CREATIVE BRIEF - FALL 2015

- Fall 2015 Creative Brief -

Hello Spaces Contributors! We hope you enjoyed the wonderful summer weather and had a moment or two to spend with family and friends. We had an excellent summer, plenty of time to focus on family and a little R and R to get us ready for the very busy months ahead. We have always found that after our summer break we produce the largest portion of our years work in the fall. We don’t know if it is from the rest and being excited to get back to it or if the season just lends itself to stock production. Either way we wanted to share some ideas and a little direction to get you fired up for your upcoming productions.

Spaces has grown a lot over the past year and through this growth we are able to calculate the content that has shown strong sales and share that with you to help increase your own returns. To keep our collection fresh we also want to share concepts that are salable but are sorely lacking in the stock arena (yes, there are still lots of holes).

So take a few minutes to enjoy this visual feast for the creative soul. We will keep our words to a minimum this quarter and focus more on the imagery that we know are supported by strong returns. Ready!

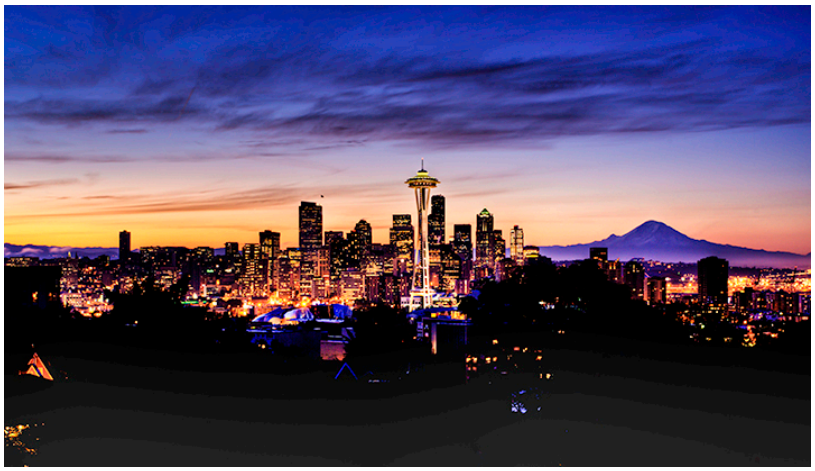
- Spaces Best Sellers -

The best way to share what is selling is to do exactly that. Here is a small collection of some of the strong sellers that have helped put Spaces Images on the map. We kept this briefs list to classic Spaces Images content. In the next brief we will share some of the sales figures from our ever growing lifestyle collection.

- Skylines -

This is a strong staple for the Spaces Images collection and we don’t expect it to slow down any time soon. Your best skylines sell well and they sell for a very long time. Do not take this job lightly,

this demands as much focus and pre planning as any lifestyle shoot you might produce. Finding the right location is the first step in producing strong skyline photos, once your location is established the only thing left to do is wait for the right weather and light. Tough to shoot a skyline in poor weather conditions, once those conditions change it is best to be prepared and know where you are going. Get your location list ready and set it aside for the right day. Here is a group of Spaces skylines we are very proud to represent.



