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*Recent Briefs for Photographers*

Volume 2

## **URGENT: Cristiano Ronaldo Pointing**

Cristiano Ronaldo We are looking for images of Ronaldo for OOH so we need huge files / raw files only. We are looking for shots of him with his finger pointed. Similar to the attached reference image. The client has permission to use Cristiano Ronaldo in their upcoming advertisements, so a release is not required. Remember, file size must be large. Final compensation for the image will be dependent on size of file.

## **Splashing Champagne**

Champagne showers, guy opening champagne bottle.

## **Contemporary/Progressive Images of Fatherhood**

We are getting a lot of requests for modern dads - progressive hetero, homosexual, and transgender men caring/playing with their children and depicted as equal partners in the household - so we are looking to expand our collection of photos. There is no compensation for this brief but it will be featured on our 'Editor Picks' section of the website so there will be good exposure.

## **Suburban Home Life**

Natural, everyday moments captured in real light, ranging from wide and inspired to in-close and intimate. All ages and ethnicities, as well as same-sex couples needed:

- Everyday lifestyle scenarios taking place in and around houses, townhouses, apartments, contemporary manufactured homes in suburban neighborhoods
- Affordable appearance (starter home/fixer-upper)
- Exterior (roof, siding, gutters, windows, chimney, driveway)
- Interior details (appliances, furniture, toys)
- Varying seasons

## **Roadside Assistance**

- Stranded driver(s) in need of roadside help (not able to fix themselves)
- Roadside or parking lot locations
- Flat tire and open hood scenarios
- Driver using mobile phone/app for getting help
- Tow-truck driver assistance (tire change, towing, refueling, unlocking door)
- Varying seasons
- All ages and ethnicities, as well as same-sex couples



## **Bird of Paradise - Gallery Worthy Shot**

I'm looking for a gallery worthy image of a Bird of Paradise. Easy!

## **Alternative Fitness Trends: Zumba, Crossfit etc**

We are getting a lot of requests for alternative fitness trends such as slacklining, aerial yoga, suspension training, zumba, crossfit, indoor rock climbing, trampolining - so we are looking to expand our collection of photos. There is no compensation for this brief but it will be featured on our 'Editor Picks' section of the website so there will be good exposure.

## **Quietly Confident Woman**

I'm looking for images of an ethnically ambiguous woman in her 30s that looks serious, but self-assured and hopeful. I need large files suitable for use in trade show exhibit graphics.

## **Woman Getting Blood Drawn in Medical Setting**

I'm looking for images of an ethnically ambiguous woman in her mid-30s getting a blood test. The subject should not be pregnant or look worried or in pain. Ideally she will have a determined, hopeful, serious visage. I will need the largest file size possible as this is for trade show booth graphics.

## **Coffee with taste appeal**

The image just needs to make you want coffee, look very natural and delicious. It can have people in or not but has to be of a coffee cup with coffee in. It needs to be in the home. This is all about coffee made from a machine at home so no cafe shots or baristas.

## **SKULL - artistic and beautiful interpretation**

I'm looking for a graphic / symbolic image to illustrate an article on a watch, which was inspired, design-wise, by the day of the dead (lots of skulls used etc). I need a great opening shot, but the 'day of the dead' brief images are not getting me the right fit. The image needs to be graphic, symbolic and strong (and beautiful) enough to hold a full page. SO I'm now trying this route... a still life shot of a skull. But nothing too 'real' and scary looking. It needs to be aesthetically beautiful / artistic etc.

## **Mom/Dad Giving Teen a High Five**

Looking for a mom or dad giving their son or daughter a high five. The age range for teens is between 14 & 17. If there are a couple of teens involved, great! Multicultural family preferred. High five, fist bumps, double high 5, group high 5 are the focus of the campaign. Props & dress: this is for back to school so having a book bag and being dressed appropriately for school, for the teens, and mom or dad dressed for work. No branding or recognizable graphics. Bonus props: Samsung phone, tablet in image is great. No apple products. Setting: kitchen, foyer or driveway. Background shouldn't be too busy or distracting.

## **Happy Motorhome**

We need an uplifting image of a family using a motorhome. Ideally this will sit alongside other photography shot and used by the brand (see reference images). The motorhome can be in or out of focus, in full or partial view, with or without people. But it should have many of these qualities: genuine moment, natural reaction, attractive but relatable people, colour pop, family, warmth, relaxed styling, imperfect composition, joyful



## **Day of the Dead, Mexico**

I'm looking for great images of the day of the dead in Mexico. It has to be a very artistic approach and not the usual 'people in costumes / tattoos / displays' type of images. I'm trying to find a very different approach and something graphic / stylish and symbolic - no reportage images. It could be some amazing artwork, inspired by skull designs or a very atmospheric shot that captures the imagination.

## **Waitangi Treaty Grounds - New Zealand**

We are looking for new and visually striking photographs of the Waitangi Treaty Grounds in New Zealand to use in a visitor centre. File must be huge in order to cover a wall 3 metres high, printing at 125dpi Colour photographs only

### **3 photos of disabled people facing adversity**

We need three photos in total, details are below for each requirement. An overall requirement is that the subjects look like "average" people (not paralympians!).

Shot 1 : Crossing a busy street Image of an older individual using a walker or wheelchair, with back to the camera, about to cross a busy street. Should be shot from behind, ideally a low angle (waist height or lower). Other angles could work as long as the subject has it's back to the camera. Background should be visible but allow enough blur or sky area for text to be overlaid. It's important that the street looks busy with cars and difficult to cross. Bright natural light – no gloomy clouds or rain.

Shot 2: At the bottom of a staircase Image of an adult in a wheelchair, intimidated by the staircase. Subject should have his/her back to the camera, looking up and ahead towards the staircase. Should be shot from behind, low angle (wheelchair height or lower), other angles could work as long as the subject has it's back to the camera, i.e. the subject at the top of the stairs looking down. Background should be clear but should allow area for text to be overlaid. Bright natural light.

Shot 2: In a kitchen about to use the kettle Image of an adult using a wheelchair in a kitchen with back to the camera. Person should have at least one hand on the wheels to imply movement. Shot from behind, low angle (wheelchair height or lower). Other angles could work as long as the subject has it's back to the camera. Kitchen setting should have various appliances visible and be a "typical kitchen". Most importantly a kettle should be clearly visible and the subject should be moving towards it while acknowledging it will be dangerous for them to use and pour. Bright natural light. USD\$500 per image budget

## **Milan, Italy - Details**

I'm looking for detail shots of Milan, Italy, for an article about 'Milanese mesh straps', a specific design, used for watch straps, which was inspired by Italian armour. I'm after a mix of beautiful and graphic images of things like architectural details, some statues (Italian armour?), etc.. Beautiful light, textures and colours to create a graphic mood board style DPS with lots of images.

## **Kid in Kitchen Staring at Fridge**

Should be of the back of the kid (2-10 yrs old) as he stares at the refrigerator in the kitchen. Refrigerator should be closed. Very natural and real life, not stock.

## **Feast On Dining Table at Home**

**\*\*Update-** See announcements tab**\*\*** Love everything that looks like an absurd amount of food. We want it to be overwhelming. Also, if possible, the taste should be high end. This is hard because some high end shots look very stock. Imagine a feast in a real life mansion on a huge dining room table, and that's what we are looking for. Elegant shot, very high-end luxury Focused on the food and table NOT the people. Thanksgiving size feast but doesn't have to be thanksgiving.

## **Portraits of People Looking Determined.**

We need portraits of every day looking people in every day clothes shot against a simple background looking confident, focused and determined. Ideally shot from low to give them a heroic looking stature. They can be male or female, of any age or race. Ideally they would be holding a bag, but without is also fine.

## **Authentic Professionals Using Latest Technology**

Seeking Horizontal Banner Images of Professional / Authentic people in various industries-in their work environment. Crop-able to Vertical for mobile device use If the device is shown, it is ideally showing the screen and shot from over the shoulder Subjects should be using the newest Ipads and iphones and engaged in what they are doing. \*\*\*Please do not show desktop computers or paper products or maps or any non-tech way of doing business. No outdated technology - we want to latest and greatest Subjects should be using a device - if the device is shown. They should look like they are using a device if the device is not included in the image. Subject should be empowered/engaged/satisfied by their device or the App they are using, making their life simpler and more efficient. Business Industry professional. Latest Apple tablet Device would be ideal Industries: -Banking /Finance -Energy / Utilities -Government type employee police social worker or other -Healthcare - nurse or doctor -Industrial Products-Employee or industrial person outside or @ business -Insurance- home or insured item/ with person -Retail - how retailers buy, engage customers, using mobile apps -Telco - field techs using the right tools 24/7 service energy etc. service calls -Travel/Transportation - airline employees - making travel less stressful - flight crew/customer service



## **Tacos & Taco Stands in Mexico**

Ideally in Mexico

## **Australia, Northern Territory, W.A (AERIAL) Coastline (And More, See List)**

An aerial photo of Northern Territory coastline from any of the following areas: • Top End of the Northern Territory • Southern Gulf of Carpentaria • Torres Strait • The Kimberley (Western Australia) • Any photographs showing DUGONGS swimming in the scene would be brilliant. • Also happy to see local indigenous people in frame as this photo will be used alongside text showcasing the work of Nailsma (North Australia Indigenous Land and Sea Management Alliance) and the SALTWATER PEOPLE NETWORK, who work to protect the local wildlife amongst other things. • I am Ideally looking for a very crisp photograph showing clear and vibrantly coloured shallow water in parts with turquoise and aqua tones against a contrast of red earth. Could potentially show a pattern in the landscape of waves or sand ridges from the water current/waves.

## **Development of Digital Technology**

I am looking for graphic conceptual suggestions for a feature and possibly a cover option for Hiscox Today magazine. (Our budget for a cover will be about \$400USD) The feature is about the development of digital technology and how it has changed the way that we view advertising. From TV, radio and print to first online, you tube google ads, twitter etc The picture needs to illustrate this in some form. Ideally no people and nothing too cheesy. If Any suggestions by the end of the day would be much appreciated.

## **GoPro Wants you! Do you ever shoot with a GoPro?**

Hey! I just had a call with GoPro and they're interested in all of our photographers that have GoPro equipment/setups. Please promote yourself to this brief or submit an image with a caption of the GoPro setup/equipment you have. They're looking for photogs worldwide. I'd like to present them with a list as soon as possible. To be selected for final consideration, you must be a premium photographer. Thanks so much! \*\*\*The budget associated with this brief is not representative of a budget associated with GoPro. The purpose of this brief is to find photographers shooting with GoPro equipment. Thanks again!

## **Business Person Looking Out a Landscape**

Similar to reference image. Business person – male or female looking out a beautiful landscape – could be on a terrace. Back of person is fine. Not silo, not drawing back the drapes. It also could be night with light coming in.

## **REEBOK Assignment: Travel-themed Laydown shots featuring Reebok shoes**

Do you want to be hired by Reebok? Reebok is looking to create travel-themed laydown images that include the new Furylite JS. The shoes will be provided to the chosen photographers to include in the shots. We are looking to choose 3 different photographers in 3 different locations (NY, Miami, LA), and each will be given one pair of shoes to shoot. The images can be shot outdoors in an area that showcases your location, or inside. The shots should include travel essentials that are specific to the area (see inspiration photos). These images will be used on our social channels, pushed out through PR, and used on our website.

## **The Backs of People in Crowd w/ Phone - See Reference**

Need a crowd shot that is like the one attached. The people have to be holding up a phone and standing with their back towards the camera. We are looking for this angle attached. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.

## **Premium Beach / Relaxation Imagery w/ People (Ages 25+)**

Should be shot at 'golden hour' though doesn't necessarily need be a sunset. Should be more than one person that looks over mid-twenties. Premium white sand beaches, but other relaxing places needed. Think city rooftop, music festival, boat/yacht, outdoor beer hall, hiking. Clean/simple/premium. Also looking for soft focus imagery in this same world. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.



## **London Basement Conversion, Roof Terrace, Attic Extension, Side Extensions (High End in London)**

We are looking for Rights Managed images of a lovely up market London basement conversion, London up market rooftop terraces, attic extensions, basement extensions, side and extensions etc.. Images must have a property release to use them. They are being used for a property home flyers at this stage.

## **Conceptual Lifestyle Images: A Breakthrough or Discovery**

Images that communicate the concept of breaking through or the idea of an important discovery or instance of achieving success. These are images of people or things coming toward the camera, or passing through something. Some ideas might be people running and splashing through water, light breaking through a window, playing in a pile of leaves or a celebration with confetti or fireworks. Images with adults, or adults with children preferred. Avoid images with children only.

## **Bahrain in the Last 3 Years (See list)**

General photos taken in the last 3 years of Bahrain. Tree of Life in the desert in Bahrain. Pearl diving in Bahrain . Bahrain beach scene with scalloped shaped condos on the half moon beaches. Bahrain National Museum. The Shaik Ebrahim Cultural Center. Formula One. Water Sports. Block 338. The Main Souk. Moda Mall. The Sweet and Spice Souk.

**Non-Caucasian Baby (6-24 mo.)**

Looking into camera. Serious face. Not crying. Nothing blocking face/head

## **Frozen Vegetables or Fruits**

Frozen veg or fruits in clear plastic bags or pulled out in large frozen clumps. All should be horizontal or cropable at horizontal.

## **Baby Bottles**

Baby bottles or babies drinking from bottles. All should be horizontal or cropable at horizontal. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.

## **ASSIGNMENT: People & Their Homes**

The shoot would center around homes (luxury and everyday) and the people who live in them. We need someone to shoot for 10 days in order to achieve 15 shots). These would be pre-art directed/designed and without royalties. (This means you would be paid for the number of days worked, but not more for the use of the photos after). We would need a photographer in Los Angeles or close to it.

