



Shoot! The Day

2008 Shot List Suggestions



Wherever you are on July 20th, PhotoShelter wants you to Shoot! The Day. The mission is to revitalize stock photography. Thousands of photographers worldwide will connect, take pictures, and learn. Together we'll make the stock photo supply fresh again.

LEARN MORE: SCHOOL OF STOCK

blog.photoshelter.com/school

LICENSE YOUR PHOTOS

photoshelter.com

We recently surveyed hundreds of the world's heaviest users of stock photography. Turns out, they're pretty upset with the lack of fresh, quality images in several categories. So, we're kickstarting a global effort to replenish the stock photo supply in the areas of greatest buyer demand. In doing so, we'll also create success for photographers who want to sell their work as stock.

We've established the following five categories based on image buyer demand:

- Families & Kids
- Active Seniors
- Youth Culture
- Business & Technology
- Still Life

Across each category, you're encouraged to get creative and to shoot images that accurately reflect the diversity of modern society and culture - something that's sorely missing in stock photography today.

You can find more specifics on these content areas the School of Stock (blog.photoshelter.com/school).

PRODUCTION VALUE

We can't stress enough the importance for images that are properly exposed, well-composed, artfully styled and directed. Paying attention to these details often make the difference between a great image, and one that is rejected.

Also, we encourage you to delve into the School of Stock to understand the differences between a photo and a stock photo. There are many types of photography, and a great art photo might not necessarily make a good stock photo.

SOS Article on *Production Value*:

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

SHOT LIST

The following pages contain suggested situations and objects that you might consider photographing as stock as developed by our sales reps, editors and production teams. It is by no means definitive, but it will give you a sense of how to approach developing a stock shoot.

Remember to get model releases as much as possible as it will increase your sales opportunities for higher paying advertising usage. Avoid inclusion of trademarks in your photos, as you cannot license these images commercially.



Active Seniors

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Suggested Shot List

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HEALTHY LIVING/ACTIVE

- Seniors playing the Wii
- Seniors playing the piano
- Seniors playing the cello
- Seniors doing yoga or stretching or meditating
- Seniors with healthy groceries
- Close-ups of hands holding wimote, playing piano (think arthritis before/after shots)
- Seniors self massaging their hands (think arthritis pain)

MORNING RITUAL-KITCHEN/LIVING AREA

- Seniors in kitchen-morning ritual
- Seniors eating healthy foods-yogurt, fruit
- Seniors making coffee
- Seniors reading the paper
- Seniors cooking meal
- Seniors taking their meds/vitamins
- Seniors doing crossword puzzles
- Seniors opening a pill bottle **
- Pill bottle(s) on counter or in bathroom
- Seniors reaching for things in higher places
- Seniors with kitchen appliances-juicer, coffee maker, toaster, dishwasher

OFFICE/TECHNOLOGY SHOTS

- Seniors talking on the phone (landline and cell phone)
- Seniors doing paperwork/bills (think insurance paperwork, financial svcs companies etc.)
- Seniors using latest technology-laptops, cell phones, ipod, cameras,

PORTRAITS/PROFILES

- Cover all emotions -nothing too exaggerated - happy, relaxed, satisfied/good life, tired, worried, stressed, depressed, concerned
- Specifically do a series by a window - looking out window with various emotions
- Seniors being contemplative (depression stories)
- Hand shots/Feet shots

COUPLES SHOTS

- Seniors being together as a couple
- Seniors DIY projects
- Seniors watching tv
- Seniors lying in bed
- Seniors eating dinner together
- Seniors drinking orange juice
- Seniors being affectionate with each other
- Seniors dancing together
- Seniors being light hearted
- Seniors reading a book-quiet time

MORNING RITUAL-BATHROOM AREA

- Seniors in the bathroom
- Seniors weighing themselves
- Seniors doing their hair
- Seniors grooming themselves-looking at skin (esp women), hairline (esp men)
- Seniors brushing their teeth



Active Seniors

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Suggested Shot List

Most buyers consider seniors to be between 50-60 years old

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BEDTIME

- Seniors lying in bed
- Seniors sleeping in bed
- Seniors not sleeping well
- Seniors setting the alarm clock
- Seniors bedside table-water, pills, book
- Seniors reading in bed
- Seniors watching tv in bed
- Seniors being slightly intimate in bed
- Seniors & relationship issues
- Seniors sleeping back to back (think viagra 'before' pictures - frustration, non-intimate)



Youth Culture

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COED

- exchange of phone numbers
- flirting
- drinking together
- dancing
- arguing
- sitting together
- physical closeness w out kissing
- jealousy/relationship issues
- Money-guy buying drink for girl, girl buying drink for guy
- Cheating/infidelity issues
- Bartender with patrons

GIRLS HANGING OUT

- girls talking in bathroom together
- girls in bathroom making themselves up
- 2 girls flirting
- stall shot showing 2 girls feet
- bathroom line
- Girls with pregnancy test box (ie not in a party environment - if the bathroom can be made to look like home)
- Girls arguing/catfights
- Girls night out (group of girls having fun, eating, dancing, hanging out)
- Girls shopping together (if can use outside or inside area for that?)

