# Creative Brief Fall 2014

## Welcome back gang

It has been an absolutely beautiful summer, the days have been long and the light has been magical but as always it must come to an end. Fortunately for all of us one of the best thing about being a professional photographer is we can stay busy working no matter what the time of year.

One of the most exciting topics we will be covering this quarter is a brand new option for everyone to add content to their collection without even leaving the office. Starting next month we will be accepting images from your mobile phone. That's right, the images you have been shooting for years with your camera phone can now be submitted to the new collection "Take One" . This new direction will allow you to look through all of your camera phone files and start pulling those magic moments you have saved and start to turn them into revenue. We will discuss the "Take One" collection in detail later in this brief.

Another new offering we have available through Getty Images is "The Lean In Collection" a library of images devoted to the powerful depiction of women, girls and the people who support them. Jointly curated by Getty Images and LeanIn.Org – the women's empowerment nonprofit founded by Sheryl Sandberg. A portion of proceeds from the Lean In Collection will go toward the creation of Getty Images grants for images showcasing female empowerment and to supporting the mission of LeanIn.Org. We will discuss what the Lean In collection is all about and how you can add to this new offering.

This quarters "Cool New Stuff" is going to take a brief holiday. We have so much new information

for you about the "Movi" and the "Cinestar Octocopter"  we need to make the "Cool New Stuff" segment for this quarter a separate brief. We are knee deep in creating new video content right now and by Christmas we will preset everything we have learned and then some. As always grab your favorite libation, turn the lights down and make yourself comfortable, here we go.

## Welcome to " Take One "

With the increasing quality of portable phone imagery and the increase in stock sales for candid real moments now all of the images you have been shooting with your phone can be added to the Spaces in the “Take One” collection.  It isn't often we get to share news that opens up an entirely new revenue stream for our contributors. "Take One" is a collection of images that are as real as anyone could ask for. You probably already have a strong collection on your computer taking up hard drive space. Now Spaces Images can help produce added revenue from your portable phone images. These images serve a great use as bookmarks of our lives and the memories that are priceless to all of us. Now you can take a trip down memory lane and start making money off of all those magical moments!

Starting next month Spaces will begin accepting portable phone images into our new collection Take One. The name Take One is based on the fact that most of our favorite portable images are usually captured in one take. This is where the spontaneity presents itself to the viewer, that moment that even the strongest producer could not recreate on their best day.

These images can cover a host of topics, the list is truly endless. The deciding factor will be the marriage of what you do best, composing strong professional images. Not every image we shoot with our camera phones are going to be relevant to a buyers end needs but inside that massive portfolio you have of camera phone images there are some real gems that can produce some strong returns.

It is the marriage of Spaces and Blend Images that has opened this door over the past year by being the first agency to create this option in macro stock. We have worked hard in studying this emerging new market and with hard work and lots of testing the portable image market is truly starting to show strong returns. The growth has been so strong that Getty Images came out with their own collection of portable phone images. When the biggest player in the game follows Blend's concept you can bet that there is a strong market for these images.

### What are we looking for?

As stated earlier the list is truly endless, to make this a bit easier to direct we will share a collection of our own camera phone images that we consider Take One material. A picture is worth a thousand words so we hope that the gallery we share will answer most of your content questions. Of course we are always here to answer any questions you might have so please don't hesitate to

drop us a line to discuss this one on one and help you in deciding what portable images you have to offer the collection.

Pricing for these images is going to be set at a point that reflects their size. We will also add a price list brake down to share with you what the market is paying for this content, we think you will be pleasantly surprised. The other side to this new market is all the content will be RF only.

We think that this collection will have you out shooting more and more with your portable phones and continuing to increase your revenue without any extra out of pocket expenses. So lets get to sharing Take One photos, we think you are going to find some strong material in your archives and together we can start to increase your earnings.

ADUT

We all have friends and family that we have taken tons of photos of, the magic of these images are they have a truly “real" feel to them. Images that would be hard to recreate without a lot of planning, effort and expense can be easy to find when looking back through your camera phone image catalog. Those of us that have extended family of the four legged variety also have tons of photos of our best friends in many different settings so don't forget about your pets they are family too. We pulled a few of our own phone photos to give you an idea of some of our family images that we will be offering to the new collection. Remember these images are for commercial use so they will need the appropriate property or model releases accompanying them to be accepted into the market.

We want to discuss the need to make these images shine just as much as any image you would

put in the market. It is easy to consider our camera phone imagery to be finished when it is shot but we could not disagree with this statement more. Sure there are the rare occasions when you shoot an image and it needs zero post work. These camera phone images can be made so much stronger with just a bit of post work from your skilled hands. We will share a small selection of images here to give you an idea of how easy it can be to make a hero our of a zero.

Here is a great example to get us started. Riding a roller coaster makes for very little control of your final results. Being tossed around from side to side its hard just to push the button let alone nail a shot. Best fix is to " point and shoot " and hope for the best. Here in this image the people are in perfect pose to give the feeling of flying along the rails. Unfortunately when trying to get the shot my big fat thumb made it into a star role. No worries, with three minutes, a clone tool, and a blue gradation this image went from being almost useless to a very strong creation that would have been impossible to capture any other way. "They don't let you take DSLR's on the rides" this image is a perfect example of making a throw away image a strong player for stock with just a few minutes of work. Make sure you take the time to look inside each image sometimes they are a diamond in the rough and just need a bit of polish.