## **Group of Young People Making a Duck Face**

Group of Young People Making a Duck Face. We would like to find something more uplifting and bright. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.



## **Business Images For Report (See List)**

Creative business photos, abstract, space for text, unique, eye catching, colourful Themes: Relationships Strategies Investor Support Clients Future Management Growth Reflective Edinburgh

## **Summer, Turquoise Clear Water, Lifestyle Shot**

We are looking for a lovely lifestyle image, that's got turquoise blue clear water, a feel of summer, holiday, secluded, tranquil, secret escape. So maybe a couple swimming or someone diving or jumping into the ocean. It should feel like a travel secret, so not too obvious where the location is and can be anywhere in the world. If there are people in the image, they shouldn't be too big in the shot.

## **Shot of Tourist (Myanmar)**

We are looking for beautiful experiential travel images with a model released (or unrecognizable model) human element – tourist(s)/people in the shot need to be the hero(s) of the image but should not take up more of the image than the location itself. One person is preferred but we are open to multiples. Please NO destination shots without people in them will be suitable. The more copy space the better. If the images are busy they need to at least be attractive. The human element needs to look more like a tourist than a local if it is a local. The image should invite you in and clearly make you want to be there. The image should represent the very best and/or beautiful interesting places and experiences the destination has to offer. The tourist(s) should preferably NOT appear to be just sitting – they need to be doing something interesting. An activity of sorts. The images should not be posed or stocky. The client does not want any animal ride images. Images should be thoughtfully lit/treated, professionally shot and stylish in their composition. SUMMARY OF ABOVE – WELL THOUGHT OUT SHOT – HERO TOURIST – NOT TOO SCRUFFY IN COMPOSITION – COPY SPACE – DOING SOMETHING INTERESTING (ACTION)

## **Tourist(s) Shot - Africa**

LOCATIONS REQUIRED: PLEASE DO NOT SUBMIT IMAGES FOR ANY OTHER LOCATIONS - Kenya - Nigeria - Ghana - South Africa - KwaZulu-Natal Province only - Egypt - if you have submitted pyramid/camel shots already please do not repeat submissions We are looking for beautiful experiential travel images with a model released (or unrecognizable model) human element – tourist(s)/people in the shot need to be the hero(s) of the image but should not take up more of the image than the location itself. One person is preferred but we are open to multiples. Please NO destination shots without people in them will be suitable. The more copy space the better however the tourist(s) do need to be in view and not tiny in the frame. If the images are busy they need to at least be attractive. The human element needs to look more like a tourist than a local if it is a local. The image should invite you in and clearly make you want to be there. The image should represent the very best and/or beautiful interesting places and experiences the destinations have to offer. Think Safari - hiking - markets - swimming - sightseeing etc - NO BICYCLES PLEASE The tourist(s) should preferably NOT appear to be just sitting – they need to be doing something interesting. An activity of sorts. The images should not be posed or stocky. The client does not want any animal ride images. Images should be thoughtfully lit/treated, professionally shot and stylish in their composition. SUMMARY OF ABOVE – WELL THOUGHT OUT SHOT – HERO TOURIST – NOT TOO SCRUFFY IN COMPOSITION – COPY SPACE – DOING SOMETHING INTERESTING (ACTION)

## **Surreal, Mysterious, Fantasy, Magical Imagery**

I am looking for a compelling, unique image for the launch of a new wine product. Headline for the campaign is "Release it". The concept behind the headline is that, "once you take a sip of this wine you will be transported to a magical place" or "this wine will release you to a special place". The campaign is millennial-driven. The image needs to be of a surreal, mysterious, fantasy, magical tone. Images to not necessarily have to feature red wine glasses but are welcome.

## **Telecom workers , infrastructure**

We are looking for images of model released workers who are installing fiber-glass into the ground or somebody who is climbing, servicing a telecom antenna, etc. Images which are showing the expansion development of an internet provider or mobilephone company. All images have to be model-released and property-released if necessary.

## **People Running**

We want pictures of people running. In parks, in the streets, in the gym, in a house, in a sports game, on a beach, in a school race, anywhere and everywhere. We need a very wide variety of races, ages, locations and nationalities as we want it to feel like the world is taking part in something.

## **People Jumping**

We want pictures of different people jumping. We need a very wide variety of races, ages, locations and nationalities as we want it to have a very global feel. It doesn't matter how people jump or how high they get because we don't want it to feel too uniform. It should be fun and playful. Instagram style.



## **Powerful, Flowing Water**

The image should show a torrent of water that demonstrates 'power'. It needs to have the force and awe of naturally occurring torrents of water (like a waterfall perhaps) but the control of something more organised, for example a manmade dam with floodgates open allowing water through. We're trying to get across a positive message, so rivers bursting their banks and flooding is not what we're after! The water needs to fill the frame, so no other elements like a dam, or shoreline, or people etc should appear within the frame . We want it as much as possible to look beautiful as well as forceful.

## **Busy Mom Looking at Her Phone**

In the background, you would see her house or her closet. We are going to put price tags on the items in the background to show how much she could sell these items for. She could be pointing her phone at one of the items to take a picture of it. It is also important to convey that she is very busy - the kids could be hanging from her or running and playing, but you have to see the craziness of her life.

## **Emotion with Perspective.**

TYPE 1: Must be aerial perspective or at least from a high point. Looking for people or a crowd shot in varied surroundings (ie city street, park, beach, etc... As much emotion as possible (ie couple holding hands, groups of families). TYPE 2: Infrastructure from an aerial perspective. Bus depots, airports and planes on runways. cargo ships at sea, highway tolls, mining, wind farms and pipelines. Interesting colours and angles. Must be bright and colourful. Major city intersections with people crossing from around the world NY, UK, CHINA (mainly), JAPAN. TYPE 3: City blocks from above and rooftops. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.

## **People at Moments of Decision**

We are looking for images of 'real' people, not posed, at 'moments of decision'. And these moments can be anything from a purchase, to getting cash out of an ATM, to making a phone call, to talking with friends. All images should show some movement or momentum. The POV of the camera should be such that it is 'in' the action, in conversation or with the subject, rather than observational.

French Hamburger  
French looking hamburger to accompany the line: 'Even if you've definitely over ordered...you'll never pay more with....'

Something European looking - potentially Paella or Pasta would work, but the portion must look generous and we should have a person or a bit of a person in the background- person must be model released.

## **Shopping in Foreign, Exotic Countries**

We are looking for an image to land the idea that choosing what to buy abroad may be difficult but at least paying for it is easy. Ideally this image should cater for the 'family' audience segment, so feature parent(s) with child.

To indicate choice, we want to show the subjects of the photo in front of a shop window or in a market, ideally giving the impression that they are choosing something. The main thing is that the person looking at the picture understands that they are looking at a foreign shop selling foreign goods – so it should look as though it is in Africa, Asia or India.

Examples: An Indian sweet shop with an array of colourful sweets perhaps, a toy shop on a busy street in Japan, an assortment of spices etc.

Another important element is that it should be somewhere that would appear to take a credit card i.e. not a market stall in Vietnam. It should be the type of place that you could imagine might take a card payment. I've attached an example of a shop front image that we feel nearly lands the idea – so some variations along this line would be great.

The shot should not feel staged or like it is from stock but should still have a premium, bright aspirational feel to it. ALL talent must be model released.

## **Southern "Swagger" Lifestyle**

People must clearly look 21+ Southern (Southern USA) feel with an edge. Should portray friends having fun at a party, bar, tailgating event, etc. (Open to other scenes as well that have a similar vibe). Subjects should be fairly average, unpretentious and portray have laid-back, fun presence. **MUST** be model released.

## **Small Town Life**

Looking for photography depicting family and friends living a simple and meaningful life in small towns. (Eau Clair, WI. St. Cloud MN etc)

## **Woman Blowing Her Nose Hard**

Female facing towards camera blowing her nose hard. Brief is for a medical magazine on an article about the potential health risks of blowing your nose too hard. Need something very similar to the image attached in this brief.



## **Cutting Edge Technology**

We are an investment company who produce a glossy magazine for our clients which shows the companies, industries and countries we are currently invested in or are considering investing in. This magazine cover has the headline "Preparing for an era of exponential change and disruption". Augmented reality and virtual reality technology is something we have been looking at but we want a not 'tech cliché' type of image. Companies which have had to change direction as a result of changing technology is a theme from the magazine. All talent **MUST** be model released.

## **Hipsters- Concerts, Music Festival Images**

Tagline relates to music, so something relevant to that, ie festival etc. The image will be associated with alcohol and therefore talent must be 25+ years. The talent must be model-released or releases are not required. Either, non-recognizable faces, shot from behind, distance or abstract filter etc...

## **Ages 20's-30's People Enjoying Chocolate Cake**

Examples: Group, enjoying that celebratory moment where the cake is being brought out, or people are singing while you blow out the candles. Cake that is decadent, irresistible and special, maybe even that messy "handmade" style. Image should be shot indoors, capture the candid 'caught in the moment' look with select focus in a window lit room (Light and airy). Ideally, would contain 2 or 3 mix of men and women (Late 20 and or early 30 somethings). See 'Announcements' for more details. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.

## **Mekong or Tributary - A Fun, Jaunty image**

We are looking for a colourful and light-hearted picture of river side life. Either monks laughing, or kids playing in an environment that looks lush and tropical. perhaps an eye catching temple or landmark also in shot. This will run as a full page opener to the travel section - so a portrait shot would work best. Doesn't necessarily have to be Mekong - can be a tributary.

**UPDATED: Everyday Lifestyle Images: See Reference**

We have a HOT image search that the client is requesting by 9:30AM tomorrow (6/10) morning. \*\*\*ALL IMAGES MUST BE MODEL-RELEASED Please see reference attached and call out's for image searches. The client will be using this to highlight their product (phones and watches) - so we will need lifestyle imagery that lends itself to that (i.e: hands, arms, etc. need to be visible). People: • Male - Age: 25-30 • Female -Age: 25-30 • Family (Does not have to be full set, can be 1 Parent and few kids like in the example) - Age: 30-40 (Kids around 5-9 years of age) For the people, I would like them to be realistic as in not super, muscular athletic. More of the everyday people, but not overweight or too cheesy/campy. Activity: • Running • Stair Climb • Bicycling • Exercise For activity, I would prefer them to not be looking at camera. Candid is great. Aspirational, but not super aspirational. Open to location. City, country or Inside a fitness center.

## **Formula One Racing (Contemporary, Still Life Style)**

\*\*Brief updated (See announcements) I'm after images which show details from contemporary Formula One car racing in a stunning, - perhaps even still life - way. Clean lines, close ups, interesting views and just a different way of looking at the subject is required for this.

## **Albora Restaurant, Madrid, Restaurant**

Need colorful, dramatic and unique shots of food, interiors and exteriors of the Alhambra Restaurant, Madrid. Images should convey a sense of upscale and VIP.

## **The Breakfast Table**

Dairy plays a big role on breakfast tables as a nutritious way to start the day. We need beautiful plating that looks natural and achievable for various dairy themed breakfast items. Smoothies, oatmeal, farro, teff or quinoa as a warm breakfast porridge with fruits and nuts, yogurt bowls, interesting toasts using ricotta, cottage cheese bowls with nutritious add-ons, glasses of milk, chocolate milk, etc. Landscape orientation preferred. No brand labels please. Images should have be bright, clean and modern aesthetic with a slightly rustic feel (wood textures or different textiles in the shot).



## **Easter**

We want happy families in warm, inviting lighting prepping for the holiday by crafting or cooking in their kitchens. Perhaps we see a jug of milk out of focus on the counter. We also want shots of tablescapes for the holiday with some decor and stylized food. Dairy should be involved in these shots as well. Perhaps hot cross buns alongside a butter dish, a festive deviled egg display or a cheesy gratin dish alongside the traditional ham. Or a set up for Easter eggs using natural dyes. Landscape orientation preferred. We want the images to look natural and fun. Any images with people must have model releases.

## **Learning & Development**

I am looking for eye catching images to brand our HR Learning and Development training. The images will appear internally on printed documents and on screen. I would like the images to be beautiful, impactful, simple, abstract, colourful. Space for text if possible. Avoid cliches. Thank you.

## **Security Camera**

A security camera watching over the following : -people waving to camera (kids preferred) -front door -just a front door from the outside -front door from inside with someone entering. -this is for security camera... we should just make it a person(s) entering that's not a burglar. We don't want scary, just the idea that this camera can watch your door for you.

## **Daulat Ki Chaat (Delhi Street Food)**

We are looking for a photo of DAULAT KI CHAAT (a skimmed-cream street food with saffron and turmeric, common on the streets of New Delhi in the winter). Extra-great if it's from the Chandni Chowk cart (it's one of the more well-known vendors). Shots should come from New Delhi only. The ideal image would show an individual portion of the DAULAT KI CHAAT in someone's hands, or with some colorful detail or sense of place in the background. The shot could also be of the big mass of cream from which the vendors scrape off the individual portions. The ideal image will also have the color from the toppings -- it's yellow from saffron or turmeric -- and will show other toppings (there's sometimes a crunchy pistachio topping, or metallic details). Reference photos are via the following instagram links:

<https://www.instagram.com/p/uR9E55TAxV/?tagged=daulatkichaat>

<https://www.instagram.com/p/wjaRY9Czlg/?tagged=daulatkichaat>

<https://www.instagram.com/p/BA63RyikQPx/?tagged=daulatkichaat>

<https://www.instagram.com/p/wlJG3qrCmS/?tagged=daulatkichaat>

## **NYC Times Square**

Greetings! I am trying to make a before-and-after double page spread with this image from 1950. Looking for a photo (day or night) of present day, looking North from the SE corner of W 43 or 44th Street and Broadway. Please keep in mind I need to match this image, to make a panorama. Please only send images from this location - not random blocks of Times Square. This is a double-page spread then/now pairing. Thank you!

