Telecommuting

Keyword Code: **TELESEP17**

Technology has made remote work more feasible in the last couple of decades, meaning that a day in a home office or shared workspace is a concept most of us are now quite familiar with.

Shot List Thought-Starters:

• Multi-tasking, on computer, phone; mix in domestic chores or conveniences such as making toast or putting clothes in the washing machine, watering plants or flowers while talking on a phone

• Working on computer

• Working on computer while holding a baby

• Working on computer while stroking pet cat or dog

• Talking with a colleague or client on video call or any other chat program via computer, tablet, or phone

• Stretching

• Eating at desk, table

• Portraits

Suggested Keywords: Home Office, Telecommuting, Working at Home, Productivity, Independence, Technology, Workplace

Typical Users: Banking and Investment, Telecommunication Companies, Food and Beverage, Insurance Providers, Credit Cards

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Pro-Tip:

Quite a bit of stock imagery is devoid of life with regard to the environments where people live and work. The idea of stripping away the character of a location only reaffirms the clichés of minimally styled sets that appear unlived in. By subtracting too many things from your set to create a minimal environment, you remove a major character from your story: the location.

Location Diversity: Urban, suburban, and rural

Casting Considerations: Age, gender, and race diversity. Authenticity and diversity will play an important role in the success of your shoot. "Real" body types recommended.

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: **TELESEP17**

• 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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SHOOT BRIEF

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