



## **SHOOT BRIEF**

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# Creative Brief: Windows and Glass

Keyword Code: **GLABUSJAN19**

Combining a glass or a transparent element in your business shots, whether it's a glass partition or a window, is a sure path to grabbing a buyer's attention.

### **Shot List Thought-Starters:**

- Reflection (cityscape, nature) on businessperson gazing out window
- Reflection (cityscape, nature) on businessperson texting, laptop
- Businessperson gazing out office window at city, nature – both indoor and outdoor camera perspectives
- Conference meeting shot through or dollying past glass partition
- Conference meeting shot through window from outdoor camera perspective
- Wide shot of businessperson or people walking or standing in corridor past large glass windows; silhouettes can also work
- Businesspeople seen through glass partition or window working on strategy
- Portraits – individual and group

**Suggested Keywords:** Transparency, Vision, Contemplation, Concentration

**Typical Users:** Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions

# Windows and Glass

## Pro-Tip:

Make the environment feel natural and authentic by avoiding industry cliches, such as high-key lighting, programmed gestures, and forced emotions among your talent. Tone down the actions of your talent and shape an environment that feels real.

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

## 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: **GLABUSJAN19**
- 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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