## **ASSIGNMENT BRIEF: Ice cold lemonade on an upscale porch**

We're looking to hire up to 4 photographers @ \$1,000 USD each to shoot front porch still life imagery. The turnaround time will be quick, we'll be selecting photographers by the first of the week. Looking forward to seeing your portfolios! One of the top beverage brands in the U.S. is looking for still life imagery of lemonade outside on an upscale porch with a beautiful view. Through a variety of up close and far away shots, we're hoping to capture lemonade within a premium setting that taps into the beauty of specific regional locations across America. Lemonade doesn't necessarily need to be the focus, but both the carafe and glasses must always be visible, filled, and appear refreshing with ice and condensation. The imagery should be rich in color and square as it will be posted on Facebook. Each image should utilize something from the setting from which it takes place. For example, in Savannah or Charleston no southern style porch would be complete without some element of southern hospitality. Including a snack next to the lemonade will evoke the essence of southern charm.

## **High-Energy People and Acceleration**

We're looking for high energy people, in motion or conveying a sense of movement. Shots from a low vantage point would be great. Motion blurred environments are ok with the person (or people) in focus. Looking for images that create a sense of direction (moving upward), acceleration, taking off or celebration. We want diverse people from across the global. More than one person in the shot is preferred but not a necessity. Ages ranging anywhere from early 30s to late 40s. The environments should show some urban settings as well as destinations (on a global stage). POV or closer in images are welcomed as well. Day or night and indoor or outdoor. All images must be released.

## **Puppies and Kittens - Cute Photographs**

We are looking for photographs of CUTE PUPPIES AND KITTENS (preferably together in the one photograph) to use for a 1000-piece puzzle. These images need to be • Spectacular • Colorful • Engaging • Lots of detail - to enable recognition when piecing together the puzzle • Large empty areas to be avoided - so that the puzzle is interesting throughout the process of putting it together • We would prefer no people at all in the image • Please also avoid any recognisable branding • DETAIL and COLOUR are key, as is CLARITY when produced at full size • Detail in all areas of the frame - AVOID large areas of solid blue sky and photos that have been shot with a shallow depth of field and that have backgrounds or foregrounds that are out of focus. ORIENTATION: Landscape SIZE: minimum 736 x 584mm (29 x 23in) at hi-res 300dpi Please see reference images provided of similar images we like and past puzzle images we have used.



## **Woman Doing Yoga Poses in Home**

Yoga poses needed: Reclining Spinal Twist, Knees to chest, Butterfly, Half Wheel, Pigeon, and Cobra. Setting: In a bedroom or next to the bed as if the model is doing these yoga poses before going to bed. Room: Clean with not a lot of clutter. Note: Focus should be on the person doing yoga.

## **Ngorongoro Crater - aerial view**

I'm looking for a great shot of the Ngorongoro Crater, ideally an aerial view. A stunning shot (a bit like the attached - flamingos) of animals, flamingos, at the crater would work too!

## **Horse Racing**

The picture must be of jockey's on horses on a flat course. Most importantly, I need the shot to have dynamic, converging lines of perspective as in the example image. Preferably the horses will be running towards the camera, but shots running away will also be considered if the image is dynamic enough.

## **Healthcare Professional Portraits (35-50 Y/O)**

We are searching for images of "non-stock" looking professionals—ideally healthcare but not doctors. Office workers in the age range of 35-50, any race or gender.

## **Coach Class Airplane Seat**

Image needs to be shot straight on, like the reference image attached. Hint of humanity (pillow, headphones a plus). Images not shot directly straight on will not be considered and should not be sent.

## **Portraits of Eccentric Characters**

We need high quality portraits of characters that fit a particular set of persona types. Each character needs something basketball related within the shot (no identifiable team logos or items) - a basketball, or netting, or backboard, hardwood, bleachers, etc. Characters will also need to be in environments that give context to who they are (outlined below). All photos can either be environmental or shot on white or color backgrounds (no patterns please). These are the characters we need images for (descriptive titles are for reference only):

- The Auditor - A man who is surrounded by data and homegrown calculations - papers, post-it notes, calculators surround him - In an office with all of these items
- The Old Man - A man sitting in an old chair, looks personable and friendly - Contextual items around him are preferred - TV tray, couch, etc.
- The Excited Fan - A man or woman excited to be a sports fan or excited about a basketball game - pom poms or other sports related items are preferred
- The Yoga Man - A man who is a bit granola, does yoga or has the appearance of being into yoga - He is meant to look like he believes in the inner self or the celestial - Items around him can include magical crystals or related items
- The Mascott - A sports fan dressed as a mascot or has some sort of mascot related items around him or her - Tiger head or foam fingers on both hands
- The Skeptical Woman - A girl or woman who does everything opposite of her brother - Looks skeptical, inquisitive or contrarian to people around her

Images can either be in environment or shot on backdrops. If in environment, we'll need loose images with room to crop and negative spaces to place copy and logos.

## **Computer Engineers, Software Developers, Cyber Security**

Looking for Males and Females early 30s using computers, building computers, software engineers, computer engineers, database

## **Hot Air Balloon Crash**

Looking for images of hot air balloon crashes.



## **Airplane / Landscape**

The image has to communicate the theme of air travel. Possible ideas are looking up through skyscrapers of a city which are framing an airplane in the sky or looking up through palm trees to the plane. A shot of a beautiful landscape from the air with a clear shadow of a plane on the terrain. Vertical shot preferred.

## **Couch Covered in Plastic**

Tightly wrapped couch in plastic (like shrink wrapped). Nothing else in the shot.

## **Jimbaran Bay,Bali - Feet of Family by Beach**

-Capture 1 hero image of a family with 4 pairs of legs/feet in foreground relaxing on a sun bed overlooking an Asian beach where tables and chairs are set for a restaurant. -Late afternoon with blue skies and dusk coming in, so a nice purpley warm tinge is present. -In the background less dominant/slightly blurred we can make out other families at the mismatched tables with mismatched umbrellas (some damaged) being served by waiters, as well as corn carts, boats in the ocean, lights hanging from wooden poles. -Difference in feet size is key to establishing age range as well as styling of the female feet and toe nails.

**Children w/ Adult Female, NO Faces Please.**

Children with face off camera Landscape format Short dept of field  
Calm Even lighting Neutral background Outdoor (Australian  
content) For: Community service case workers in day-to day  
situations working on difficult cases of children abuse with good  
outcome.

## **Basements in People's Houses**

We are trying to find a basement that looks like it's in someone's house. It should be clearly underground, ideally with stairs down into it in shot or with those high up windows you get underground. It should have props that make it clear it is in the home - maybe a sofa, or a washing machine - and ideally some sort of hobby bits - a pool table, a train set, a games console etc.

## **Ordinary People Caught in the Act - Not Posed**

Ordinary people caught in the act. Not posed. Avoiding smiling faces. European or British settings. All ages. All genders. All ethnicities. Inside or outside. at home or work. Not shot from distance. All recognisable faces and places should be released.

## **Couple Driving into the Sunset in Electric Car**

Something very similar to reference image. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.

## **Music Lifestyle**

We are looking for around 10 images of "Music lifestyle" for the Spinnup Website. We need shots of musicians, music fans, instruments, musicians performing, band practice, etc. Any music based images will be considered but they must be positive, uplifting, inspirational and aspirational. If images submitted include identifiable persons, logos and or trademarks or artistic works you must have a signed model or property release.



## **UPDATED BRIEF: Life Moments - People of Asia**

**\*\*These people must be from East Asia, South Asia or Pan-Asian. Specifically, we need more images showcasing Chinese and Japanese people. Please DO NOT submit Western people. ALSO PLEASE DO NOT SUBMIT TO THIS BRIEF IF YOU HAVE ALREADY SUBMITTED TO PREVIOUS BRIEF. The buyer has already made selects from those briefs and is looking for ADDITIONAL imagery. Thanks! Images should be in a healthcare professional environment as well as everyday moments in life. South East Asian, Real Life - Lifestyle Women and Men, Families, Seniors, Mom, Dad, Auntie, Uncle, Friends, Couples in various real-life environments, including: at work - waiting tables, chef, child care, retail shop, health care, family businesses at home - relaxing, family and or home duties outdoors - active, social Art Direction: Candid, real people, real moments, real environments - not looking to camera Images must be model-released.**

## **Healthy Woman (Mid 20's-30's)**

Subject: Health and weight. Should be of normal body shape, i.e. slim but not excessively so Can pinch her waist, stand on scales etc but shouldn't look concerned about her weight! Needs to wear clothes Calm, light background - can be studio but a calm outdoor background will be ok.

## **Eclectic Group 20 Somethings**

Millennials that have different styles. A mixed clique of people (millennials)

The book nerd that knows Kanye's newest hit by heart. A diva who surprisingly enough knows how to ride a bull. A basketball stoner. Mixed and Mashed Millennials. Even Mash up art or music. One thing and another.

## **Happy Toddlers Playing w/ Family Outdoors**

Kids (3-5 years old) playing outdoors. The kid or kids should be the focus of the shot but seeing a mom or dad in the picture or in the background is important as well. More artistic shots - compositions and framing. Smiles are required. But not cheesy smiles. Settings and clothes should be modern but not too urban.

## **Authentic Lifestyle Images of Brooklyn**

Looking for authentic images of Brooklyn, recognizable to locals, not to tourists. Color, grit, creativity, real people, real places - we're looking for photos that capture the spirit of adventure, vitality, and hustle of the borough. \*\*\*\*Must be model and property released Ultimately, we're looking for a package of photos we can use across social media primarily, but also to add character to an ecommerce site.

## **Interesting Mix of Two Common Objects**

Mix of two common things together in a fun way. Image should be compelling and clearly a fresh mix of two common/unrelated things. Examples: parachute in the snowboard Hotdog on a rake Guerrillas and marathons Frisbee golf Tractor drag race Wedding bungee jumping. gorillas+marathons=gorilla run (a UK event) sledding+canoe=canoing down snowy hill or ski jump a sport done in a fun/new way Life hacks: using a thing in a new way. cooking - hot dogs on a metal rake

## **Mount Everest - Stunning Image**

I'm looking for a sensational image of Mount Everest

## **Group of Millennials having fun**

We're looking for shots of people in their 20s and 30s having out together inside or outside; e.g. cooking together, having drinks/BBQ or sitting/talking around log fire, or working in very relaxed ways on laptops in living room situations. Ideally shots are atmospheric, rather than too straight forward: so e.g. back light, shallow depth of field, movement, details etc.



## **The power of partnerships (See specific list)**

We are for looking images of people in a number of various partnerships. Images COULD show 2 people, whereby one person is the centre of the show and the other is playing a pivotal supporting role, alternatively it may just show the supporting role i.e the ball boy. Images need to portray a sense on dependence, support and partnership. Imagery tone: natural, real, supportive and engaging. Partnerships photograph to be sourced: - Ball boy and tennis player - Roadie and band member - Tow surfer and big wave surfer - Co driver and rally driver - Professional cyclist and support car/team Happy to look at other partnerships should partnership be suited.

## **Man in conversation**

Similar to ref image please. Not important to have glasses Beard not essential Age between 30 - 45 Must be released

**Asian young couple taking a selfie**

Asian young couple taking a selfie. \* Must be model released.

## **Savvy Lifestyle**

1. Candid and urban 2. All ethnicities 3. Ages 35-55 4. Golden lighting, warm tones 5. Shot should focus on individual or small group 6. Should convey thoughtful, quiet energy, depicting intimate moments, contemplative, confident. 7. Winter season 8. Stay away from focusing on specific holidays (ex. gathering around a christmas tree) 9. Can be indoor or outdoor 10. Magic hour-like lighting if possible

## **Lifestyle shots (as listed)**

I'm working on a redesign of WebMD magazine. I'm looking for the following images. Diversity in age and ethnicity encouraged. Please think classic beautiful lifestyle shots. Clean, modern and sophisticated. This is for the November/December issue so things weather appropriate where it makes sense - Airplane travel - something graphic that could run full page (vertical/square) that shows a plane interior, exterior, take off etc. - Man exercising (walking, cross training, biking, med weights) - should NOT look like an athlete. a regular guy - Woman (not too thin, but fit) exercising, this image will run full page but needs to have negative space for type. Bonus if the woman has some kind of fitness technology on - Beauty shot that showcases a woman's hands (can see some face, but hands should be the focus) - Lifestyle shot w/ a mom and children under the age of 7. having fun, can look holiday - Baby playing w/ old school/interactive toys (no tech) - under 1 year old - Parents and children, all w/ devices (phones, tablets, computers) - Something sciencey/graphic that says "alzheimer's" - Cat running around track or under christmas tree w/ presents - Dog w/ treat dispenser - Woman 40s-60s wearing sunglasses. fall or winter only

## **India Lifestyle - Candid, Authentic, Positive**

Images of Lifestyle in India. Positive, candid, images - Professional men and women (age: 25-45) Dining Listening to music Hanging out Shopping The daily commute - Young/Hip College Students (age: early 20's) Cricket Enthusiasts (playing, watching) Technology - using, engaging in Dancing, listening to music A couple or group going to a movie A couple or group having fun at a festival - A Family (living in an upscale home) Cooking Eating Playing Interacting with technology Watching streaming content or TV Going out to a movie or a festival. All images must be fully model-released. Images must not be available as microstock elsewhere.

## **Young Teens/Tweens - Lifestyle**

We want to capture teens in their natural habitat. Whether hanging out with friends, eating a meal, playing video games, exercising or playing sports, or being goofy, make sure it feels like real young teens. They should be between 10-14 years old. It should feel like a friend or parent took the photo. Relate, gain trust, let them wow you on their own. Keep direction minimal and stay conceptual rather than intentional. “What do those flowers smell like?” vs. “Smell those flowers.” Allow space for improvisation in all roles. Feel the flow and anticipate moments of opportunity rather than forcing an instance.

