

Profiled image and member selected 24th August 2014

Hot Brief keywords: **Female Rising**

Although traditionally portrayed as objects of beauty or perfection, or as playing second fiddle to men, stock photography is shifting from depicting women as the **“object”** to being the **“subject”** of an image. Stock images of women must now depict the major life-affirming scenarios that go hand-in-hand with a positive attitude towards women in society. Concepts like: individuality, success, drive, business, family, confidence, leadership, aiming high, taking risks and diversity.



member: iancartwright



member: christopherhall



member: momoimages



member: robbreece

Stock photography needs better representation of women in all walks of life. It is important to think about how your images of women impact the aspirations of the female audience, namely stock photography clients and in turn their consumers. In other words the people who buy your images!

1. Women as leaders; empowered, powerful, professional
2. The Heroine: the image is not happening **to** her, it is **about** her
3. Diversity: age, ethnicity, situation, background, job, interests
4. Individuality: the women need to be comfortable in their own skin, but they do not have to be paradigms of perfection
5. Don't forget the men: women's relationships with men are still important, but don't opt for the stereotypical roles and situations

Please be sure to get shots that are about women and their friends, families and colleagues that are engaging in an activity and not looking to camera – we don't want disconnected portraits.

Hot Needs:

- Women in business, industry and careers
- Women at home – family and motherhood
- Female Friendships
- Women doing sports, exercise and fitness
- Women breaking stereotypes
- Independent women - making decisions, being in control
- Positive representation of all ages, ethnicity and different body shapes

Hot Brief Keywords. All of our Hot Briefs contain special keywords, as shown above. We include these so that we can keep track of the content, highlight it and fast track it to sales.

Include the appropriate keywords on any new file you create after receiving the Hot Brief. Do not add them to images that do not fit the Brief.

PLEASE NOTE

It is important to remember that posting images to any particular Hot Brief is required way beyond first month, so don't stop uploading after then, as clients will still be buying this type of content for many months following, if not longer.