess, chaos, and challenges that come with everyday parenting. Vertical and horizontal shots are equally encouraged. For inspiration, check out this collection.

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

- Overly produced scenes or perfect setups
- Stiff or posed expressions
- Generic or empty environments like white backdrops
- Exaggerated emotion or cheesy visual tropes

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkFamily** 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, with everyday clothing, textures, and colors that feel effortless and reflect real family moments on Mother's Day.



Casting

Include diversity in ages, abilities, body types, and ethnicities. Customers are especially interested in Hispanic, Japanese, and Black models.



Aesthetics

Aim for a natural, candid 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 **sstkFamily** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkFamily: Mother's Day keywords

Literal Keywords

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

activity, adult, baking, boardgame, breakfast, brunch, card, child, children, cooking, craft, daughter, dining, family, father, flowers, flower, garden, home, hug, indoors, kitchen, meal, mother, mother's day, mom, multigenerational, outing, parent, phone, picnic, play, present, reading, reunion, remembrance, schoolwork, shopping, son, spring, table, tradition, together, visiting, walk, weekend, women, young

Conceptual Keywords

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

admiration, affection, appreciation, appreciation day, bonding, care, caring, celebration, cheer, childhood, closeness, connection, devotion, delight, emotional, emotional bond, enjoyment, family bond, family time, fulfillment, gratitude, heartfelt, happiness, happiness moment, honor, joy, laughter, love, love moment, memory, mom's day, nostalgia, nurturing, parenthood, playfulness, pride, reflection, recognition, relationship, sentiment, sentimental, sharing, support, tenderness, thoughtfulness, togetherness, trust, warmth, wellbeing



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Thanks!

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

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