## **Candid Couples**

We want to capture couples in their natural state. A true representation of what being in a relationship is like. We're searching for those real, intimate moments of love, discovery, and warmth, as well as everyday life—shopping, doing chores, laundry, etc. We are also looking for diverse races and non-traditional couples. When shooting, capture real life happening. Keep it loose and general in concept, enabling spontaneity. Allow them the space to be themselves, live their lives while the photography happens. Earning the trust and respect of the couple, letting them open up to real life moments: imperfect and pure. Embrace the ebb and flow of moods, using both to express the complexities of a real relationship.



## **Mothers with Babies**

We want to capture new mothers in their natural habitat. A true representation of what being a new mom is all about. We're searching for those real, intimate moments of unwavering love, guidance, pure joy AND those equally real moments of sleep deprivation, soothing a crying infant, and occasionally getting a tiny elbow to the forehead. We want to see mothers holding, playing with, bathing, dressing and comforting babies. We are looking for diverse races and babies from newborn to 2 years. When shooting, capture real life happening. Keep it loose and general in concept, enabling spontaneity. Allow them the space to be themselves, live their lives while the photography happens. Earning the trust and respect of the parent, letting them open up to real life moments: imperfect and pure. Embrace the ebb and flow of moods, using both to express the complexities of real parenting.

## **Kids watching TV or Playing Video Games**

We are looking for candid photos of kids (ages 3-14) watching Tv or playing video games. They can be a single child or multiple children. We are also looking for varied races—White, Hispanic, Asian, Black, and Indian. When shooting, be a part of the environment that the kids are existing in, never force a situation. It should feel like a parent took the photo. Let them be themselves and capture the uninhibited nature of kids. Relate, gain trust, let them wow you on their own. Keep direction minimal and stay conceptual rather than intentional. Allow space for improvisation in all roles. Feel the flow and anticipate moments of opportunity rather than forcing an instance.

## **Woman - Lifestyle**

We want to capture a woman in her natural state. We are searching for the moments of pure joy, discovery, complexity, and vulnerability. Whether relaxing, shopping, doing chores, exercising, or socializing, make sure it feels like real. We are looking for women aged 25-45 and a variety of racial backgrounds. Although we do not want and children in the photos, these women should look like they could be moms. When shooting, be a part of the environment that the woman is existing in, never force a situation. Let them be themselves and capture the uninhibited emotions. Relate, gain trust, let them wow you on their own. Keep direction minimal and stay conceptual rather than intentional. Allow space for improvisation in all roles. Feel the flow and anticipate moments of opportunity rather than forcing an instance.

## **Pregnant Woman**

We want to capture a pregnant woman in her natural state. We are searching for the moments of pure joy, discovery, complexity, and vulnerability. Whether relaxing, shopping, doing chores, exercising, or socializing, make sure it feels like real and not posed. We are looking for women aged 25-40 and a variety of racial backgrounds. When shooting, be a part of the environment that the woman is existing in, never force a situation. Let them be themselves and capture the uninhibited emotions. Relate, gain trust, let them wow you on their own. Keep direction minimal and stay conceptual rather than intentional. Allow space for improvisation in all roles. Feel the flow and anticipate moments of opportunity rather than forcing an instance.

## **Mac and PC Laptops in the Same Shot**

clean minimal shot that have mac and pc laptops working together on the same desk. Should allow for some space in the middle for headline and intro copy. look and feel should resemble a light, bright, white desk space (preferably not wood textures). Can include people but faces can/will be cropped off.

## **A Non-Verbal Child**

This could be a photo that shows a silent child surrounded by people talking, or an ordinary noisy family scene with a silent child or adolescent at the center. It could also be a silent child with parents working hard to interact with them. Age of nonverbal can be child through adolescent. This is for a story about minimally or non-verbal children on the autism spectrum.

## **Parent Looking at Camera; Child in Background**

Mood: positive, empowered, pleasant, confident parent, mother preferred, looking at camera child 8-10 yr old child in background doing positive activity positive activity something like food prep/cooking; homework; playing musical instrument; painting, swinging on swing set etc child does not need to be in focus Sense of Region helpful: New England, Cape Cod, seashore end use orientation: vertical Photo is to support message of parent making a statement about what they teach their child

## **Affluent Lifestyle**

**CREATIVE CONSIDERATIONS** We need color images that insinuate interesting personal stories; stories that leave you wondering what they are up to and where they are going. Finish and overlay- Not so everyday and ordinary. Image should have an interesting composition. Think about the role that the city plays in the image All races included. More contemporary people. The age range we want to reflect is 35 to 60. Our sweet spot would be mid 40's to 50's. They can be single, in a relationship, or married with and without kids. They are successful white collar workers, architectures, fashion buyers or designers, interior designers, professors, researchers in science, chefs, restaurant/franchise owners. Classic and tailored and not overly trendy (not the millennial market). **THINGS TO AVIOD** No staring into space. No looking at their mobiles. No smiling at Times Square or any other overrated landmark.



## **MOUNT KILIMANJARO - bright colours**

I'm after a great shot of Mount Kilimanjaro - bright colours / green / black etc...

## **Confident Portraits, Real People Ages 40-65**

Ideally SINGLE portrait Confident portraits; The Subject evokes PRIDE VERY REAL people ages 40-65 To further elaborate....it could be that the scenario is the person's HOBBY (not their job) in pre-retirement The environment requires as much personality as the PERSON in the shot Looking for some affluent cross section in the mix, could be something subliminal like props in the environment or jewelry that the subject is wearing, etc. (subjective?) The subject is giving eye contact or a little off, but "aware" of viewer Looking for a DIVERSITY of real work (small business) environments that are not overly staged or lit Images should feature full or almost full body shots Ideally the background is DE saturated to accommodate ad copy Should have a full range of ethnicity Must already be Model and Location Released Looking for 8 photos/creative solutions in TOTAL for the campaign

## **Mori Art Museum, Tokyo**

We are looking for images of the Mori Art Museum in Tokyo. Preferably exteriors, or the atrium/view, and not specific galleries/art inside. The Louise Bourgeois sculpture outside is also a possibility.

## **Empty Dinner Plate**

Looking for images that indicate the end of a holiday party. Super Clean (preferably on white background) Examples: -Empty/used dinner plates (food scraps remaining on plate) -no people

## **Diverse 25-35 yr friend group outdoors in cold weather**

We're looking for a candid photo of a group of friends, mostly male, between the ages of 25-35 (must be at least 25 for legal reasons) outside in cold weather. If faces are clearly shown in photo, try to include diverse ethnicities. Possible scenarios: group walking up to a cabin in the snow, group standing on a ski slope, group hiking in the woods with snow in the trees or a mountain in the background.

## **Family Tree, Family Heritage, Culture**

We're looking for images focused around the concept of family tree. We'd like to see images that drive home the message of family heritage and culture. Please refer to our reference images to gain a better understanding of exactly what we'd like to see.

## **Alpaca or Camel in the Desert Wearing Loud Jewellery**

We would like to look for an image of an alpaca, llama or a cool looking camel wearing loud jewelry in a beautiful desert landscape. Picture a very chill #thuglife alpaca.

## **Mature (60+) New Zealand couple in/around their home**

Happy, but not 'cheesy', mature (60+) New Zealand couple. Photos need to look authentic, showcase their home in some way and not look staged.



## **People wearing diamonds - global scope**

Looking for min. 7 images along the following lines (would consider other ethnicities/geographical locations - looking for a good mix of people and geography - mainly aim for age group of 20–40 years old): 1) European woman in public setting (e.g. supermarket, market - we see her diamond ring) 2) Indigenous Yakutian woman (snowy background, frosted diamond earring) 3) African American woman/man with pierced nose stud diamond 4) Indian worker (street sweeper, market trader etc) with diamond toe ring or other diamond jewelry 5) Chinese young professional (with diamond jewelry/necklace etc - ideally of striking design) 6) Celebrity/famous person wearing diamonds (e.g. Elton John wearing diamond-studded glasses) 7) Scottish bagpipe player wearing diamond earring

## **Real New Zealanders in New Zealand locations**

Kiwis in their environment. People (ethnic cross section) doing everyday activities (work, socialising, being active etc). Fly on the wall - not posed and not looking at the camera. Environments include: Urban/City, Rural, Small business (no cliches i.e.; cafes). Home.

## **Conceptual - Capturing a Moment**

We are looking for several images for a very open and creative brief. A few pointers on the concepts the images should embody: The successful images will be iconic, impactful, confident and surprising. We are looking for colourful images that provoke a reaction. The concepts is different is better. You can bring this to life through intelligent wit (clever rather than “ha ha” funny), with lively, unexpected and bold content and style. Use of colours is essential to make your images impactful. See colour palette below. These colours can be used in any combination you want in your images. Brief on content is very open: the only constraint being that it should capture a moment. This moment can be real or ethereal. The more conceptual and surprising, the better. Content can be: • witty observation, • exhilarating, • calm like a dream world, • a seamless photomontage. Images should feel polished and well executed, with original ideas. All models and locations must be fully released. All images must be large format.

## **Asian Landscapes**

Landscapes with specific locations in Asia; Vietnam, Thailand, Japan, Cambodia, China, Korea. No people. Blue skies preferred, however, good sunsets, moody images are acceptable.

## **Interior Office Scenes**

People interacting in cubicles (low), innovation/collaboration spaces, in meetings, WebEx, Telepresence, people interacting with technology, Tablets, Telephones, Video Monitors (Mediascape like systems in a meeting) Office space to look Modern, more European than American, open spaces very clean looking, glass windows, modern furniture etc...

## **Landscapes and Cityscapes**

Beach/Lake/Mountain - could be in the US or Overseas just need a handful of some beautiful scenes Cityscapes - US and Global anything that looks interesting and maybe more modern.

## **Industrial Spaces - Innovative/Futuristic**

Industries. Spaces: innovative futuristic spaces with geometric compositions and unexpected angles. People: working throughout the space to bring the scene to life and feel more approachable. Depth of field. Motion blurs. Warm colors. Relatable but aspirational. Keywords: large , warehouses, big distribution centers, factories, facilities Descriptors: optimized, seamless, exciting, moving, connected, productive, organized, scale Photography Style. We believe the best technology transforms people. So we deliver energy innovation that makes a difference in our lives today and prepares us for tomorrow. Let's work together to build a brighter world. The photography style should depict an innovative future through interesting angles and geometric composition, tied together through the warmth of a human, emotive lens.

## **Group of 25-30 year old Friends Camping**

- Image is for a beer client
- Models must be at least 25. We prefer them to look between the ages of 25-30.
- Diverse ethnicities required.
- Mostly men, but can have women in group.
- Prefer a group of 3-5, but more would work.
- If camping apparel and gear is shown, it should be the kind used on a casual weekend-long camping trip, not a serious weeks-long Appalachian trail hike.
- Cooler weather camping scene preferred - long sleeves, no shorts. No snow on ground.
- Group should look like they are talking, drinking, having a good time. Nothing too serious. Candid shots preferred.
- Tents not required, Scene can include camping cues such as campfire, camp chairs, tent, hammock, picnic table, coolers, grill. Or scene can just be out in nature without any gear at all.



## **A Friday night in - Lifestyle images**

We're looking for naturalistic lifestyle images that illustrate a Friday night in (Cosy indoors or in the garden / on the balcony type of thing), for a nationwide brand campaign across print and digital. For each, we have a strong headline for each overlaying an image. Headline No. 1 is: <BRAND NAME> SORTS YOUR FRIDAY NIGHT. • Images should be warm and relatable - not warm like “fires”, warm like an instagram filter. Warmth can also come from colour and emotion. • No cheese! Images should feel natural, not a posed stock shot. • The images should surprise without being cheesy. Juxtapositions are a handy way to do this: if it says “party”, think movie night, not rave; When it says run, walk. • Try to Avoid cliches, think unexpected but interesting. • The image should be part of the narrative, not just decorative - it complements the line wherever possible. • Must include people and they shouldn't be looking at camera. I'm attaching a moodboard of some images we have found so far, but would be keen to see anything else you may find! Thank you

## **Outdoor lifestyle: <BRAND NAME> Helps Wanderers get lost**

We're looking for outdoor lifestyle images along the lines of our references (amazing light) for a nationwide brand campaign across print and digital. The headline of this campaign is: <BRAND NAME> HELPS WANDERERS GET LOST.

- Images should be warm and relatable - not warm like "fires", warm like an instagram filter. Warmth can also come from colour and emotion.
- No cheese! Images should feel natural, not a posed stock shot.
- The images should surprise without being cheesy. Juxtapositions are a handy way to do this: if it says "party", think movie night, not rave; When it says run, walk.
- Try to Avoid cliches, think unexpected but interesting.
- The image should be part of the narrative, not just decorative - it complements the line wherever possible.
- Must include people and they shouldn't be looking at camera. I'm attaching a moodboard of some images we have found so far, but would be keen to see anything else you may find! Thank you

## **<BRAND NAME> Runs with the Morning Crowd**

We're looking for outdoor morning lifestyle images (think morning commute/school run/morning exercise etc.) for a nationwide brand campaign across print and digital. For each, we have a strong headline for each overlaying an image. Headline No. 1 is: <BRAND NAME> RUNS WITH THE MORNING CROWD. • Images should be warm and relatable - not warm like “fires”, warm like an instagram filter. Warmth can also come from colour and emotion. • No cheese! Images should feel natural, not a posed stock shot. • The images should surprise without being cheesy. Juxtapositions are a handy way to do this: if it says “party”, think movie night, not rave; When it says run, walk. • Try to Avoid cliches, think unexpected but interesting. • The image should be part of the narrative, not just decorative - it complements the line wherever possible. • Must include people and they shouldn't be looking at camera. I'm attaching a moodboard of some images we have found so far, but would be keen to see anything else you may find! Thank you

## **Industrial Spaces: Innovative & Futuristic**

Industries. Spaces: innovative futuristic spaces with geometric compositions and unexpected angles. People: working throughout the space to bring the scene to life and feel more approachable. Depth of field. Motion blurs. Warm colors. Relatable but aspirational. Keywords: large , warehouses, big distribution centers, factories, facilities Descriptors: optimized, seamless, exciting, moving, connected, productive, organized, scale Photography Style. We believe the best technology transforms people. So we deliver energy innovation that makes a difference in our lives today and prepares us for tomorrow. Let's work together to build a brighter world. The photography style should depict an innovative future through interesting angles and geometric composition, tied together through the warmth of a human, emotive lens.