KARTS
DREAMS

Staying with the amusement park theme here is another example of how just a few tweaks can make this image jump off the page when it is competing next to 60 other thumb nails. We did some cropping, some transforming the correct right angles and added a neutral density gradation from right to left to produce a more directional light creating more dimension in the final image. One other area that makes this new collection a no brainer. The time it takes to work on these small files makes for some fast retouching. No matter what CPU you have available you will be able to buzz through these files in post.

Here is an easy one to fix but also one that might be overlooked for needing some TLC. This was just a matter of cleaning up the bench from the boat and tweaking the curves a tad to make the final image pop so much more. You might think this little difference is just that, little but it is the return customers you have to consider when putting any of your content out to the market. If a buyer shops at Spaces Images and they receive an image that is not pristine there is a good chance they will remember the time it took them to clean up a Spaces image. This does not reflect well on your content or that of the agency so please keep in mind that over time the more finished your work appears the more likely a buyer is going to remember their experience as a positive one when they are looking for their next stock image purchase. The quality of every image reflects on your work and that of the agency. We have been meticulous with all of our own content for years and we believe through these efforts our imagery even though dated continues to have very strong

legs.

Once again much like the last image of the boat deck this image of a pristine beach bathed in beautiful light is just not quite pristine. A quick touch up with the clone tool and this image truly is so much more beautiful, especially to the buyer that doesn't want to have to clean up an image they already paid for. Small differences but the changes are what insure your buyer loves your shot.

## Get Creative

One of the best things about having a camera phone at the ready is you can pull it out anywhere and start making images. I know when I am out and about with my family they are usually yelling at me to catch up because I have found another fun angle or unique subject to capture with my camera phone. This is where the fun truly starts to happen, instead of being stuck buying groceries,

I am there shooting pics with my iPhone.  I am looking for some new place to shoot from or a subject that is clearly telling a story to its viewer. The ease of access and the small size gives you every opportunity to capture images you just couldn't get with your big DSLR. Here are a few images that we have created when we were feeling creative. We can't wait to see some of your favs that have been hiding from the rest of the world for far too long.

The color and graphic nature of this image make for a quick easy read as a thumbnail. One thing you will notice from every image we share today, they all read quickly and have a strong graphic nature. This has always been part of our approach to all of our content. When the color palette and composition are strong the viewer is far more likely to click through and lead to an eventual sale.

Your images are only limited by your creativity. If you look around you there are angles and images that you would never consider writing into a commercial shot list, they are too obscure to come to mind but as you walk through life with your camera phone in hand all it takes is awareness and timing to get something truly unique. Once again using a nondescript location there is no need for a property release and keeping the person silhouetted allows us to keep the paper work out of the shoot. Keep this mind set whenever you are creating content with your camera phone. If you nail a spectacular idea you might want to come back and create a truly finished version with your DSLR.

One of my favorite options for using my camera phone is capturing an angle I wouldn't consider with my DSLR, this relates back to the ease of use and availability. If you carried your DSLR with you everywhere you went you would probably get just as many photos but who wants to lug their DSLR around with them 24/7? Here is a good example of getting a new angle and a fresh look to an iconic image that guarantee's strong sales. When you can deliver a new spin on an old reliable stock subject you can rest assured that that image will produce revenue. Finding a new angle or approach isn't easy but with your camera phone you can get into places you couldn't before and bang out several versions of a subject that you can then edit later when the time is available.

Here is an image that needed to be created without anyone really paying attention. If I had plonked myself down on the curb with my DSLR and started taking pics of these people not only would I have not been able to capture the image but I might have been run off by angry tourists. No worries, pulled up on my bicycle and saw the shot, started to lock up my bike and just set the camera phone on the ground, locking my bike I pushed the button several times and none were the wiser. Special Ops stock shooting might be a good name but what it comes down to is seeing the shot in the first place. The more you are an observer of life the more and more ideas will poor into your head. When you really get the hang of it you will find that there are more strong stock photos to create than there is time in the day.

Once again using timing and silhouettes of passing people we are able to share a clear story without ever having the need for a model release. This image was a matter of sitting for just a few minutes until the right subjects appeared to help tell a story for the final user. The juxtaposition of these two subjects helps to convey a message about the difference in our lifestyles as we pass each other every day.

A man completely immersed in his own needs while in contrast a woman taking care of her young child. Can you see the story within your content that helps the end user tell their own story? Is this possibly a story about taking care of yourself from baby to adult? Or maybe a story about getting outdoors throughout all the seasons for your health? If you start to look at your images as short stories that can speak creatively to an audience then you are starting to gain a clear picture of what it takes to create content that will continue to grow in sales and stand out as unique and creative.

Today to really step up your sales the need to tell stories from a unique perspective will always

keep you in the money as well as making your work exciting to produce. No one wants it to easy thats no fun, we need to push our creative efforts every day not only to insure strong sales but also to stay healthy and happy with ourselves.

