

shutterstock

sstkArtVisuals

A Shutterstock Content Brief





Overview

Design-forward art visuals

Shutterstock customers are actively searching for design-forward “art” visuals that feel premium, intentional, and modern. They want content that can instantly elevate a brand and be used in campaigns, websites, packaging, publishing, and social.

The highest-demand requests focus on:

- **Creativity as a concept** (imagination, ideas, “creative thinking”)
- **Painting and making** (hands-at-work, studio moments, textures, technique)
- **Human form as art** (movement, ballet, silhouettes, abstract figure studies)
- **Bold design aesthetics** (vibrant color, black & white, drawing/illustration, graphic design energy)

Think of gallery poster, culture magazine, luxury branding, **not generic stock**. Aim for clean composition, strong lighting, and intentional styling.

This brief highlights areas where design-forward art visuals are needed. Include the keyword **sstkArtVisuals** when submitting relevant content.



Scenarios

Creativity as a concept

Customers need modern visual metaphors for creativity. These visuals are used to represent innovation, inspiration, brainstorming, and original thinking. They want images that feel fresh and artistic, not corporate clichés.

- **Conceptual portraiture:** profile or head silhouette filled with abstract paint texture
- **Double exposure/collage style:** person + layered graphics/hand-drawn marks (clean and modern)
- **“Idea moment” without clichés:** hands sketching a bold concept on white paper with negative space
- **Creative studio still life:** curated tools, sketchbook, strong light, clean styling (not messy)
- **Avoid:** sticky-note meeting rooms, people pointing at whiteboards, cheesy lightbulbs.



Scenarios

Painting and making

Customers search for painting content that feels authentic and premium. They want to see the creative process, craftsmanship, and tactile detail. This content is often used as backgrounds, editorial storytelling, and brand design assets.

- **Macro textures:** brush strokes, thick pigment, palette-knife layers (make clean sets in 3–5 colorways)
- **Hands-at-work:** tightly framed visuals of an artist mixing paint, loading a brush, pulling a stroke across canvas
- **Atelier scenes:** minimal studio setup with intentional lighting and negative space
- **Mural / large-scale painting:** wide shots, detail shots, or images of an artist working. We suggest depicting modern color blocks in these murals.
- **Avoid:** cluttered craft-table chaos, dull flat lighting, “DIY home painting” vibes

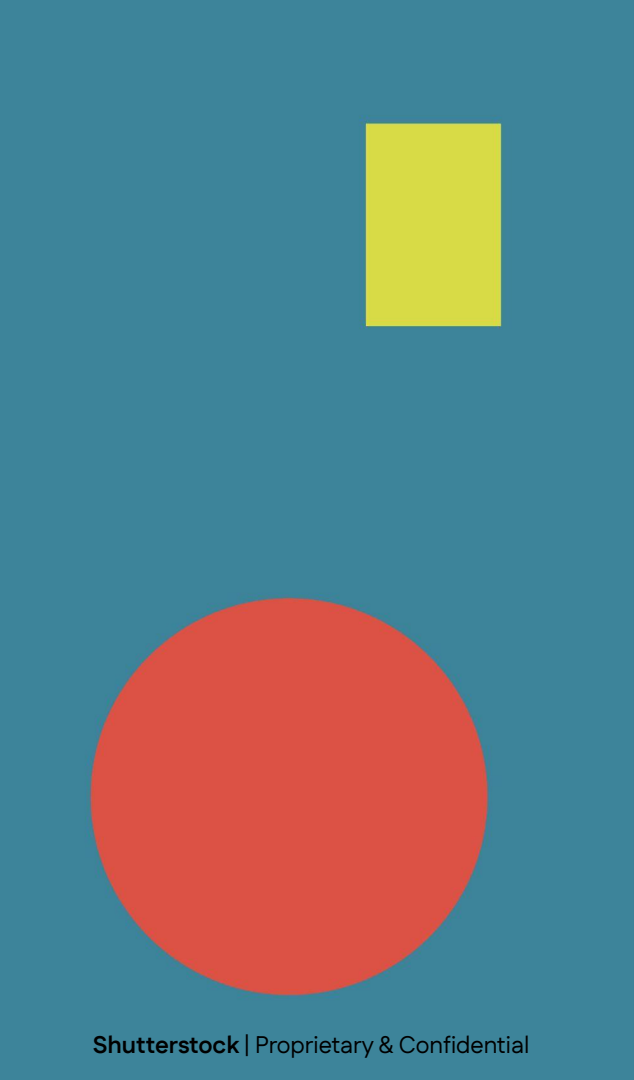


Scenarios

Human form as art

Customers want the human body represented as shape, line, emotion, and motion. These visuals are often used in fashion, wellness, culture, and design-led campaigns. The strongest demand is for movement and silhouette-driven compositions.