GUYS HANGING OUT

- guys huddled together at bar
- guys checking out women
- guys night out
- 2 guys flirting

PARTY SCENE/GROUP SHOTS

- crowd shots/aerials - can it look like a concert shot? Crowd of people partying/having fun.
- bottle/table service - upscale bar scene. Upscale drinks, waitresses etc.
- people looking really wasted /vulnerable/depressed - dark side of partying
- end of the party/closing down the bar scenes
- party climax scene - total rage scene - fun
- people getting in line outside a club/velvet rope
- paparazzi outside of club shot with girls/guys
- DJ's in their booth scenes-including close up shots of DJ spinning, gear etc.
- people drinking different types of drinks/toasting
- eating together

YOUTHS USING TECHNOLOGY

- texting each other/alone
- taking pictures of each other with their phones, etc
- bluetooth headsets
- headphones
- pda's, ipods, laptops, cell phones, iphones, sony PSP's, with digital cameras or higher end cameras/polaroids



Youth Culture

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OUTDOOR PATIO SHOT LIST

- use patio for shots that look like they are out at club but also style it to look like private residence
- get pictures with skylines/no skylines (so could be NYC specific or generic)
- dinner party/bbq scenes (ie styled as private residence)
- home rooftop scenes - not at a party, just kids hanging out during the day. Skateboarding + other activities if you can.
- people at a table eating

PORTRAITS

- get portraits of everyone - alone & together in different combinations
- DJ, bartender - the service staff at a club
- intimate moments/couples
- looking at one another
- tattoos if any of the models have them
- variety of emotions- looking happy and psyched, but also drug abuse/alcohol illustrations, depression, etc.



Business

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- *Models should look friendly + approachable. Some in suits but a lot of business casual/contemporary wardrobe.*
- *Office environment should range from traditional/cube etc to more realistic looking office - more casual, no cubes, but not too funky.*
- *Biggest complaint from buyers is that business stuff looks too posed. Also, can never use anything where blouse too low cut etc. Keep it modest.*
- *Make sure diversity in group shots - races and genders and ages - but in realistic groupings.*

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GROUP SHOTS

- conference room meeting
- someone doing a presentation
- someone in meeting speaking animatedly - talking with their hands
- environmental shots from meeting - eyeglasses on a notepad, calculator next to note pad w pencil, etc.
- series of shots about the meeting - the whole meeting, shots w two of the people together, etc. - tell a story.
- someone getting/doing training
- 2 people having a meeting across a desk - someone listening to another person and paying attention/being engaged
- interacting at a cubicle
- client meeting scenes - a sales meeting/pitch
- receptionist behind a desk, working, greeting someone
- people hovered looking at something on a screen
- business people shaking hands/high fiving/fist bumping
- conference room working lunch
- people on break in lounge socializing
- people at the water cooler/kitchen etc.
- business people in different fields - architect, advertising, IT, sales rep, realtor - specific jobs and not necessarily corporate

INDIVIDUALS

- people working at their desks. Not looking at camera, and looking at camera. Candid - like someone called name and they looked up or around their shoulder.
- people on computers - not looking at camera, should be taken from behind or some other angle. Also, not just typing on computer - should still look friendly + approachable
- person talking on phone - not looking at camera, looking at phone or computer or taking notes - doing what someone would normally do.
- people using office equipment - scanners etc.
- people wearing headsets
- people texting on their phones/bberries/pda's
- people reading reports, papers, manuals
- home office/telecommuting shots
- people drinking coffee/eating at their desks
- job interview
- young people looking energetic and ambitious - just starting in their careers - on the way up
- business person looking over cubicle
- business person welcoming you into their office

PORTRAITS

- Varied emotions- success, stress, contemplation, confidence, looking to future
- varied environments- at desk, in boardroom, tight and wide crop
- styled both with suits and more casual
- indie business people - advertising kid, people in hip industries in cities