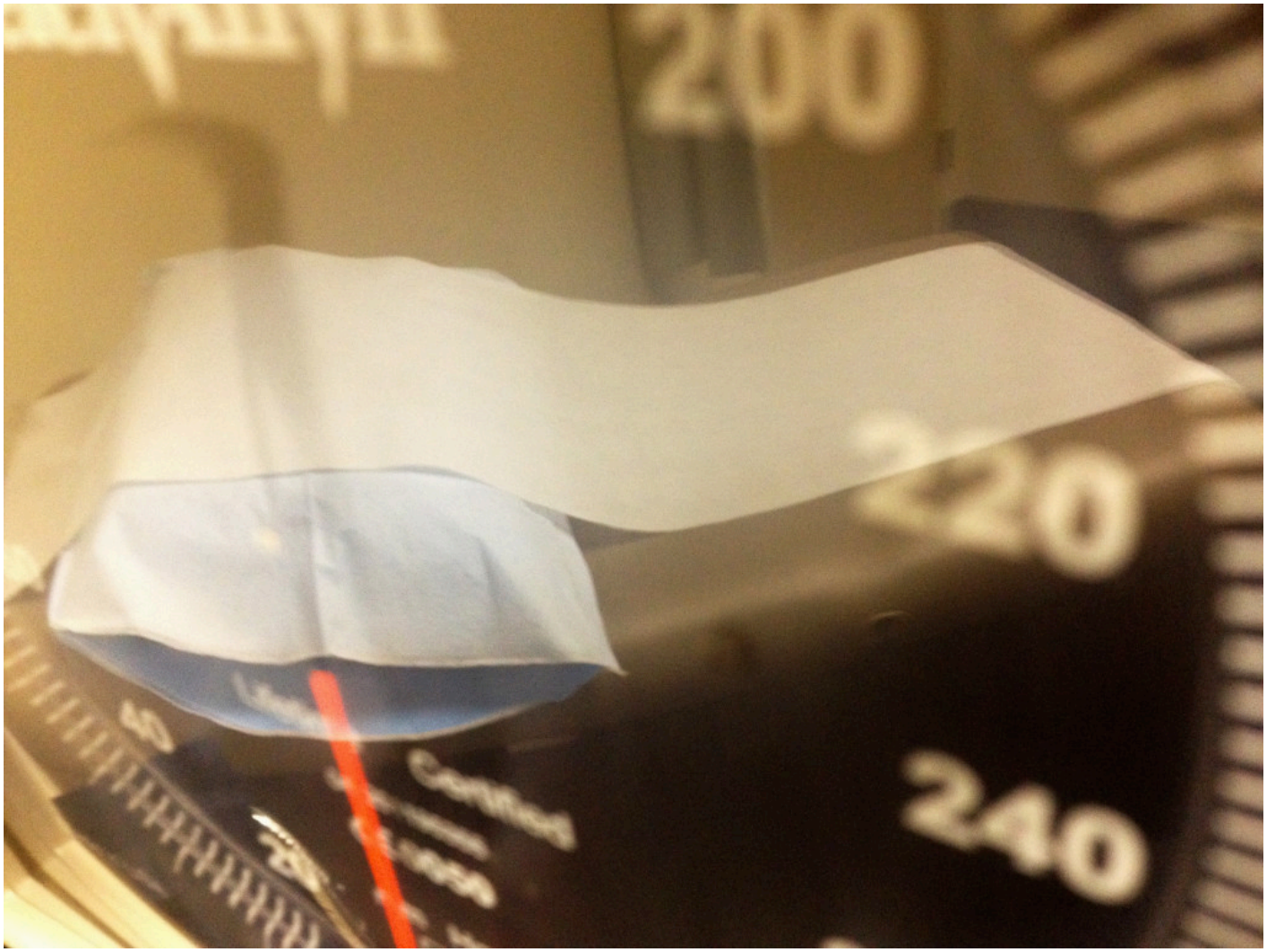
Sometimes you just need to have a little fun. Not every image has to be taken seriously so please don't hesitate to throw in images that are just plain silly. Silly can sell but more than the sales creating content that makes us all laugh has a price all of its own. we can safely say that when you step off the edge into the world of "art" the images you create will be truly one of a kind. Three cheers for Amy for letting us put this one in the brief :) :) :)

# Conceptualize

A great deal of our decision making is built from what we have experienced throughout our lives, it is these personal journey's that allows us to see and recreate stock content from a different perspective than anyone else. As creators of stock it is our job to produce imagery that embraces subject matter that buyers want and need but also deliver it in a way that makes it fresh and new from last years collection.

This is what truly separates you as a professional and someone who just records data. It is the time you take to visualize that will keep your stock sales strong.  The camera phone helps to add to your creative list of images sometimes just because you had some down time and all there was to do was look for a photo.

The financial reward truly arrives by creating that message from your own unique perception of life around you while at the same time making the image pertinent for buyers of stock content. Camera phones offer you access to locations you might never bring your DSLR. Let's look at a few examples that we will be adding to the new collection. Here is a small selection of images we have shot with our iPhone.