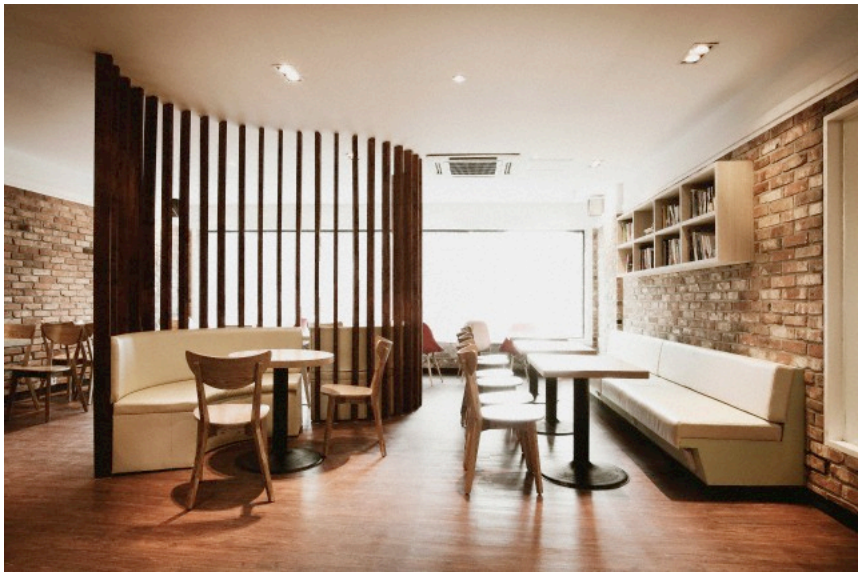
- Locations -

We thought we would give you a little push in trying to decide your next location to do a trade out with. Here are a few options that we know sell well, if you can find access to one of these choices we would be very happy to do a little brain storming or help write a shot list with you to make your efforts pay off. All of these concepts, when executed well, are in high demand from image buyers and agencies, as well as being scarce in the Spaces Images collection.

- Coffee Shops -

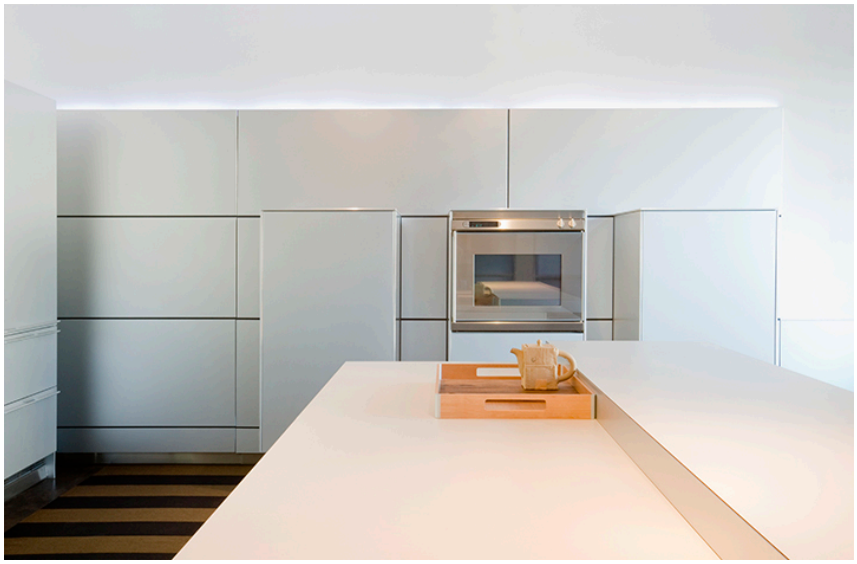
We all have a favorite spot, don’t you think its time you introduced yourself and shared the magic that you create with your barista? There is always a need for this subject to be produced well, be it still life or lifestyle. The average consumer spends $1,092 on coffee each year that is almost as much as that same person spends a year to commute.

Those are some pretty big numbers but this industry is missing a key element to drive those sales, strong stock imagery. Don’t believe us, take a spin through your favorite agency and start to look for coffee shops that are property released, almost nothing. Lots of people drinking coffee in stock but hardly any content produced of this center for social gathering. Here are a few images to help wash away the cob webs, just like a good cup of joe.



- Kitchens sell at Christmas -

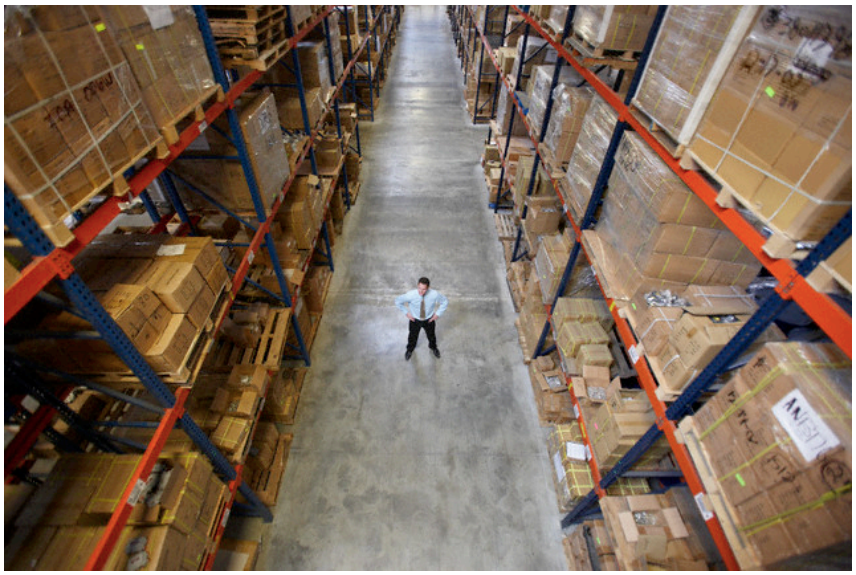
The busiest room in the house gets a big sales lift during the holiday season. So much of what is sold for the holidays centers around food and the kitchen, it isn’t surprising that sales of kitchens soar during the holiday months. Just a few samples to get your mouth watering…okay that was pretty corny :)