## **Beauty Image - Portrait: September Event**

Portraits of female models (along the lines of reference images based on tone / Fashion Beauty / attitude.) Striking eyes and make up, engaging, high contrast lighting. 18 - 30 Eyes to camera (Preferred) Surprised / Seductive look We like the ref images based on tone / Fashion Beauty / attitude. \*Must be released \*\*If images are submitted without the ripped effect we may add it, in post production (but are not set to that idea, we are looking forward to seeing what you have)

## **Love & Marriage**

Couples celebrating their marriages, weddings, vows, families. Beautifully lit, real life moments in all their quirkiness and boldness. Diversity is key: LGBTQ, tattoos, interracial and mixed families are all welcome. Show us that love is what matters most in this relationship.

## **Seasonal Eating: Spring**

Dairy spins on eating by the season. Maybe we have an overhead shot of a rhubarb and strawberry pie with a few ingredients left around the work area (butter, eggs, milk). Fresh, green dishes using things like peas, asparagus or fiddlehead ferns. All with a dairy component, of course, cheeses, sour cream or creme fraiche. Or a beautiful display of radishes with butter. Final recipe shots not required, these can be process shots as well. Landscape orientation preferred. No brand labels please. Images should have a bright, clean and modern aesthetic with a slightly rustic feel (wood textures or different textiles in the shot).

## **Beer @ Disney's Epcot Theme Park**

We are looking for images of people drinking beer at Disney's Epcot center. We are also looking for the around the world spots that serve the different types of beer. Environmental shots and shots of people having drinks. Or the Beer Festivals that happen in Epcot.



## **UK City Landscape (to be comped into another shot...)**

We need to find an image that can be swapped in for the current landscape of an image... it should be from the correct perspective and similar lighting (if possible), but feature the urban landscape of a UK city. London is preferential, but other major cities are welcome! The view should be desirable rather than gritty...

## **Food Truck**

Looking for images of a food truck in a very urban setting (NYC).  
would like to see as much of the truck showing as possible

## **Best Art Spaces in Miami**

We are looking for images of any of the following places: Rubell Collection ICA Miami Faena Arts District We are really interested in seeing a wide variety of images — interior, exterior, shots with people, food, and anything else that truly captures the essence of being in the Miami arts scene.

## **Lifestyle, Beach and Cityscape Images (See Brief)**

We are looking for 10 - 20 RF images per holiday based category: People, Cityscapes, Beachscapes and Metaphoric. They must be from the below list of destinations: SPECIFIC DESTINATIONS (One Beachscape & One Cityscape per destination required) — Tenerife —Costa Blanca —Portugal —Greece —Majorca — Florida —Caribbean —Thailand Photography that gives a sense of freedom, fun, adventure and escape that you get from the perfect holiday. It's about moments and feelings. Aspirational and breathtaking yet still convincing and meaningful. Showcasing real moments in interesting ways. They should be personal, and connect with our customers. We should lean towards a naturalistic style of photography. Evocative colours, inventive angles, playing with depth of field - we are doing things a little different, right down to the way we portray the holiday experience in comparison to our competitors. Ideally we would also show normal people in our images, doing regular holiday activities, but through a snapshot lens rather than with the high saturation and unnatural sharpness of the stock photography favoured by other travel sites. CATEGORIES Beach/Cityscapes General Beach/Cityscapes (specific destinations not applicable) PEOPLE A range of ethnicities and age groups will also help to show their diverse customer profile. We should aim to have a variety of images that showcase the different types of TR customers, for example: —Couples : Wide age range (25-45) — Families: Mix of younger + older children —Groups of friends (mixed groups and single sex groups) —Solo travellers (male and female) METAPHORIC A range of subject matter & style that makes the viewer think 'holiday' CONTEXT: To be used as: Website Hero Images, Email Hero Images, Web banners, some printed material FORMAT: 70% Horizontal 20% Vertical 10% Panoramic CAMERA ANGLE — Eye-level for an 'every day' and 'approachable' feel. — Lower view points to increase drama and add 'hero' status to subject. — Creative, interesting, non-traditional angles should be sought — Avoid angles like bird's-eye, from the ground, long distance. LIGHTING Lighting should come from existing sources whenever possible. Natural light effects, like

color burns and light leaks, should occur naturally and not be overt or staged. Artificial lights are used only when required— aim for a realistic, candid style rather than a style that is distorted or exaggerated. — Daylight or daylight looking diffused artificial light as main light source. — Natural clean light but not over filled. — Shooting into the light or ‘Contre jour’ is an option with or without fill, for ‘hero’ silhouette and lifestyle shots. — Stronger directional lighting, not flat or soft light. — No harsh direct flash ‘on camera’ as main light source. TONALITY — Increased contrast and subtly enhanced colour. — Full tonal range within the image, with shadows and highlights approaching clipping on the histogram (this can be fine tuned when the images are processed and retouched). — Avoid washed out, tonally soft, over lit and over bright images. MAINTAIN AUTHENTICITY Above all else, our imagery should appear honest and believable. Images should be light-hearted, fun, dynamic and focus on travel, not a hard hitting or gritty documentary style. It should never appear artificial, manipulated, overly posed or stylized. Images should be bold and graphic in their nature, showing environments in their best light. People should appear candid and sincere and when engaged in activities should appear to be acting spontaneously, unaware of the camera. Activities shown should evoke feeling of aspiration as honest and believable life moments. Interiors and outdoor environments are shot true to life. They are shown as they normally appear, not obviously staged or dressed. Please see the attached PDF for full brief. We are interested in all ImageBriefs RF pricing options.

## **AERIAL: LIDO / SWIMMING POOL - graphic**

I'm looking for a stunning aerial shot of a lido / swimming pool. Needs to have an urban feel (rather than being surrounded by lawn) etc. No obviously private swimming pools. Actually - I'm looking like something exactly like the reference picture! The more closer to this shot, the better!

### **Group of 3-4 Uni students aged 19-22, mixed ethnic**

We are looking for shots of a group of happy students to use on University campaign. The students should all be young (between 19 and 22) as if they are enjoying starting their studies on a degree course. The people should be a mixture of ethnicities and genders, with one at least being a male asian or african. The photo will be used across digital and print assets so the group will be to be close together. The image should be natural and bright. The group should be; • Happy • Vibrant • Dynamic \* Must be released. \*\* images have to be cutout or easy to cut out (simple clear pale studio backgrounds are best) less

## **Teacher Using iPad to Capture Students**

Looking to obtain an image of a teacher using an iPad to capture student activities in a preschool classroom setting. The screen of the iPad will need to be visible in the image. No preference as to the number of students in the image. Faces of preschool students should be visible-- looking for happy expressions.



## **Meat on Cutting Board**

Meat on a meat cutting board (a board with a dip around the edge to collect juices) with juices in dip.

## **Cycling in Downtown LA**

Looking for images of people bicycling in the Downtown LA area. PLEASE NO VENICE BEACH OR SANTA MONICA, DOWNTOWN AREA. It can be any style bike or the Bike shares.

## **Douro Valley Wine Region, Portugal**

Landscape Images of Douro Valley Wine Region, Portugal that are WOW. Image should have a fine art feel with a "I want to be right there" emotion. And lighting should have a dreamy, romantic quality. Should lend itself to vertical format cropping. Do not submit Royalty Free images. If selected I will be requesting the history of any previous use.

## **Group Lifting Dead Weights**

Ideally I'd like a shot of a line of people in a gym lifting dead weights. I'd like to see anything from the front or the back... or anyone deadlifting something other than a weight.

## **Lifestyle - Kids**

Capturing kids being kids. Do it in a way that feels real, intimate, unexpected and sometimes imperfect. We are out to capture real life moments, not posed ones. Let our subjects be themselves and the imagery will ring true. We want to capture kids in their natural habitat. We are searching for the moments of pure joy, discovery, vulnerability and uninhibited energy that is kids being kids. Whether running down the hall, jumping on the bed, laser-focused on an art project, digging a hole in the sand, being goofy or being naughty, make sure it feels like real kids just being kids. When shooting, be a part of the environment that the kids are existing in, never force a situation. It should feel like a parent took the photo. Let them be themselves and capture the uninhibited nature of kids. Relate, gain trust, let them wow you on their own. Keep direction minimal and stay conceptual rather than intentional. "What do those flowers smell like?" vs. "Smell those flowers." Allow space for improvisation in all roles. Feel the flow and anticipate moments of opportunity rather than forcing an instance.

## **Yarn Bomb, No People**

Needing images of yarn bombing - trees or other objects wrapped in knitted yarn. Commercial Use. Needs to be property released if applicable. Prefer no people. **\*\*Please note: This is for a tobacco product\*\*** If you are adverse to tobacco products, please refrain from submitting.

## **Business, Asian Audience, Candid & Not Posed**

Our tag line is "Ahead of Tomorrow" and we are looking for images of business people that embody that spirit (not metaphoric or illustrative images). We like images that look unique, possibly because of some motion, perspective, interesting use of color, etc. In general we need to show diversity, although this specific time we are looking for images that work for an Asian audience. Model release required for all recognizable faces.

## **City Square and a Supermarket**

Image 1: A city square in a large city, we see loads of branded signs / advertisement. It can be dark but we do not want too dark images. Some people or cars are okay but not too blurry. straight on perspective or slightly higher angle. NY, Tokyo San Paolo, anywhere as long as it is not Dutch. We will photoshop Heineken branding in the existing advertisement. Image 2: Large supermarket, American feel, slightly higher angle, so we can see some lanes. Humans may be present in a blur but no focus on (smiling) shoppers.



## **Crowd of People**

This shot should make you feel like I'm part of the crowd. Must be model-released

## **Kremlin**

I'm looking for a stunning image of the Kremlin in Russia. I'd really need something artistic rather than a standard stock shot. The image needs to be strong enough to hold the page. Black and white would be great!

## **A Doctor on a Video Call**

We want an authentic looking photo of a doctor on a video call. We want to use this photo in mockups to show how someone looks in a video call on either a smartphone or computer. We are open regarding gender, age, race, etc. Doctor should be dressed the part in either scrubs or a lab coat. They can have a stethoscope, be wearing a headset, earbuds, or other props. Model can be looking directly at the camera or slightly off as tends to happen on a real video conference call. Model release required for all recognizable faces.

## **Person Working At A Distributor's Service Counter**

Human Portraits. Man and/or woman. Authentic, textural, in situation, on the job (electrical, plumbing, hvac, industrial services, industrial supply). Setting should be at a parts or service counter, engaging in conversation or a transaction. Request the faces not be too stock or typical "smiley" at camera. High-key, HDR-like lighting. Thank you!

## **Blue Collar Worker Portraits**

Human portraits. Men and woman. Authentic, textural, gritty, blue collar, insituation/"on the job" settings when possible. Industry type (electrical, plumbing, manufacturing) can also be suggested with wardrobe with abstract BG. Please limit use of hardhats and tool belts. Setting can include a supply warehouse for building/construction industry. Request the faces not be too stock typical "smiley" at camera. High-key, HDR like lighting. Moody lighting ok too. thank you!

## **Elderly Parent w/ Grown Kid**

I'm specifically after a mother or father (aged 65+) with daughter or son (aged 45ish), so 2 people in the shot preferably with some ethnicity options. It needs to be real and natural, candid - capturing a moment. The location must feel British and attainable. Any help would be appreciated. Many thanks James

## **Family photoshoot in Tokyo**

This is a non commercial job for a private client coordinated by Travelshoot. The client will be a family or couple seeking a local photographer to capture them on location for some professional holiday photos. If you are interested in this job, please promote yourself to this brief. \*There will be no travel expenses provided, so it'd be best if you live in Tokyo. Thanks! Client Background Travelshoot coordinate on-location photoshoots for couples and families who are on holidays across the globe. Travelshoot customers invest in a 1, 2 or 4 hour photoshoot to have holiday memories captured in a special way – with a local photographer who knows where and how to get the most iconic shots of their home city. Benefits of working with us: - Ongoing work - you can choose to be sent new jobs in your location - Pre qualified jobs – we manage all admin aspects of the process, and leave photographers to only focus on just the photography Travelshoot is not about cheesy tourist snaps - it's about iconic and candid shots that capture once in a lifetime travel memories.

## **People Moving Homes**

We are doing a campaign for a cool moving company. Need to see cool young people, young families...20s-40s...packing boxes, around their belongings. Maybe people holding cherished belongings. Please not typical stock of moving day.



## **Couple/Friends in the sun, candid, hazy, fun**

As close to the reference image as possible -Subjects not looking into camera -Must be more than one subject -Doesn't need to be couple, could be friends -Should feel candid -Sun is in shot -Feels like summer -Must be positive, no sad moods -Girl's Face must be prominent in shot -Should feel like they're having fun together, "making a connection" if you will -No profiles, face is super prominent -Vertical layout All recognisable faces MUST be released.

## **Pet, Baby, or Kids Alone In A Room**

We need images for our web/packaging for our home camera/monitor to show ... -A pet home alone -A baby in a room alone -Kids in a room alone The images should be taken from the "nanny's" point of view. something you'd see if you were checking in on your child:pet:kid while you're away from home on an iPhone app.

