



SHOOT BRIEF

Creative Brief: Virtual Sets

Keyword Code: **VIRTUALSET2018**

The volume of requests from clients for virtual sets is increasing rapidly. Pond5's sales data for these backgrounds proves that if you have the skillset to produce this work, your efforts will be highly rewarded.

Shot List Thought-Starters:

- Newsroom
- Talk Show Stage
- Stage for Music and Other Entertainment News

Suggested Keywords: Virtual Set, Backdrop, Stage, Entertainment, News Station, Television Broadcast, Television Studio, Virtual Studio, Virtual Newsroom

Typical Users: Infomercials, News Programming, Charity and Community-Based Organizations, Sports Programming, Entertainment Programming

Pro-Tip:

4K preferred for client to zoom in to set without losing resolution. It's also crucial to apply the correct keywords to your title.

Virtual Sets

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **VIRTUALSET2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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