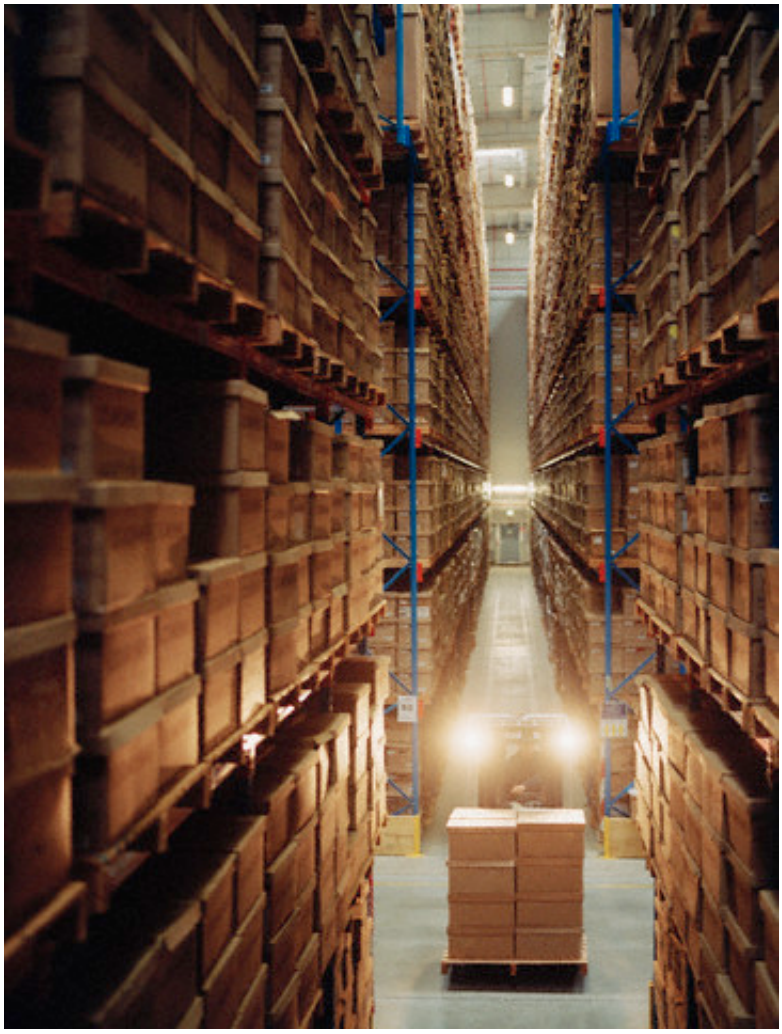


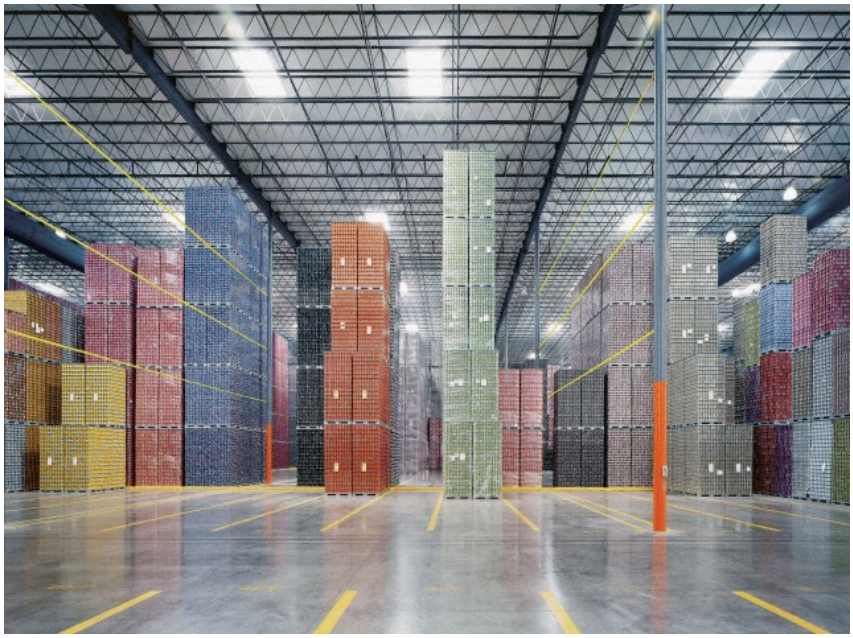
- Warehouses -

This is a tough one to get into but by being tough it keeps the average stock photographer at bay from getting these precious warehouse photos. A strong up to date warehouse can produce a large body of work in little time and without the need for additional lighting. Take the time to make some phone calls and try to track down a strong modern shipping and receiving warehouse for some trade outs. We can assure you that a days shoot in a local warehouse will make you very happy by years end. Here is some more visual motivation to get you thinking.

HANDLE
WITH CARE







- Grocery Stores -

I know I have presented this before but it is definitely worth a revisit. The sales we have seen from property released grocery stores is strong enough to get us back out and making phone calls to find the next location that will do a trade out with Andersen Ross. The sales from our own grocery store images (a total of 9) at Spaces has passed the $5,000 mark this past year and those images were all from the same shoot. We have big plans to go saturate a local grocery very soon and from what we can find online that is released there is very little competition for this billion dollar

business. Our own efforts were not grand they were more or less a recording of the space. On our next visit we plan to address a more stylized approach to capturing this highly demanded location.

GET FRESH

&Vegetables

One word of advice, as much as you want to shoot a group of shopping carts all in a row save yourself the time. There are more photos of shopping carts stacked together available in the stock industry then there are images of grocery stores…and they just don't sell, we've tried.

- Pet Fun -

We are big dog lovers here at Spaces Images. With three of our staff being of the four legged variety there is rarely a minute when they don’t offer up some opportunity for a candid moment. Those pets of yours are not only adorable they are the cheapest talent you know!