200
220
240

NP

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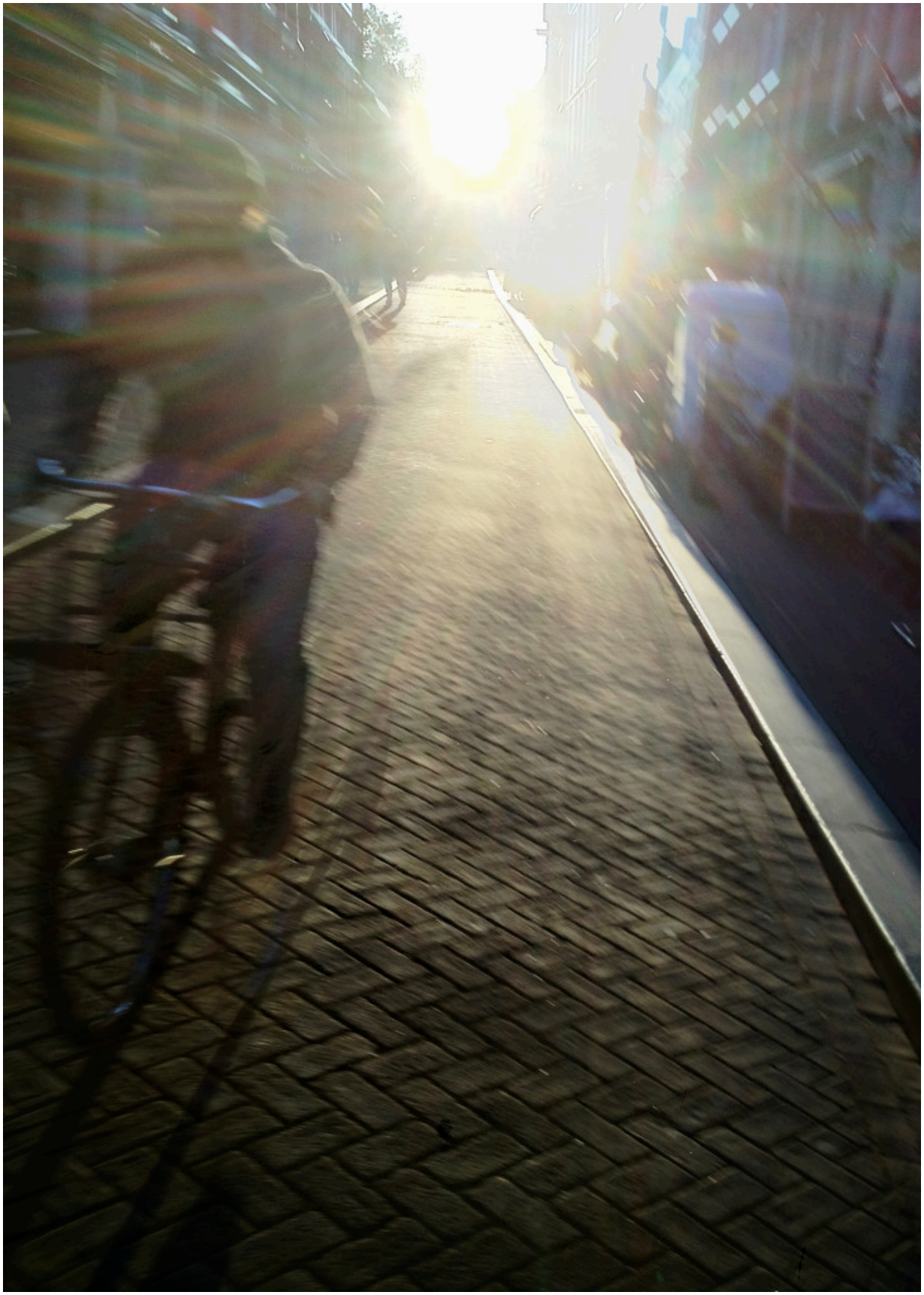
TOKENS

# Follow The Light

So much of what makes a great image relies heavily on the light and composition that you were able to see and capture for your audience. Wasn't it the light that drew you to photography in the first place? When you take that love and marry it with strong composition your images will show sales that reflect this. (no pun intended, but that's a pretty good one) :)

Dramatic lighting cannot be something you can count on when you set out on a professional shoot. But your camera phone, now that's a different story. By having that camera in your pocket every day you are ready when you see that mystical light that makes an image stand out all by itself.

I often tell students that "If you follow the light you will always make amazing photos" I believe that without question." A photo of the simplest subject can become a work of art with the right light, If the light is right please take the time out to capture something… ANYTHING! it might be an image that makes you some serious revenue or it might end up being your all time favorite creation, either way you will continue to grow as a professional. Just remember to "follow the light" and you will always find the end of the tunnel.



# Grab Shots

We saved the most obvious to discuss for last and that is the "grab shot" I don't really need to explain this category of Take One imagery it is almost self explanatory. This is just what it says "The Grab Shot" are those images you just happen to snap for the heck of it. As time continues I urge all of you to start taking all the grab shots you can and truly composing strong images to help increase your sales.

These images still need to have strength in both composition and lighting but they can also be more about the  "recording of life" rather then having to create a shot list. We will just share a few of our's with all of you but we would love to start getting some of your camera phone content into Spaces.