## **Children Practicing Rescue Breathing \*Updated\***

As a followup to a previous brief, we are looking for more photos on a similar theme for a 'Kids Emergency Aid' mailshot. We are looking for photos of children (13 and under) posed as if practicing the Airway and Breathing steps of rescue breathing. The shots should be indoor and the gender not important but the 'rescuer' should be younger than the 'victim'. Close up or wide angle will be considered.

## **Adults Having Genuine Moments w/ Their Dogs**

No babies or children but is open to teenagers (as the youngest demographic). Pricing reflects two possible usage for image chosen: \$2,800 for 1 year, Unlimited Digital \$4,800 for 1 year, Unlimited Online/Digital + Print

## **Stunning Image of Jaipur**

I'm looking for gorgeous shots of Jaipur. Can be an overview, temple, details, street scenes. If the image manages to make Jaipur look cool and contemporary to an extent, that would be perfect....

## **Fondue - Pots, Gatherings, Eating Food, etc...**

We are looking for images relating to fondue including groups of people gathered around food. fondue pots, ingredients, sticks, etc.. Specifically, groups of people: Great friends, family members, old-college room mates, girlfriends shopping spree with a break for wine and cheese fondue, mom and son out on date night, young, old, but younger skewed is better. The environment and people need to have an American feel about it. All talent must be model-released. We may need to negotiate varying uses in future.

## **People Jumping On Plain Background**

Person, looking away from camera, happy expressions, JUMPING, isolated.

## **Unique Animal Pairs**

Animals in their habitat, no more than 2 types of animals per photo, similar to the Andriod's "Friends Furever" video. Cute, cuddly zoo animals paired together with an unlikely friend. We will be using the image only for comp use for now. Hoping to move forward with final images in late 2016. Images would be used across many different school products, such as binders, folders, and notebooks.



## **Translucent Ring**

It could be plastic or glass. Any shape or color as long as it is translucent. It could be floating in water.

## **Apprentice student workers being supervised**

We are looking for images of Apprentice students of all ethnicities aged between 19 and 23. Apprentices are effectively students that are being trained and supervised in a 'trade' by professionals. Examples of these professions are; • Builders • Engineers • Hospitality roles (Butlers, Waiters, Chefs etc) • Electronics • Computing • Plumbing We are looking for images that show a student being trained/supervised by a professional. Images should have light, natural lighting and utilise good depth of field. Images should feel 'real' with people not looking overly model-like.

## **Candid, Diverse Retired People On Clean Backgrounds**

Working on a sophisticated brochure for an investment company. Need images of people that are real and candid but without getting too happy or looking at the camera need to convey calmness and have a sophisticated clean look with clean backgrounds and tones. The images should be diverse in term of gender and ethnicity. Age 50 and up.

## **People on Smartphones in Unusual or Exotic US Locations**

The images should be color and show people making or receiving calls on their smartphone in locations that are visually arresting. This could be because it's an exotic outdoor or architecturally interesting location, or the person could be in an odd position, or in the middle of a sport/activity, or simply because they're somewhere bright and colorful.

## **People Talking on Home Phones (Vintage to Present Day)**

We are looking for images from any time period from when the home phone first appeared to present day. The images can be from any angle, color or b/w. Facial emotions should be positive: happy, curious, excited, etc. Age, gender or ethnicity is unimportant. Composition should be visually engaging and not feel generic or stock.

## **Light Projection Onto Face Or Body**

An nighttime or dark image of a face or body with projected light falling across the body. I have seen images like this called "projection photography" or "light portraits". The projection mapping uses the person as the 'surface'. Ideally the projected image would be abstract and will be the featured image for an art and science project with themes of organic flowing data. An alternate image would be a person (adult or young adult, male or female) being illuminated by abstract glowing lights. It would be good if it is not obvious what the light source is and an undefined urban setting (the project is in Australia).

## **VIP Access - Lifestyle**

We are looking for high calibre, professionally shot images that represent the keywords 'VIP ACCESS' - Please note this could include but is not limited to things such as Backstage Passes, VIP areas and lounges, Movie Premiers, Front Row seats at sports events and fashion shows. Please do not get this confused with 'experience' so no images of travel destinations or expensive experiences please. Images should contain a human aspect or be shot from a human perspective. The target market is affluent but not old school money so no butlers and gold leaf. Young modern wealth. The focus is lifestyle NOT business. Images can represent all ethnicities and cultures from around the world. All recognisable faces and places must be model released.

## **URGENT: Conveying Humanity in Specific Cities**

We need imagery that feel instagram-esque and/or has a style tone. We're looking for non stock like images of humanity and the following cities: -Atlanta -Boston -Cancun -Chicago -Denver -NY/NJ -Phoenix We obviously need to get a sense of the city but the property needs to be released or it property that doesn't require one. In addition, all talent needs to be released.



## **Beautiful Women On Construction Sites**

See reference images. Total of twelve images needed. MUST be model released.

## **Tribal Jewelry**

I'm looking for images of tribeswomen wearing beautiful tribal jewelry.

## **Naff Christmas Presents - URGENT REQUEST**

We are looking for amazing vertical (Portrait) images of awful, tacky or inappropriate Christmas presents, for a tactical ad campaign by The Open University. The presents should be so awful that they have some comedic value. We have attached some visual drawings of the ideas we had, but please feel free to submit other ideas other than just these! Models can feature (such as the big pants idea), but they should be aged between 25-35 years old, male or female and any ethnicity. The models should look suitably disappointed/disgusted but as 'real' as possible. There should be something that marks this out as being a Christmas present – i.e. the model could be wearing a Christmas cracker hat. If models do not feature, then there needs to be something that shows this is a present in the background (slightly out of focus) such as a box with Christmas ribbon, wrapping paper, Christmas tree etc. In terms of backgrounds, these should be light and clean, using depth of field and a natural cold, blue light. As we have a fair amount of text to fit on it we need decent areas of space. **IMPORTANT:** - Please note the ad will be **FULL PAGE PORTRAIT** not landscape as in the visuals. - Please no images of recognisable brands - Any recognisable faces or places should be released - Images needed asap please, ideally from later on today. Thanks!

## **Diverse, Twenty-Somethings Listening to Music**

We are looking for a diverse range of twenty-somethings/millennials listening to music via speakers or on headphones. It should capture an authentic moment within an environment. It can be one person or a group of people in the shot.

## **Wind & Woman**

Something very similar to the reference shot. Basically looking for as close to being the SAME exact shot. Should be close even down to a very similar looking woman.

## **Lehman Brothers & Financial Crime**

Multiple Images Required. Financial Crisis. Reportage Style. Outside of Offices, Protestors, Letterheaded Paper, anything that gives a clue to the story. Generic Financial Crisis images considered, as long as they feel Natural, not Staged.

## **VW Emissions scandal Crisis**

The Brands that hit the news in a bad way. VW emissions and a Multi million dollar fine - (Or any other Big Brand having a bad time). Images must feel natural, but could be set-up, as long as they don't feel Staged. Multiple images Required.

## **25-50yr old middle class using phone on left or right**

Smart Casual attire, they need to be looking at the device rather than staring at the photographer. Any location will be suitable. The model can be of any race but they must be between the ages of 25 and 50. Ideally male, but female subjects will be equally as valuable. We're also interested in similar shots with users on Laptops and tablets. The model can either be speaking on the phone or using the phone for browsing etc. Scenarios that look particularly French, Spanish or English will have the best chance We're interested in purchasing more than one shot so any around this style would be great! All recognisable faces and places should be released.



## **Stylized Produce selection**

I'm looking for a stylized image of produce. It should be a well lit still life shot of gorgeous looking produce.

## **Specific Fashion Handbags**

For a coffee table book for Harper Collins on the subject of HANDBAGS, I'm looking for any photography (fashion, streetstyle, portraiture, still life, commercial or editorial) that features the bags listed below: 1. Alexander Wang: Rocco 2. Alexander McQueen: Novak, Skull Clutch 3. Alaia: Laser cut totes: Vienne 4. Altazura: Ghianda Knot Bags 5. Anya Hindmarch: I am not a Plastic Bag (kitsch) 6. Balenciaga: Motorcycle (Classic), City, Lariat 7. Botkier: Trigger 8. Bottega Veneta: Intrecciato Nappa Veneta, Cabat Bag 9. Carlos Falchi: Buffalo 10. Celine: Luggage, Phantom, Cabas, Box, Trapeze 11. Chanel: 2.55 (Double Flap Bag), Boy 12. Chloe: Paddington, Paraty, Drew 13. Coach: One specific from each era American luxury: Bonnie Cassin :Reed Krakoff logo revolution merchandising 14. Dior: Lady Dior 15. Fendi: Spy, Baguette, Peekaboo 16. Ferragamo: Basket 17. Furla: Candy 18. Givenchy: Nightingale, Antigona 19. Goyard: St. Louis Tote 20. Gucci: Jackie, Bamboo, Monogrammed Canvas Tote 21. Birkin: Kelly & Birkin 22. Judith Leiber: Minaudiere 23. Kate Spade: Nylon 24. Lanvin: Happy 25. Lambertson Truex 26. Longchamp: Le Pliage 27. Louis Vuitton: Speedy, Never Full, Champagne Tote 29. Loewe: Amazona 30. Luella Bartley: Giselle 31. Lulu Guinness: Lips 32. Mansur Gavriel: Bucket 33. Marc Jacobs: Stam, Sofia, Blake 34. Mark Cross: Grace 35. MCM: Stark Cognac Backpack then and now 36. Michael Kors: Jet Set Tote 37. Miu Miu: Bow Bag 38. Margiela: Hobo 39. Moschino: Jeremy Scott 40. Mulberry: Alexa, Bayswater, Del Ray, Roxanne 41. Nancy Gonzalez: Croc. envelope clutch 42. Olympia Le Tan: Book Bags 43. Paula Cademartori: Dun Dun 44. Phillip Lim: Pashli, 31 Hour 45. Prada: Saffiano, Vela fabric, Bowling, Backpack, Gaufre Napa Bag 46. Proenza Schouler: Medium Lux, PSI, PS13 47. Rebecca Minkoff: MAB/MAC 48. Ralph Lauren: Ricky 49. Roger Vivier: Prismak 50. Stella McCartney: Falabella Large Tote 51. Tom Ford: Jennifer & Natalia 52. Tod's: D Bag 53. Sonia Rykiel: Dita 54. Valentino: Rock Stud 55. Valextra: Iside 56. YSL: Mombasa, Muse, Cabas, Roady

## **Blue Lagoon**

We are looking for a shot similar to the environment of Blue Lagoon in Iceland but it can be any iconic / tourist environment that is breath taking. We'd like human interaction. People experiencing the nature in the moment.

## **Family Seated in a Typically London Scene**

A family sat in a scene that screams London WITH SEATS VISIBLE AND READABLE AS SEATS. The seats are more the feature than the people. Examples might be a family sat on an open top bus, or in a cafe in a famous London square, or on a bench in a London tourist area. The images should have a summery feel and have good energy to them. The family shouldn't feel isolated or solitary.

## **URGENT - Young Woman**

Like you find on modern fashionBlogs - See reference Normal, stylish woman... :) It is not important that she has short hair. Buyer update: We need more natural Pictures, like snapshots on the street (fashionBlog Style)

## **Candid, Lifestyle Moments**

We are on the hunt for the following images: - candid cool imagery of big moments in one's life including: weddings, birthdays, new baby, new house, parties, kid's play, sports, prom, etc. - candid pics of friends or families on a trip together (camping, beach, city, amusement park, etc) - baby photos (of the same baby) in different age and environments - preparation of a big event. (ex. prepping for a big family dinner, school play, trip, sporting event - includes photos during the event as well) - cute charming photos shared between a couple (i.e. date places, etc) - photos of people standing in front of camera holding a sign - friends eating local food in countries around the world.

## **Specific African & Middle Eastern Cities**

Full color, vibrant and modern; landscape format preferred; daytime or early evening lighting preferred; showing an insider's perspective of the city, inspiring people to travel; friendly, non-staged feel to them\* \*Photos must not contain material that violates or infringes another's rights, including but not limited to privacy, publicity or intellectual property rights, or that constitutes copyright infringement; images must be model and property released if required Destinations: King Abdullah Economic City, Saudi Arabia Al Jubail, Saudi Arabia Al Ahsa, Saudi Arabia Mohandeseen, Egypt Zallaq, Bahrain Djibouti City, Djibouti

## **Financial Crisis**

Global Financial Crisis Images that show Financial Meltdown, Wall St, City of London, Ticker Boards, Graphs shooting downwards, Chinese Stock exchange fall of recent months, Protests like Occupy Wall Street, examples given might be something like – Lehman Bros, Parmalat, Barings Scandal, Enron, Madoff, London Mining PLC scandals. Realistic, Reportage Style Images Only please. Colour Images Only please.



## **Human Capital**

Humanitarian Issues Images that show the following issues –  
Disease Pandemics like Ebola or similar, Tsunami, unemployment,  
democratic change protest

## **War, Terrorism**

Natural Disasters, Pandemics, Arab Spring, 9/11, HINI, Ebola, MERS

## **Reputational Damage**

Big Companies in Crisis – Boycotts, Protests and Problems Images that tell the Story of reputational damage to a Valuable Brand. Examples are Coca Cola & Dasani, Hoover Flights Promotion Error, Ratners, Nike boycott. Public Misconduct by High Officials. Realistic, Reportage Style Images Only please. Colour Images Only please.