As the title says, FUN! is the key here. We don’t want you spending too much time chasing your precious pooch around the house but if you find yourself with a few minutes to spare, why not add a couple new photos to your stock portfolio and your family photo album? I spent twenty minutes outside the other day with the newest member of our team Chumley and we managed to grab two solid frames from a few short minutes.

This is also not to be taken lightly, these photos need to be professional images in every regard. This is my recipe, it is not rocket science but maybe a few helpful hints might make your results more fun than folly.

- Find a good clean location with very few distractions in the background.

- Take your pet to where the light is right for your concept. The light, as with all our work must be appropriate to the mood and message.

- Get down low! You need to be part of your pets world and trying to grab the shots that will sell from a standing position just isn’t going to happen. Get down on your belly and see the world from your dogs perspective.

- Have someone help with pet wrangling. It is much more difficult to get the shot when you are trying to direct your subject with camera in hand. One bag of their favorite treats and a little patience should help with this weekend project.

- Take the time to finish the image in post. If you look at our own examples you will see the finished image is just that, finished. Without taking the time to make this a professional image your chances of sales begin to dwindle and the time you took to make the image itself may never pay off.

Here are the two images we created of Chumley. The original shot and the final image. This we feel is a perfect example of taking the little extra time in post to produce a strong final image.

Here are a few more images to get you out there with your pooch doing more then chasing the ball. Want some more feedback on puppy love? Drop us an email and we will bang brains until we create the best scenario for you and your best friend.