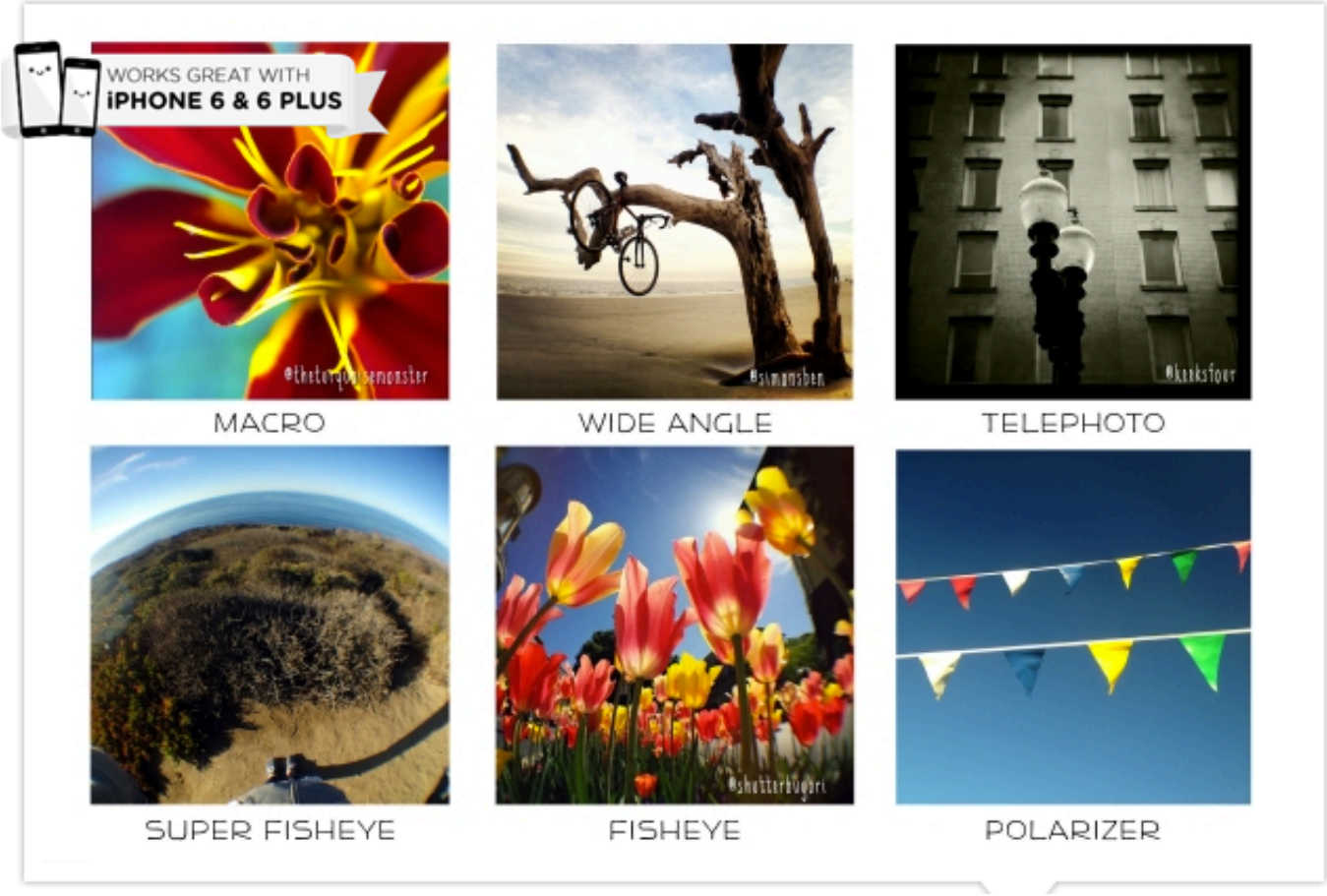
We hope this presentation on Take One will have you sitting down this weekend and taking a good long look at your camera phone collection. We are confident that all of Spaces contributors have an excellent selection to choose from. Take our word for it, we spent two days looking through our's and the memories that came poring back were well worth the effort alone.

We wanted to add just a couple of foot notes regarding camera phone images, we will be revisiting this collection in our upcoming creative briefs to share some of the new content and to also keep you up to date on some new toys and filters for your "Take One" creations.

Below you will find the specs and requirements to follow when uploading to our newest collection "Take One". If you have any questions regarding this or anything else from our creative briefs please do not hesitate to drop us a line, we love to hear from you.

## Extras For Your Camera Phone

Lenses are the first step. Click HERE to check some out.




With a tiny investment you can start to get a lot more millage out of that little camera phone. There are some great little lens kits that add a lot of punch to your little pocket camera. One of our favorites are these little lenses that allow you to take your camera phone images to a new creative level. http://photojojo.com/store/awesomeness/cell-phone-lenses/

Here is an example image that we could not have created without the help from one of these little gems. To make this image there was not enough room against the opposite wall to get the entire frame in that we wanted. Wide angle lens to the rescue!