Business

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SMALL BUSINESS

- Portrait of proud small business owner
- Restocking shelves
- Preparing invoices
- Paying bills
- Payment transaction at the store counter
- Taking inventory
- Buying supplies
- Men & women working with tools

CONCEPTS

- innovation
- connectivity - global communication - transmitting information across the airwaves - some way to demonstrate this
- problem solving (like rubik's cube, but something that isn't trademarked)
- checking numbers twice, looking at things closely. Diligence.
- teamwork/group project
- making life easier (think a company that wants a picture to illustrate that their product made your task/business life easier somehow)
- success - excited because won an account or finished a project, not jumping up and down, but gratified
- disorganization/stressed out in office
- providing customer service/taking care of customers

OUTDOOR

- People doing business outside the office - having lunch/ restaurant/coffee shop
- Using blackberry on the street - doing deals/using technology on the go
- Traveling/with suitcase

ENVIRONMENT (NO PEOPLE)

- still life/interior shots of conference room, office, main objects:
- office chair + desk
- computer
- keyboard
- pencils/pens
- mousepad
- blackberry
- post it notes
- highlighter
- safe
- cubicle
- desk lamp
- computer server
- telephone
- file cabinets
- paper clip
- stapler
- scissors
- tape dispenser
- stock market chart
- water cooler
- newspaper



Business

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ENVIRONMENT CONT'D

- coffee mug
- conference room
- briefcase
- calculator
- photocopier
- fax machine
- drafting table
- business card
- spreadsheet
- fountain pen



Families & Kids

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MORNING RITUAL/KITCHEN

- eating breakfast/cooking
- getting kids ready-backpacks/shoes/jackets/homework
- healthy foods-OJ, cereal, fruit
- packing lunches
- chores- dishes, trash
- working mom- in home office, wearing suit,
- rushing out the door/ coming back from work and school

MORNING RITUAL/BEDROOM & BATHROOM

- alarm clock
- getting out of bed
- getting dressed
- brushing hair/teeth/grooming
- messy bedroom
- weighing (on scale) - kids and adults
- taking vitamins
- chores-making bed, cleaning room

NIGHTTIME

- parent reading to/with child
- family dinner-cooking and eating/healthy foods
- mother and father w/ bills and paperwork (positive and negative)
- family around the computer
- all combinations- parent and child, siblings together
- board games/video games

CONCEPTS

- working mom- in home office, wearing suit, using blackberry, multi-tasking b/w technology and kids
- stay at home dad making breakfast, getting kids ready, w/ groceries, homework
- overextended kids- lots of extracurriculars

ACTIVITIES

- father/son playing catch
- parent with child doing homework
- family watching tv together
- woman gardening
- daughter and mother -cooking, primping
- if access to outdoor space - all kinds of outdoor activities - in park, in car etc.

COUPLES

- being happy/intimate
- fighting/tension
- in bed-lighthearted and tension (not too sexy)
- watching tv
- reading in bed
- new couple buying/bought first house

PORTRAITS

- straight portraits of all subjects- varied emotions, tight and wide



Still Life

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INGREDIENTS – SUPERMARKET

- cheeses
- vegetables/produce
- herbs/spices/loose tea -fresh uncut
- bread
- milk
- eggs
- fruit
- oil
- soy sauce
- sugar/flour/salt/pepper
- rice
- tea bags
- meat

HOUSEHOLD

- alarm clock/wall clock
- telephone
- scale
- kitchen utensils-whisk, pans, knives
- empty containers/bowls
- empty box
- blank paper pinned to wall
- maps
- compass

BUSINESS ITEMS

- computer
- keyboard
- mouse pad
- blackberry
- post its
- highlighter
- desk lamp
- paper clip
- stapler/staples
- scissors
- tape dispenser
- newspaper
- calculator
- envelopes
- notebook
- fountain pen

MEDICAL – FROM PHARMACY

- tissue box
- band aid
- thermometer
- pills
- bottle of pills
- vitamins



Still Life

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MISCELLANEOUS HOUSEHOLD

- Sunglasses
- Passport
- Bookmark
- gum
- toothbrush
- slippers
- socks
- calendar
- lunch box
- paper bag/plastic bag
- stamps
- glass of water
- ziplock bags

PERSONAL FINANCE

- Invoice
- Late payment notice
- Bills
- Company credit card
- Accounting Ledger/ Checkbook
- Traditional business signs
- Travel tickets (plane, train)
- Passport
- Expense Report
- Loan application
- Rejected loan application

CONCEPTS

- downturn in economy
- recession
- inflation
- weak dollar
- gas guzzlers
- rising energy costs