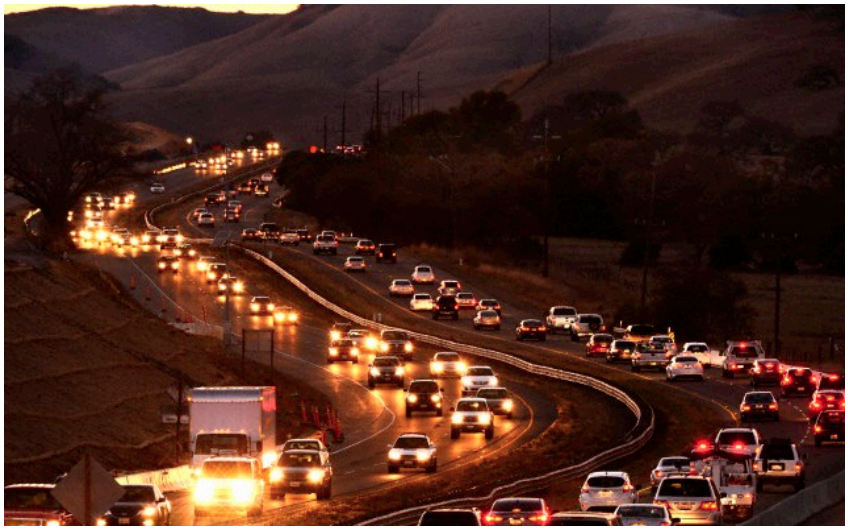
- On the Road Again -

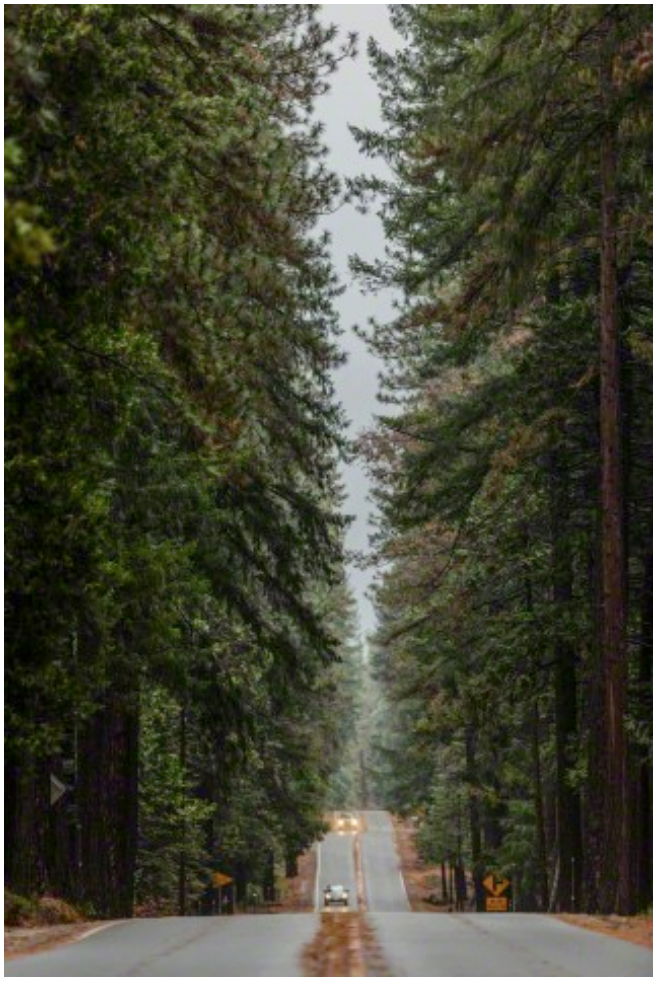
We don’t want to spend a great deal of time covering this topic except to tell you that content for

this subject is thin in the stock industry. The need to capture what occurs during that long commute home is something that seems to have been overlooked in our profession. The automotive industries advertising budget was 3.12 billion in 2014 with that number growing every year.

Take the time to consider you local commute for inspiration for your upcoming schedule, traffic is something we can all understand but how do you see it differently than us?. The cost can be as little as your time and a good location for getting the shot. Do your research traffic surges at specific times in every town.

Find a few solid angles to capture cars in inclement weather or unique angles of the daily commute. we think your efforts will be well worth your time. Examples, who doesn’t like examples?





- Photos in Motion -

One trick that can add a lot of creativity to your images is to use a slower shutter speed and a tripod or mounted camera to add a little blur or the feeling of motion to your images. We don’t want to slow you down with techniques but if you have any questions on how to create the feeling of motion to your shots please drop us a line and we will share all we know. Here are just a few of the excellent examples from Spaces Images contributors. We hope will get you thinking of adding a little motion to one of your next shots.