- **Ballet / dance in studio light:** strong side lighting, clean background, crisp body lines
- **Silhouette series:** full-body and profile silhouettes with bold negative space (both black and white and in color)
- **Abstract figure studies** (clothed): cropped body shapes, fabric movement, shadow play
- **Gesture and emotion:** minimal portraits focused on expression, hands, posture (graphic composition)
- **Avoid:** casual snapshots, busy locations, anything that reads as personal phone footage



Scenarios

Design aesthetic assets

Designers need strong visual assets that can carry typography and layouts. They search for content that is aesthetic, bold, and graphic. They want especially vibrant color and high-contrast black & white.

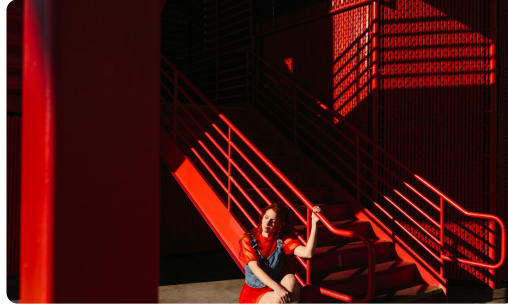
- **Vibrant “design background” sets:** color blocking, abstract shapes, painted gradients, clean textures
- **Black & white high-contrast:** silhouettes, hands drawing, dramatic shadows, minimal scenes
- **Drawings and sketching:** pencil-on-paper, line work close-ups, clean desk styling, copy space
- **Graphic designer vibe:** modern tools and clean composition (no visible logos), purposeful mess (minimal)
- **Avoid:** generic flat lays, outdated “clip-art” style, overly busy backgrounds.

Models and Styling



Models

Prioritize Black/African American, East Asian, Southeast Asian, Hispanic, and African people. Feature real-life dancers, artists, makers. Use silhouettes/anonymous figures when the concept benefits from shape and movement over identity.



Styling

Keep it modern, minimal, and logo-free with a premium editorial feel. Deliver high-contrast black and white and bold vibrant color, with clean backgrounds and negative space.

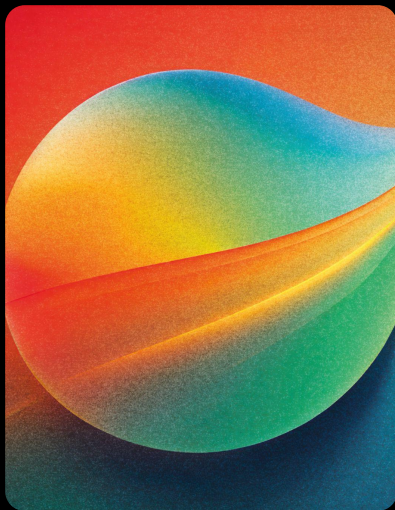


Execution

Make the idea instantly readable: movement for ballet, strong backlight for silhouettes, texture and hands for painting, curated workspace for creative design.

Visual Examples

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

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer. The more descriptive metadata you provide, the more likely a customer can find and license your content.

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

Top sstkArtVisuals keywords

Top literal and conceptual keywords

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

abstract human forms, acrobat, acrobatic, acrobatics, aesthetic, aesthetics, aesthetics and artistry, agile, animation, art and design concepts, art groups and concepts, arts, atelier, augmented reality, ballet, beautiful, beautiful woman, black and white photos, cinema movie, create, creative, creative business concepts, creative concept, creative concepts and events, creative design, creative ideas, creative work, creativity and inspiration, creativity concept, double exposure, drawing, editorial, elegant lifestyle, face, faces, family silhouette, fashion, fashion model, flexible, flexibility, futuristic, gymnast, gymnastics, human, humans, images, imagination, imagination and creativity, imagination concept, jump, jumping, lifestyle, metaverse, mixed reality, modern technology, painting, people abstract, phones and tattoo art, photos collage, pilates, pilates reformer, playful, sculpting, self-expression, silhouette, silhouettes and outlines, stretching, tai chi, tattoo, think big, transform, transformation concept, unique, vibrant, virtual reality, vr, yoga, yoga class, yoga mat, yoga poses



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Thanks!

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

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