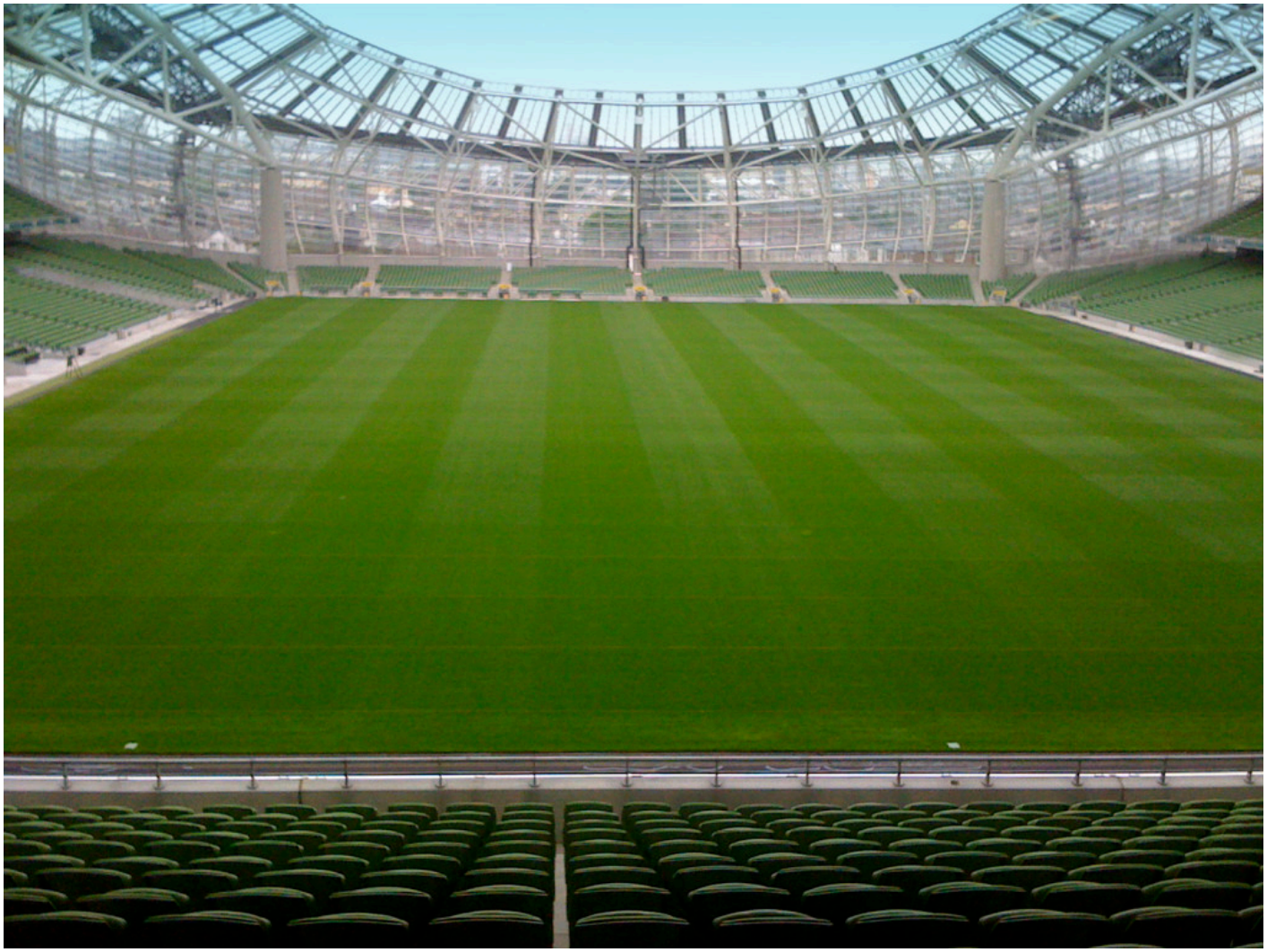
This lens allowed us to get a wide angle shot where our Iphone would have fell short of the mark. Once the image was captured it was just a quick lens correction and a minor adjustment to the curves to make the image pop a bit more. Add one gradation filter to give more direction to the lighting and voila'.

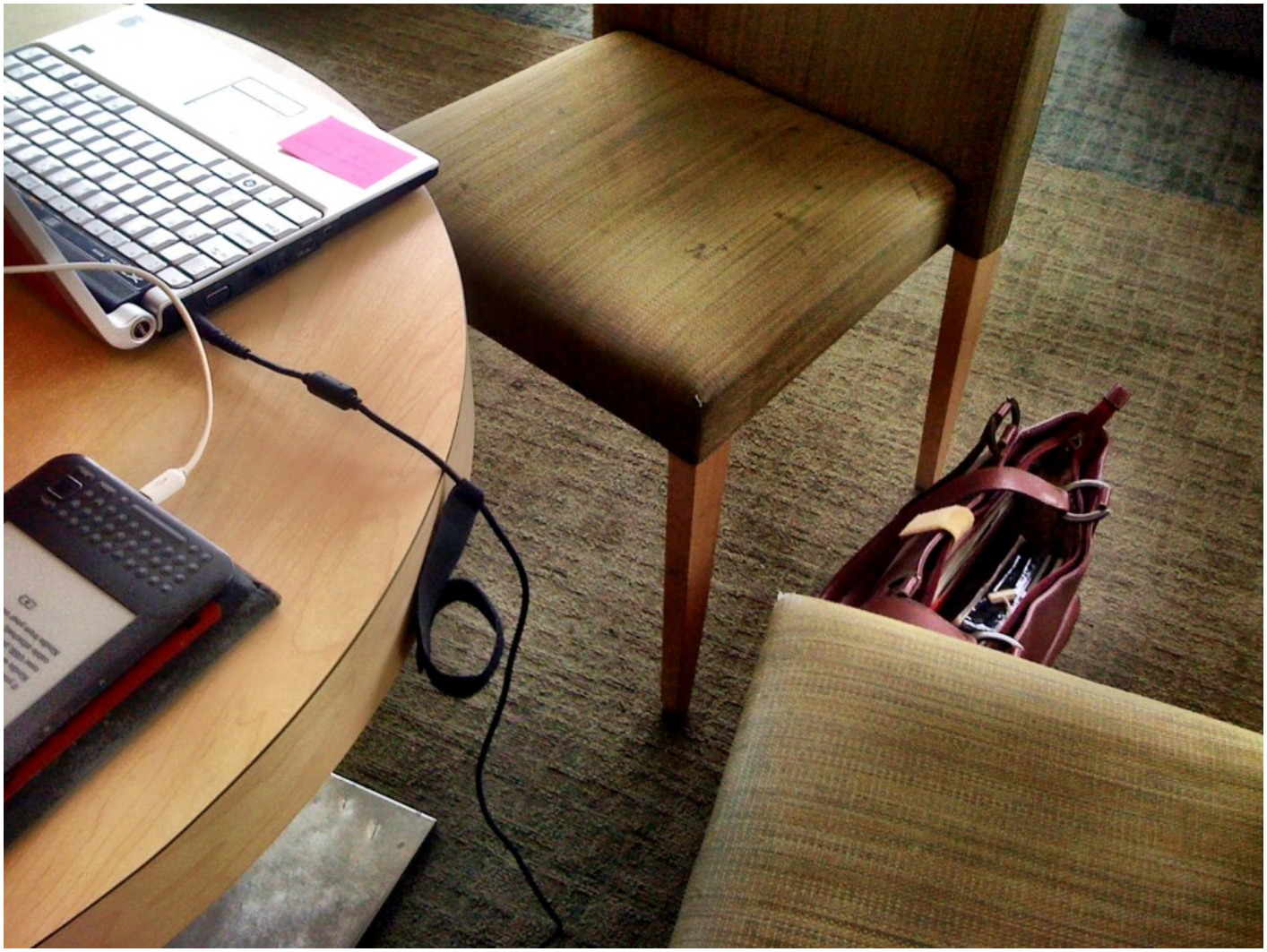
Also, we want to add that we stood by the lockers waiting for the right student to pass and by grabbing the shot with a bit of motion there was no need for a model release. The location is so general that there is no need for a property releases either. Two minutes and we have a finished image on location with a model that doesn't require any paper work to make a sale.