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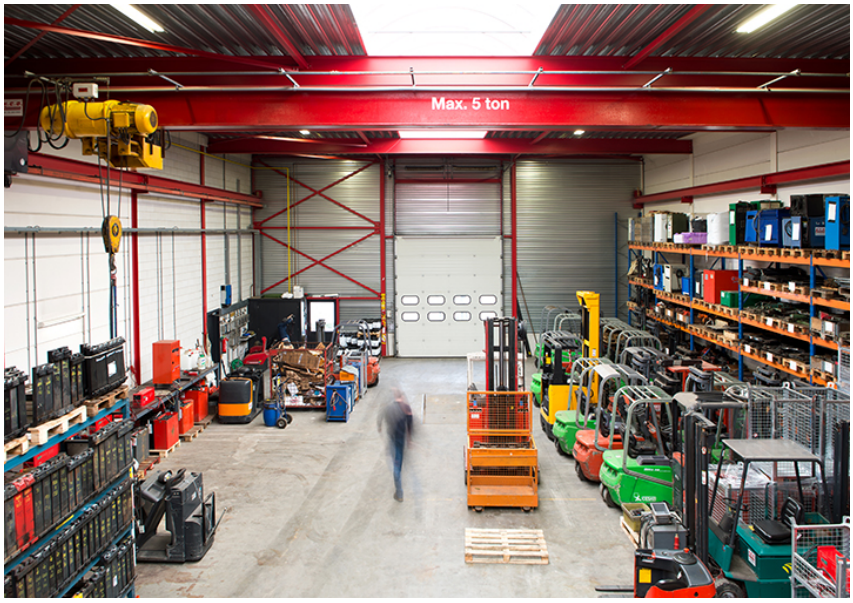
TAXI

BUS
LANE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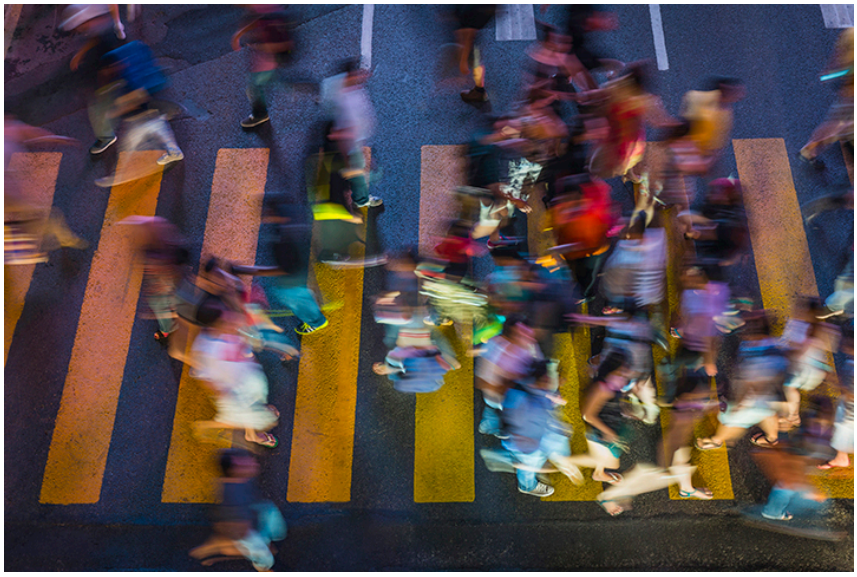
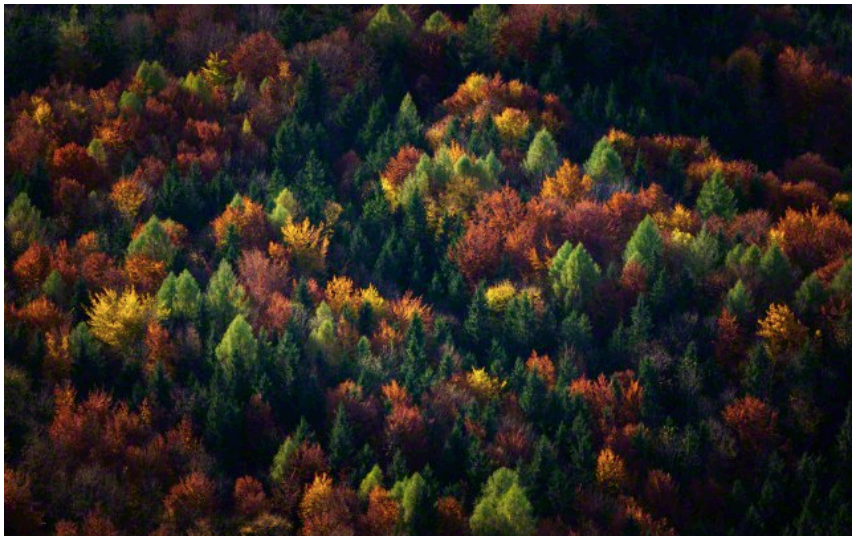