## **USA - Travel Destinations: Icons and Local Secrets**

Our client is promoting travel within the US by showcasing the icons we all know and love AND the secret beach, gardens, mountain top that we don't see so often. Beautiful, travel-inspiring images showcasing the best of the US. Southeast: South Beach lifeguard tower at sunset New Orleans' streets by day Live music in streets of Austin to Watching a sunset in the Outer Banks Living it up on Ocean Drive Riding rollercoasters at an Orlando theme park Riding horses on a scenic trail North East: New York skyline and Statue of Liberty at dusk Historic cobblestone streets of Boston or Hudson Valley Lakes and trees at daytime to the charming ski towns of Vermont Hiking through Adirondack Mountains in the fall Southwest and Hawaii: Sweeping shots of Grand Canyon and Redwoods Nighttime shots of Las Vegas Native culture and beaches of Hawaii to shots of the Walk of Fame and Hollywood sign Driving a convertible up the PCH along the CA coast

## **A couple sat in an environment that looks very LA**

A couple sitting in a scene that screams Los Angeles WITH SEATS VISIBLE AND READABLE AS SEATS. The seats are more the feature than the people. Examples might be a couple sat on an tour bus, or in a cafe in a famous Los Angeles location, or on a bench in a LA tourist area. The images should have a summery feel and have good energy to them. The couple shouldn't feel isolated or solitary.

## **LAS VEGAS - FIGURE WALKING ON THE STRIP IN VEGAS**

I'm after a landscape shot of The Strip in Las Vegas with a cool looking dude walking down the street. Think: James Dean like figure, great atmospheric lights, cinematic shot...

## **People Using Electricity in Their Lives**

Anything from household to medical to industrial.

## **'Epic' theme - Location: New Zealand**

It is the 'Epic New Year Sale'. An epic sale needs imagery to match. All images should be of New Zealand, but the locations don't matter. We will need 6 images at the end of this process. We are looking for the following scenes (with an epic take): Cold / snow Beach Coastal Rolling hills (somewhere you might go trekking or on a fairly hard walk) Vineyard / winery Featuring wildlife, perhaps in the water (somewhere you might go swimming with dolphins) They can feature people / parts of people – but New Zealand is the star. For example you'll see in one of the scenes attached they can be of a vineyard. This could be the vineyard itself, or, we could have a couple of hands holding glasses with vineyard in the background. The client is not too keen on the night skies or the derelict majesty of Milford Sounds. They like the 'epic', not so much the dark nature. The images will all need to be RF and initially will be used across a variety of digital media: high impact and standard display, social, EDM, website.



## **Switchel In a Mason Jar**

I'm after a beautiful shot of the drink 'switchel' in a mason jar. What is it? A century-old beverage made from apple cider vinegar, ginger and maple syrup switchel is diluted with water to make an additive free energy drink.

## **Supply Chain Issues**

Realistic, natural non-stock style, images that show subject matter that tells the story of Infrastructure failure, Facilities Breaches, Product recalls, BP oil Spill, Heinz Baby food razor blades, Tylenol tampering, Rana Plaza collapse

## **Tech Issues**

Hacking, Cyber Security, Digital Systems Failure Images that show Cyber attacks, Hacking, failure of systems, eg. Edward Snowden NSA leaks, Failure of Healthcare.gov at launch. Realistic, Reportage Style Images Only please. Colour Images Only please.

## **Heinz Baby Food Tampering Scandal**

Multiple images required. Bad news for Heinz. Natural reportage images that you may have seen when bad news broke about this story. Images could suggest the story, as they might with a genuine news story. Natural is the key. Could be Supermarket shelf, Baby being fed etc etc. Heinz Head Offices. Give it a go. Please make sure any faces are model released.

## **Hacking - Young man hunched over computer?**

Multiple Images required. Hackers, Cyber Financial Crime, Technological Financial Crime like Card Skimming, Target Database Breach, Snowden etc. Multiple images required.

## **Ebola or other World Health Crisis**

Multiple images Required. Health Crisis like Ebola. Images that help to tell the story of a health crisis. Client is Financial Services, so images can't be too distressing or graphic but they must be real. See samples.

**Oil Spills - Deepwater Horizon or similar.**

BP oil Spill Crisis - could be Deepwater Horizon or maybe Nigeria Delta Oil environmental damage. Multiple images required.

## **Legal Systems and Court Cases / Courts etc**

Anything that tells the story of Western US or UK legal systems. Could be Legal letters, courtrooms, judges, etc. An image of a Gavel on it's own is probably a bit simplistic! Documents, legal offices, Regulations, Special Hearings, all considered. Multiple images required.



## **Simple, Adventurous Girl - Read Details**

I need images of a girl that falls inline with a Norwegian and sophisticated fashion brand. Think of simple, adventurous (this shopper travels to exotic places) and high end. Please use the reference images as guidelines. Thanks!

## **East London Spots**

We are looking to include feature the following East London spots. Ideally the photos were taken within the past year. Please label your photos with caption information and when it was photographed. Raw Duck- We are looking for interiors and exteriors of the restaurant as well as a few of their signature dishes and drinks. Ellory- We are looking for interiors and exteriors of the restaurant as well as a few of their signature dishes and drinks. Climpson's Arch- We are looking for interiors and exteriors of the restaurant Bao- We are looking for interiors and exteriors of the restaurant as well as a few of their signature dishes and drinks. (We are only looking photos of their Hackney location) All Press- We are looking for interiors and exteriors of the cafe. Pinch- We are looking for interiors and exteriors of the bar and signature drinks.

## **Winter Imagery**

We are looking for images to use in a travel focused winter sale campaign. The images should represent winter, but also the warm atmosphere that can be found in many great European cities. The images should have a local feel, immersed in the local traditions and experiences of a destination. We are NOT looking for images dominated by snow scenes or Christmas. Example cities: Budapest, Prague, Dresden, London Art direction: Real people; local vibe; feel like it's taken by a local or a frequent visitor who has got a deeper knowledge of the city; preferably that capture the genuine life-loving atmosphere of this southern European destination; Ground-level shots; no panorama shots from above or bright blue skies !Images must be model and property released if required!

## **Agricultural, Medical, Forensic Imagery - Read for Details**

1. Crop Disease Prevention – Think EDITORIAL IMAGERY. If the NY Times did a cover about farmers dealing with drought/famine/flood, what would those images be? Dramatic, editorial, farming photos. Could possibly be: Portrait of a hardened farmer, shot of the farm, large landscape shot of the farm. Can we anywhere globally. 2. Doctors/Aid curing Ebola or similar diseases. Not the patients, but those who travel to help. Could be a portrait shot of the UNICEF type worker in Africa, etc. NOT stock photo style. Editorial, current, impactful, 'sexy editorial'. 3. Organ donation – EDITORIAL IMAGERY – if the NYTimes were to do an article on organ donation. Prepping the room, doctors getting ready, organ donor matches. 4. Precision drugs – switching from 30 drugs a day and hoping they work to 1 or 2 that are specifically designed for your needs. Could be a person holding one or two drugs, could be someone on the flip side who is taking a lot of drugs- one of those large weekly pill containers with pills per day. 5. Improving forensic sciences/crime prevention – showing the ways it will be more effective, faster, better. DNA rape kits – could be the evidence locker, showing the backlog of rape kits, could be showing a 'bad guy' getting put away, or walked out of the courtroom in handcuffs. Gritty images that are impactful. Could be the victim (young girl, attractive) crying. High Contrast. Should NOT be the crime scene, yellow caution tape, etc.

**2 or more children playing, collaborating or caring.**

The theme is caring, sharing, collaborating or playing. The image should contain at least 2 children from 0-10 years old and ideally mixed ethnicity.

## **French / Parisian Market**

Day or night. In the moment and authentic. Feeling the hustle and bustle or just the charm of the culture. Can be any European farmers market or any market, art/furniture, etc. Needs to be a snap shot.

## **Devon, UK - Landscape Shot**

I'm looking for an amazing landscape photograph of Devon. Just something that is super atmospheric and beautiful and says 'Devon'...

## **Set of Surfing Images**

I'm looking for a stunning set of images of people surfing. Doesn't matter where it is... (just maybe not in icy conditions - hot climate would be better). Artistic, gallery style images needed for a 8 page feature



## **Travel in Wine Country - Specific Destinations**

Need an exquisite and/or striking image that captures travel in wine country and MUST be at one of these 10 locations: Basque, Spain Alentejo, Portugal Alto Adige, Italy Bordeaux, France Burgenland, Germany Las Vegas, NV Margaret River, Australia Paso Robles, California Southern Oregon Franschhoek, South Africa PLEASE don't submit ordinary vineyard shots. Looking for a lifestyle feeling (wine glasses on table in front of amazing vista). Submissions MUST identify location and absolutely must be from the above destinations. Thanks much. Vertical only, ideally composed with copy space at top and to the left side for masthead and cover lines

## **Small Business Owners Showing Their Organic Products**

Organic business owners who are making or selling organic packaged goods - not the typical display of raw vegetables or fruit. Like bottled juices or granola bars or chips or anything that could be construed as organic product marketing. Could be at an organic foods trade show or in the store. Focus is on the person, room for copy in the image.

## **Girl w/ Female Friend Taking a Selfie On Beach**

So 2 girls needed in the picture, ideally shot on a rocky beach with a low sun behind them Both girls are looking into the camera one of them is holding. Expressions natural and fun - no posing. any ethnicity. Must be model cleared for perpetuity. This would be part of a larger library for a corporate client and could appear on brand websites and brochure.

## **African Family on a Beach - Specific Angle**

We are looking for an african family at the exact same angle as the attached on the beach. Doesn't matter the location, or the activity. Just need african family walking in that angle!!

## **Energetic & Celebratory Images Of the Caribbean**

Looking to paint the Caribbean story through imagery that's energetic, celebratory and emulating the vernacular of the Caribbean. The works should be playful not have animals, particularly not birds. Should be action oriented. No prepared food but vegetation is okay. Craft/Folk Art, Street/Festive, Market Scene Photography.

## **Diverse Adults w/ Right Hand Up (Oath,Promise)**

Happy Adults with their right hand up making an oath, promise. Their palm needs to be facing the camera, because we need to write on the hand. Optimistic imagery. Lifestyle, not posed. Happy to be making an oath or promise for America. Diverse people, young and old, all different cultures.

## **Unlikely Animal Friends**

We are looking for different species of animals interacting with one another. We are looking for more unusual ones as well. Most common have had either one cat or one dog with a different animal. These will be on an interior spread of a wall calendar 12.25x14.25. We work pretty far in advance and are only at a concept phase currently. We will not be purchasing the image until the calendar moves forward next year. Images would also be available either with exclusive rights and/or a wallpaper download.

## **Primary Care**

Capture doctors being doctors. Do it in a way that feels real, intimate, unexpected and sometimes imperfect. We are out to capture real life moments, not posed ones. Let our subjects be themselves and the imagery will ring true. We're trying to capture the care, warmth and interaction that happens at the pediatrician or specialist's practice. The kids should always be the focus. They should be comfortable and interested in the doctor's actions. The doctors should always be engaged in practice. Tight crops, subject/background isolation, and "shooting through" will allow for an intimate feel. When shooting, use a similar approach to parents, allowing them to facilitate genuine moments. Establish a relationship with the kid, parents and the doctor to promote vulnerability and real reactions. Try pushing our doctors out of focus in the foreground frames our subjects in context and gives a "first person" feel to the care. Have a grasp on the flow of the procedures to be able to anticipate actions. Allow space for the organic and spontaneous.



## **Doctor & Patient Faces - Bilateral Image**

We're looking for a bilateral face of a doctor and a patient (See reference image for example). We are also accepting images of just the people as well. The models need to be around their 50's. One should be caucasian and the other mixed ethnicity. We would want slightly more contrast in the ethnicities than is shown in the sample. Doctor image should not have paraphernalia i.e. no masks, hats, scrubs. Clothing should be subtle such as lab coat or stethoscope around the neck. Expressions should be serious, not overly dramatic, pensive.

## **Core Aeration on a Golf Green**

Core aeration is when plugs of soil are pulled from the ground leaving thousands of holes that allow air to get into the soil and allow the roots of the turf to expand. I'm looking for a dramatic shot of this process where we see holes close in the foreground and then rows of them extending into the background of the shot. I don't want any people or equipment in the shot unless they're far in the background.

## **People who look like they are in the music business**

I need some shots of people who look like they are in the music business. Musician Managers A &R guys Music Executives They must also look like they are from the UK, not too US centric.

## **Multi-Ethnic People**

-Lifestyle images - Magic hour or warm halo lighting of subject - Candid, not posed - Captured in the moment, not posed - Main subject's face is visible, side-profile or more directly facing the camera Scenario 1: concert/theatre/audience - Age range: late 20s to early 40s - Gender: any - Ethnicity: any but looking specifically for Asian and Hispanic - Need to be able to tell what the subject is doing Scenario 2: Focused individual or small group - Age range: late 20s to early 40s - Gender: any - Ethnicity: any but looking specifically for Asian and Hispanic - Need to be able to tell what the subject is doing

## **Female Fashion and Beauty**

Women with strong fashion feel. Think Tom Ford photography. It would be great if they could be in a car as well. See images attached for reference.

## **Lifestyle & Architecture**

**SPECIFIC DESIRED SCENARIO** • A landscape image that could be used to represent a real-estate agent. Professionally dressed, confident, 30-50, possibly holding what looks like real-estate literature in front of aesthetically pleasing home. Wider shots generally preferred. **OVERVIEW** Images should be representative of the greater San Francisco Bay Area (specific areas include East Bay, Silicon Valley, San Francisco, Marin, Carmel/Monterey and Sonoma/Napa wine country and to a lesser extent Lake Tahoe). The photography should display architecture (homes), neighborhoods and views as well as lifestyle expressions. Talent can be all ethnicities with a skew towards younger (aged 25-40) Caucasian and Asians - a few people in there 50's could balance it out. Children should be considered, if the shot is right. Because real estate is hyper-local, it is ideal that we capture the lifestyle and emotion that exists in each of our areas.

## **Business People Looking to Camera**

Looking confident, like they know what they are doing. They could be sharing their thoughts with others.

