



SHOOT BRIEF

Creative Brief: Skate Culture

Keyword Code: **SKATEJUNE2018**

All aspects of skate culture from “hanging out” to demonstrating tricks are needed. Footage of young women engaged in the sport and lifestyle is especially in demand.

Shot List Thought-Starters:

- Grinding / Jumping / Airborne / Kickflip
- Freestyling
- Skateboarder’s POV
- Wipeouts
- Portraits
- Skateboarders using mobile phones to record tricks
- Skateboarders texting / chatting on mobile phone

Suggested Keywords: Extreme Sports, Skill, Success, Failure, Balance, Confidence

Typical Users: Telecommunications Companies, Retail Stores, Internet Services, Entertainment Industries, Tech companies, Food and Beverage Commercials, Travel Industries

SHOOT BRIEF CONTINUED...

Skate Culture

Pro-Tip:

Be extra aware of logos and other brands that are copyrighted in your shots. In addition, tattoos and graffiti may have release issues.

Casting Considerations: Gender and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

Locations: Urban, suburban, and rural

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: **SKATEJUNE2018**
- 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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