The Take One collection is also a bit more lenient on property releases. We can assure you that your images for  Take One will see much stronger sales if a location is accompanied by a release

but at the end of the day this collection is more bout spontaneity than anything else. Lets not take snap sof the Eiffel Tower or major land marks we know are off limits but there are a great deal of locations that are very common place and the need for a release becomes much less of an issue. To give you a just a few visual examples of images that we would accept without releases here are just a few of our own that we will be submitting without releases for the Take One.

## Locations Without Property Releases





## Apps That Add

There are so many apps out there for camera phones digging through all of them to decide if they are worth the effort can start to cost real money and takes tons of time. We love to share anything we can with our contributors and with the addition of the new Take One collection we will offer creative support but also we will cover apps. that we feel truly add to our phone and don't weigh it down.

For this first installment we want to share one of the best apps we have found for capturing imagery. The 645 PRO app. allows you to control your shutter speeds, depth of field, focus, and ISO and lets you save them to a TIFF instead of a JPERG. Why? Because a TIFF has so much more color information available for you to pull from. The amount of data that you can retrieve using the 645 PRO is really amazing especially when you realize it will set you back a total of $3.99. Here is the link at iTunes we love it and we think your camera phone images will benefit a great deal when you add it to your app. arsenal.

Check out the link HERE.

## Camera Phone = Second Memory

So many of our own concepts start with something we saw or observed taking place around us in every day life. There is nothing like a picture to remind you in great detail of an idea that you witnessed while out and about. Please consider using your camera phone whenever you see a concept, especially for lifestyle.

Stock images are happening all around you it is our task as professional photographers to maximize the returns from our craft by paying close attention to our surroundings. Snap a quick grab shot of whatever it is you might see during your day that could become your next big seller, your memory will thank you for the help.

Camera phones are not only good for creating new content but they are a wonderful tool to help build out your next shot list. Next time you are considering your next shoot for stock you can review all the images you snapped for guidance, with practice you will find your shot lists almost starting to write themselves.

## Keyword Suggestions

We would like to take this opportunity to discuss Keyword Suggestions and share with you some tips on how to improve your suggestions while also touching on some points of what NOT to include. Lately, we have seen an increase in the amount inappropriate or unnecessary keyword suggestions, so we thought it would be a good time to review some helpful guidelines to aid in your metadata prep. Having to proof and spellcheck suggestions increases the time and money it takes to get your submissions to market. Our main goal here is to get the best keywords we can for your shots and allow you to spend less time typing and more time shooting!

What We Want: The main point of keyword suggestions are to submit conceptual terms you want applied to the image or culturally relevant, uncommon, exotic or specific beyond what a generalist keyworder would know to attach to the image.

Some examples:

A picture of a couple in their 60’s: “Baby Boomer”

A food dish of red vegitable soup: “borscht” (Specific beyond what you can ‘see’ in the picture)

A 15 year old Latina's birthday celebration: “quinceañera” (Culturally relevant)

“Snoqualime Falls”, a keyworder would not know the actual name of the falls from the location metadata.

DO's

- Include specific concepts: "Baby Boomer”, “DIY”.
- Include culturally relevant suggestions: quinceanera.
- Include details/information a keyword generalist could not deduce without further information. Example: Specific names for food dishes or ingredients: “Borscht”.
- Include activities that are not in the common domain. Examples: Paddle Boarding, Chakra, Tai Chi)
- Include object names not in the common domain. Examples: Disc Plough, Rotary Tiller, etc.
- Include information about location that is outside of the location information provided in the metadata. For example, If your picture is of a river in Haridwar, India (noted in the location field), then include “Ganges River” in the keyword suggestions.

DON'TS

- Do not include basic words that would be identified from a generalists scope, like “girl”, “female”, “day”, “house”, etc.
- Do not include specific age information.
- Do not include ethnicity information.
- Do not include location information that was already provided in the location metadata fields.
- Do not include plurals or ‘ing’ forms of singular words already submitted.
- Do not include trademarked terms like Frisbee, jacuzzi, iPad, Kleenex.
- Do not include your credit line or photographer information.
- Do not include spelling errors.