- A Season of Color and Cold Weather -

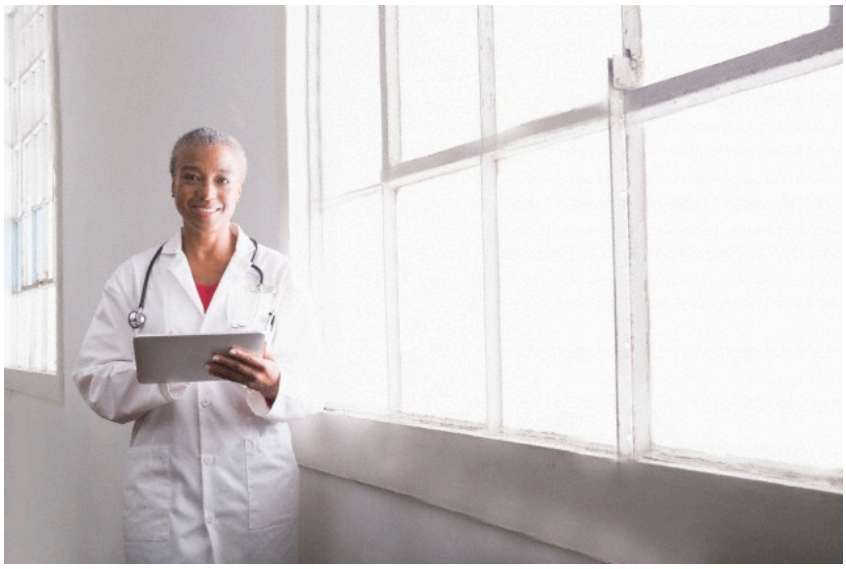
Just a little reminder to take the time to capture the holiday season that will soon be upon us. Sit down one night with a pencil and pad and think of everything that makes your holiday unique, what is it about your holiday celebration that is unlike any other? Don’t get too trendy, you want these images to sell for years to come. Remember all the color this holiday offers and try to stay within this winter palette. Here are just a few we feel embrace the emotion that is a big part of the holiday season.

