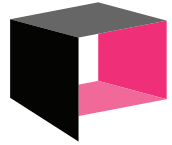


## SUGGESTED SHOT LIST

# LIFESTYLE: DIVERSITY

rev 6/2008



### General - applies to all races - we need:

Every other shotlist included in any other section of the School of Stock, but done with models across the major ethnicities

- Diverse kids learning - kids in classrooms, doing homework, any learning scenarios portrayed with diverse groups, and as individual shots across the races. Classroom settings where the teacher is non-white.
- Parent-child scenarios in non-white families (kids being scolded, or riding bikes with parents)
- Portraits across the races
- Multi-ethnic affluent seniors (see Active Seniors shotlist)
- Pictures of different ethnicities outside of America - in Asia, the Middle East, modern Africa (not National Geographic! People in classrooms, teaching, business, families - images portraying day-to-day life.)
- Feet of all colors
- Diversity in the workplace
- Any diverse healthcare images (doctors in a hospital or clinic, doctors with patients) where the doctors and patients are a mix of ethnicities.
- Social diversity - a racially-mixed group of people at a restaurant or party - people of different races hanging out together and having fun
- Women/beauty shots across the

races

- Business images showing diverse people over the age of 40
- Fitness images across the races
- Diverse crowds that don't look staged
- Construction - portraits and group shots of multi-ethnic workers
- Ethnically and age diverse lifestyle shots of normal, lower/middle class people - non-whites are often over-portrayed as geniuses, millionaires or leaders!
- Diverse group of kids in school bus
- Diverse teens hanging out
- Ethnically diverse holidays
- Modern multi-ethnic families
- Babies and toddlers
  - Non-white and non-black babies
  - Non-white babies potty training
  - Kids where sick - colds and flu's
  - See extended shotlist under 'Kids' article

### Middle Eastern and Indian:

- Lifestyle across every possible scenario- from pregnancy and babies, to kids learning, youth culture, families, business and adult situations, and retirement.

### African American - existing stock is very dated and recycled:

- Families
- Portraits of men and women
- Women with short hair
- Beauty pictures of black women (skin, beautiful nudes, feet, body shots)
- 20-something's hanging out or

studying, using technology (non-stereotyped, not looking like MTV - real college kids)

- 30-something's hanging out or general lifestyle pictures in this age range
- Chefs (cool, contemporary chefs, not a hotel dude in a hat!)
- Mothers/daughters
- African American seniors
- African Americans near water or interacting with nature
- Contemporary lifestyle images of black women
- Black couples
- African Americans using technology
- Black women getting hair done by black stylists

### Asian:

- Asian seniors
- Asian bank employees
- Asian men + women over age 50

### Hispanic:

- Hispanic home owners
- Children
- Families
- Seniors - over 50
- Couples (show wardrobe isn't dated)

### Native American:

- Children
- Native Americans doing everyday activities (non-ceremonial)

### Gay and Lesbian:

- "REAL" gay + lesbian lifestyle

Learn what makes stock photography sell:

<http://blog.photoshelter.com/school>

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