As always, we are here to help. If you have any questions or need clarification when you are preparing your submissions, feel free to reach out to us and ask. Contact amy@spacesimages.com.

## The Lean In Collection at Getty

We are proud to present the Lean In Collection, a library of images devoted to the powerful depiction of women, girls and the people who support them. Jointly curated by Getty Images and LeanIn.Org – the women's empowerment nonprofit founded by Sheryl Sandberg – the collection features over 3,700 images of female leadership in contemporary work and life.

A portion of proceeds from the Lean In Collection will go toward the creation of Getty Images grants for images showcasing female empowerment and to supporting the mission of LeanIn.Org.

## So why do we need something like The Lean In Collection and what are the advantages for you as a photographer and your society?

Stock photos of women primarily consist of skinny white ladies laughing alone with salad, being mean mommies and struggling to drink water -- which makes illustrating any story about women's actual lives very difficult. But Getty Images and Sheryl Sandberg's organization, Lean In, are seeking to change that. (

Getty and Lean In have teamed up to release a new stock photo gallery with 3,700 powerful images breaking down stereotypes about gender roles, called the "Lean In Collection."

"The stock imagery around women is embarrassing," Jessica Bennett, contributing editor at LeanIn.org, said in a press release. "You can't be what you can't see, so if women and girls are not seeing images of powerful women and girls who are leaders, then they may not aspire to become that."

Current stock photo creators have some truly ridiculous ideas about what stressed women look like, how women use umbrellas, how women spend Thanksgiving and what it looks like when women grill. Stock photos also rely heavily on stereotypes, often making it difficult to find positive images of women who are not thin and white. (Case in point: in the world of stock photos, bosses are almost exclusively male, middle-aged and white.)

We've known for a while now that we need to broaden our imagination when we depict powerful women. Here's hoping this partnership will offer an opportunity for just that.

Sales of images in the collection that Getty already owned are up 31% from last year, a percentage that's expected to increase as many clients are using some of the photos in mockups right now and will license them months from now, Pam Grossman, director of visual trends at Getty, said at *The Atlantic* and the Aspen Institute's New York Ideas conference. The collection, introduced in February in conjunction with Sheryl Sandberg's LeanIn.org, aims to supplement notoriously

stereotypical and sometimes sexist stock photos with more accurate representations of women today.

“We’re pretty thrilled about it,” said Grossman, who joined *Cosmopolitan* Editor-in-Chief Joanna Coles on a panel called “Changing the Stock Image of Women.” “We have a lot of content in there of business meetings, and it seems a little bit obvious, but the images where the woman is the one in the leadership position, the one at the head of the table, the one speaking, and the men look a little more collaborative or ancillary, those are performing really well.” The collection also has lots of images of fathers in which a woman might be doing something else like working on a laptop, she said.

Coles, too, has been making efforts toward including more images of empowered women in *Cosmo*.

“Not all the women in *Cosmo* are fantastically thin,” she said, adding that she tries to avoid pictures of “thin, white wasted youth where they do look slightly druggie and kind of weird.” Coles said she met with Facebook’s Sandberg when she took the editor-in-chief job, and the two “talked intensively of images of women and how could we show women in leadership positions because if you can’t see it, you can’t be it.”

Still, that doesn’t mean *Cosmo* is walking away from using, say, Photoshop.

“I’m the first person at *Cosmo* to demand that I’m airbrushed within an inch of my life — there’s no reason anybody needs to see these wrinkles, they’ve been hard-won,” Coles said. But the magazine uses Photoshop within reason, like if a celebrity or a model has a spot or a cold sore, or even if there’s an odd shadow on the picture.

Grossman agreed that “we’re not the image police.” But it’s essential to show “a lot of different alternatives and options and possibilities,” she said.

“Women are the primary users of social media… that’s an immense amount of control for the first time in history, I would argue,” Grossman said. Because women are dominating the conversation, “it’s shifting the ways in which we’re sharing images of ourselves.”

We hope you have found the information on "The Lean In Collection" to be motivating and empowering. As stock photographers we don't get many opportunities to give back to our society in such a positive manner. So much of what we do as stock photographers keeps us locked inside our office and always crunching the numbers. Maybe this is a good time to produce some content that will not only put food on your table but could also lead the way for the next generation of empowered women. For a look at the content already accepted for "The lean In Collection" Click HERE to see the collection.

# Closing

We will all miss the warm weather that summer has left behind but now is the time to start thinking about all those holiday image opportunities. We have three big commercial holidays over the next two months. Halloween, Thanksgiving and Christmas will all soon be upon us and during these next couple of months you might want to look around your own home to add some holiday spirit to the Spaces Images collection. Sometimes it is so easy to neglect that which is around us every day, over the coming two months you might want to take the time to think about the holidays and what you could add without having to leave home. To help make this a bit easier for you we are going to finish out this brief with a list of images that although appear easy they still need to be treated with all the care you would on any location.

Have a wonderful holiday season everyone. If you have anything you need support with please don't hesitate to give us a ring, we are always here and ready to support you in any and every way possible. Tis the season to put on some pounds and spend time with family and loved ones. There is never enough quality time with your tribe so take the time to embrace every opportunity that presents itself. We will see you back next quarter.