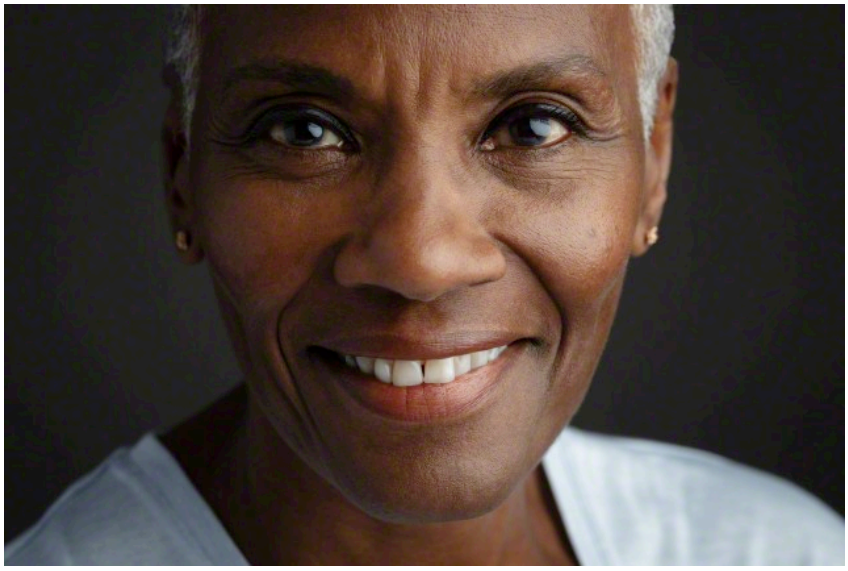


- Smiles Sell -

If we were only allowed to pick one subject to produce for stock there is no doubt that we would choose the friendly portrait. Think for a second, of all the applications a well produced friendly portrait can be applied by advertisers. In our own history of producing stock, almost every one of our biggest sellers are friendly environmental portraits. Combine that with every small business needing professional portraits of their staff at their location and you have a recipe for a great shoot.

Here are some examples that make great use of the term “environmental portraits“. Don’t kill yourself over this, rather embrace it and make it part of your workflow. With time, you will start to see your skill set increase and your results become more seasoned with every attempt.





- Adobe Acquires Fotolia -

We wanted to wrap this quarters creative brief with a little news from our friends at Adobe. A few months back Adobe made a big play into the stock industry by acquiring Fotolia stock agency for a whopping $800,000,000. After the acquisition took place Adobe reached out to us, as well as other industry professionals, for a little consulting on the stock industry. Now with three trips and several meetings behind us we have been both honored and open with Adobe about what we feel will help them meet the needs of their contributors while at the same time enhancing their own community of software buyers.

We feel that Adobe is in a very unique position to enter the stock industry. This is the first time we have seen an already established company with a very loyal client following become involved in our little neck of the woods. Adobe is already a loved and loyal brand followed by an ever growing user base. They have every contributor that uses their products in the balance of this effort and we believe that plays very well into the hands of image makers.

You can imagine that before they spent close to a billion dollars to make the purchase, that they had some very firm plans already in place for where they are headed. Adobe’s products are all about giving creatives the tools they need to do their jobs more effortlessly and with greater precision and this is precisely what this acquisition is based on.

As explained by their team of professionals, their true desire is to be the licenser for every form of creative content available. Stock photography was the only working model in practice so it made

sense to start with what was accepted and build out from there. Be it music, design, photography, writing, Adobe’s long term goal is to be the middle man for all creative licensing. This could be the change in the industry that we have always wanted. A company that champions our individual efforts and has as much at stake as the contributors themselves.

It is very early as of yet, and with big change can also come big challenge. Had it been another investment group of bottom liners we would be far more concerned then we are at this time. In the future we will begin to see Adobe become less of a participant and more of a trend setter and rule maker. With that said Spaces wants to be in the best grace of a powerhouse like Adobe. We will be continuing our consulting over the coming year and work to establish a strong position for the future of Spaces Images and Adobe Stock.

Want to hear about some of the cool new tools that Adobe has coming around the bend? Drop us an email and we will share all the fun stuff they are busy building to make our lives easier for 2016.

- Tech Talk -

So many tools come out every month that are supposed to help lighten our load it can be hard to keep up. Here are a couple of our absolute fav's that we think could make a big splash in the coming year. We can’t wait for their release!

- SteadXP -

SteadXP is a complete reworking to stabilizing your video footage. Until now we have relied on Steadi-Cams, Gimbals, and some basic post in Adobe Premiere to help make our footage buttery smooth, all very helpful but labor and cost intensive.

SteadXP offers a new approach that will make you stop and rethink a lot of your workflow with video and your production. If this tool delivers as it appears we think you will see this added to the hardware options of the next generation of professional cameras. We have one on order and they will ship in March, just in time for the spring creative brief. Click Here

- Light L-16 Camera -

This is so WOW! We won’t spoil it for you, take a minute to read about what the L-16 will offer all of us in the coming months. Once again, if this company can deliver on their promises, we could be looking at a revolution in camera design. Don’t spend your money yet, we have one on order and when they are released in the spring of 2016 we will do a full review on this new direction in photography. Click Here

- Closing -

Thank you everyone the images you are sending through are so inspiring. Take good care of yourselves through these fall and winter days. Enjoy all of the wonderful holidays this season brings and meet us back here in January to welcome in the 2016 at Spaces Images. Happy holidays everyone and thank you all for your dedication and hard work.