## **Tailoring / Suit Making**

I'm looking for a great image to open a story about Saville Row tailoring / suit making. Could be an unfinished jacket with the stitching drawn onto the fabric or something equally graphic and striking



## **External View of Beautiful Penthouse Apartment**

We're creating a property portal advert with a headline to the effect of 'who needs a garden...' therefore the shot needs to be striking, premium and appealing! We want some kind of balcony or visible outside space, and ideally the weather will be lovely too. In the background, sky would be ideal to hold the headline, but otherwise the setting needs to feel urban like a UK city (fine if not UK, but only if the cityscape is nondescript! We're ideally looking for a shot that works in portrait and landscape although can do some computer magic depending on the shot!

## **Beautiful english house with expansinve lawn / gardens**

For this shot we are looking for a big beautiful house in the UK (if not, it should at least feel like it could be the UK!). The house should be detached, and have a big, well kept, elegant looking garden with an expansive lawn. The POV of the shot should be from on the grass looking up to the house, really getting a feel for the scale of the garden, with the beautiful house in the background. Ideally it will be a beautiful sunny day, and the light should add some charm and romance to the shot. Must be property released

## **Babies and Families**

We are looking for cool, fun, quirky, unexpected photos of babies and families. We are not looking for the cheesy, smiling shots you see everywhere – but the less typical shots that are candid, discovered moments. We're aiming for the spirit of an Instagram feed of stylish, cool parents with a great eye and their adorable children. We are looking mostly for babies, and also some toddlers. We want babies alone, with parents, with pets, with stuffed animals, by themselves, inside, outside, in costumes... anything goes.

## **Mature Man and Woman Collaborating**

Natural lights (no washed out whites that usually comes with a lot of stock photography). Naturally posed. Not overtly happy or serious. During daytime, in either an office or a neutral surrounding. Depicting business owners. Natural camera angle, not overly stylised. Candid, with the people not looking at the camera. Average looking people (not unreasonably attractive looking)

## **Modern Technology Settings w/ People and Things**

We are overhauling how we visually represent our software technology platform and offerings. Looking for images that relate to the Internet of Things industry. -Want to show software developers creating connected applications. -We want to show devices, machines, factories, cities, homes etc that are smart and connected. They are gathering data and sending back to the manufacturer. -Looking to represent developers (young, mixed gender and race) as well as Innovators, technology leaders, and entrepreneurs. -Technology startup vibe, clean, brick & beam space, open floor plan. -Also looking for images that show augmented and virtual reality. -Key areas of content relate to Connect (machines or products that are "sensored" up and collecting data), Analyze (Machine Learning/Predictive Analytics/Remote Monitoring), Create (developing software applications), and Experience (Augmented and Virtual reality, mobile app use etc). -Ideally any photos of people with screens will be clean enough to screen replace and fill with our software.

## **Business People**

Office shot, meetings

## **Dying Economy Images**

“Time to mend New Jersey and the dying economy” Black and White or Color images ok All shots with people need to be model released, or if not model released, the people need to be silhouetted or unrecognizable. FOR ALL, INCLUDE GENERIC SHOTS THAT COULD BE IN NEW JERSEY AND WHERE POSSIBLE, SHOTS ACTUALLY FROM NEW JERSEY DYING ECONOMY IMAGE NEEDS: Abandoned buildings Broken windows Boarded up homes & businesses Foreclosure sign on a home Abandoned buildings/ homes Downtown/ Main Street areas with Space Available signs, broken windows, out of business signs, closed shop signs, Empty shop spaces, etc. Rundown towns in New Jersey Asbury Park Cookman Avenue Ocean Avenue – boardwalk, abandoned construction site near the boardwalk Space Available signs, broken windows, out of business, closed shop signs, Empty shop spaces, etc. Atlantic City- Space Available signs, broken windows, out of business, closed shop signs, Empty shop spaces, etc. Homeless people Abandoned job sites Guys hanging around looking for work Sad Senior Citizens Volunteer serving a warm meal to a senior citizen (to represent Meals-On-Wheels) Seniors on a bus “Welcome to Pennsylvania” Sign “Welcome to New York” Sign

## **The complexity of relationships.**

Were looking for a very human and intimate feel - that portrays the complexity of human relationships between two (or more) people, whom to some may be considered unorthodox - depicted in a visual way. Something that conveys a sense of intrigue and story behind the shot. Who are these people & they don't look like they go together (without wanting to offend anyone)? Can be full portrait or detail shots - but should aim to highlight possible awkwardness or perceived incompatibility / social convention etc - be it race, gender, style etc. Think about the relationship status 'it's complicated'.



## **Plant Photography (Contemporary and Graphic)**

I'm looking for art images of plants - curling ferns, graphic leaves, patterns, layered... that kind of thing. Ideal would be if they seem illuminated from behind. I'm after a very contemporary, clean, artistic feel for this.

## **Meteorite / Graphic, Unusual Shot**

I'm looking for a great image of a Meteorite. Something very graphic or unusual is what I'm looking for - it needs to be engaging and strong enough for a full page or even double page spread

## **Millennial Guy Hosting Party**

Trendy, fashion-driven image of chef friend bringing out food/drink/dessert to friends at party.

## **Person Conveying Thoughts on Chalkboard/Paper**

Camera behind the subject facing forward. Some sort of "signature" element to the person (e.g. pretty ring, something that gives a hint of who the person is)

## **Relaxed, Peaceful Person Enjoying a Sunset/Nature**

Looking for a photo for a yoga and meditation website. I'd like to have a woman on either the left or right side of the photo, with her body and face facing the nature scene. I'd like to be able to see at least the side of her face. She should be relaxed, and clearly enjoying the situation. Luxury is good. Natural and authentic above everything else. Not too perfect. Relatable. This kind of feel to it: <http://www.istockphoto.com/photo/enjoying-the-view-of-the-lake-56990194?st=c09d0eb>. But the surrounding should be way nicer. Tropical or beautiful, lush. Similar to the simple feel of this, but again much nicer nature and surrounding environment: <http://www.istockphoto.com/photo/woman-on-the-beach-57561514?st=7f0ac34>. Plus she can be closer to the camera, and in focus, with the background nature being slightly blurred. It should give the viewer an immediate sense of relaxation and desire to see themselves in that spot. Relaxed, content, reflective. Here is a good example: <https://www.dropbox.com/s/dssaoe2plg3yqm7/Screen%20Shot%202015-07-23%20at%203.05.34%20PM.png?dl=0>. But it should be more yoga/meditation-like. They look more like campers.

## **Doctor & Patient**

Any of doctors interacting with their patients, especially regarding obesity

## **Sustainability in the office**

We are looking for images of large corporate office interiors built with sustainable materials (reclaimed wood) and/or living walls of lush vegetation or to let the outside appear to be inside. There must be a human element to each image and they cannot look posed or stocky. \* All recognisable faces and places must be released

## **Professional Person**

My business = psychological profiling for job selection/promotion/talent identification. I need a hero image for my landing page and stock photos = death. Photo needs to bring out themes of "premium feel", insight, strength, elegance/professionalism, competence and a straight-forward, no bullshit (not confrontational...but direct) wise and well-humored, 'knowing' feel. Not easy and I'm fussy. I also want a photo with fits with my second page + this text "People are the flucrum around which success pivots; real insight is empowering".



## **Corporate Finance Aspirational**

Looking for images for a Finance Broker Website that I have designed. Would love to have a consistent element to all the images. Not too "stock" and aspirational.

## **Intimate Photos of 40+ Women in NYC**

BRIEF INTIMATE MOMENTS Demographic: 40+ women, very affluent Image Direction: · Beautiful or ritzy spas, Salons, Blow dry bars, steam rooms etc. · Gym locker rooms, salons, etc. ·

Cocktail bars or making cocktails at home · Jogging in Central Park/women working out.. · Two women in a bathroom fixing their hair/makeup (Getty image we like attached for reference) · Hanging out on a yacht or sailboat ·

Driving together in a really nice car This can get really cheesy really fast and we really want to stay in the elite, high-end, stylish, fashion realm catching authentic intimate moments women share. MUST be model released

## **Real Confident Person w/ Arms Crossed**

Man or woman. Real- not stock-like photo. The person should have some 'grit' to them and not be too aspirational looking. Arms crossed. Diverse range. Can be hipster. Must be model released.

**CRUISE SHIP (To illustrate a mood and lifestyle in one shot)**

I'm looking for a great, stylish image to illustrate a piece about cruise ships. Needs to be strong, classy, polished and beautiful - there needs to be an element of a cruise ship, but should be non-branded etc. blue skies, summer, great light. No people unless they are models...

## **PLANES (To illustrate article about airlines)**

I'm looking for a great shot to illustrate an article about airlines. It needs to be graphic, fresh, modern and editorial in a stylish way. NO reportage style pics of airplanes or airports can be a detail, but should be airline unspecific graphic, blue sky, great light etc

**PARIS (Atmospheric shot, which sums up 'Paris' in one image)**

I'm looking for a great, atmospheric shot, which sums up Paris in one image. Can be a detail as well as a street scene or overview  
NO postcard cliché shots NO couples kissing etc needs to be classy, unusual, fresh, but still recognisable as Paris

**LONDON (A great image that can sum up 'London' in one shot)**

I'm looking for a great image that can sum up 'London' in one shot. Summer would be good NO postcard cliché shots - I'm looking for something unique and different, but still totally recognisable as London NO weird angles please

## **Women + Cancer**

MANDATES – IMAGES TO BE SHOT OUTSIDE OF US AND MUST BE MODEL RELEASED Usage – up to two year of digital (web & social) -Woman undergoing chemo treatments. Possibly at home with her head covered. Family could be near her. -Women participating in Susan B Komen races. Probably late 40's to early 50's.



## **The Life of a Local in Venice Italy**

We're looking for images of Venice that show the genuine, local life of the city. Images that you wouldn't expect to be used for promoting the city. They must include local people going about their daily lives or real visitors truly immersed in the life of the city. It's important to include distinctive elements that show it's Venice. Photos of local life in the Cannaregio area are preferred. Art direction: Real people; local vibe; feel like it's taken by a local or a frequent visitor who has got a deeper knowledge of the city; captures the genuine life-loving atmosphere of this southern European destination; Ground-level shots; no panorama shots from above or bright blue skies Images must be model and property released if required

**Greek Islands (Sensational image which sums up 'Greek Islands' in one shot)**

I'm looking for one sensational image which sums up 'Greek Islands' in one shot. Sunshine, blue sea and summer vibe

### **I-3 People in Amazing New Zealand Location.**

Portrait format image of a person in an inspiring new zealand landscape preferably in the Auckland area. For use on Travel magazine cover. • People not too posed, more candid and looking like they are enjoying being in the space they're in. • Can be Urban, but the scene must have an energy to it. • Avoid the overly cliché'd smiling faced person walking through scene. • Should look real, authentic, but feature beautiful scenery or interesting urban scene. • Can include areas such as: Ponsonby, Britomart, Silo Park, Wynyard Quarter, Waiheke Island, Tiritiri Matangi Island, Rotoroa Island, West Auckland, Matakana, Rangitoto Island.

## **Punchbowl w/ Beautiful Frozen Ice, Ring Floating In It**

Looking for a holiday-themed (not overly Christmas or gaudy props) punch bowl scene (no people) with a beautiful ice ring floating in it. Preferably, the ice ring will have fruit (cranberries, raspberries, strawberries, orange/lemon/lime slices) and/or mint leaves or made of juice. It can be with or without a ladle, but would prefer it to have some glasses around the punchbowl (either filled or not). The focus should clearly be on the punchbowl and ring. I would prefer it to be shot from overhead, but can entertain other views.

## **Interior of Airplanes & London Airport Runways**

Pictures of Gatwick and Heathrow Airports/Runway - Group of Children on Airplane or family - Private Jets

## **Lobster Tails**

Needs to have a little bit of lobster meat showing than the reference image. Needs to be cooked. On a cutting board, no other food with it.

## **Asian & East Asian People of Various Ages at Work**

I want a picture to use in May in which falls Asian and Pacific Islanders Month and Mother's Day. I would like a professional woman in an office or her business with a child or children. Or I would like them in traditional dress for some holiday. I want to emphasize I need model releases unless not required (but, if so, tell me why that is the case). It has to be royalty free and have at least 3000px on the smallest dimension.

## **Harry Butler the Australian Naturalist**

Any image of Harry Butler, portrait or in the field would be considered.



## **Hispanic Couple Together for 40 to 50 Years**

A couple that has been together for 40/50 years.. (that look to be 50-70) years old... & healthy... & MUST be hispanic.

## **Dubai Skyline with Atlantis - Shot from the Water**

Dubai Skyline - MUST have the Atlantis in it - shot from the ocean.  
No boats would be preferable. & we understand nothing would be released.

## **Hispanics Watching TV in Restaurant or Waiting Room**

Project is for telecommunications company for small business market who have TV for customers in waiting room or restaurant. Model release required for all recognizable faces.

## **Woman in Bubble Bath**

Woman in bubble bath - not looking at the camera

## **Specific Los Angeles Themed Images (Read Details)**

Looking for images that have an instagram feel and represent the categories below. The images can include people or not. Would like a cohesive feel. Culture (museums, shows, etc) Family Fun Star Powered (something celebrity related or places celebs would go) Entertainment Adventure History (maybe historical spots) Beach Culture Romantic

## **Car Going Off the Road, Driver POV**

We're looking for images that would be used in a traffic safety campaign in Montana. They will be used on billboards. They can be graphic, but they should make you feel like it's the moment just before the crash ... the moment when you're about to go off the road and flip or roll. And the image should be in a rural environment. NOT RACING, NOT IN THE CITY.

# HALF THE BATTLE IS KNOWING WHAT SELLS

Volume 2 of 4

Self-published on the occasion of the exhibition

**James E Smith**

*New Photographic Works*

3 December 2016 – 2 May 2017

The Usher Gallery

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