

Spring 2022

Content needs

Seasonal guide



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Spring 2022



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Many of us have made significant changes in our daily lives over the past two years in response to the global health pandemic. These shifts have become increasingly evident in mainstream stock imagery, creating a demand for visuals that represent where and how we spent our time, whether it was inspiration for nesting, ideas for a safe getaway, or fantasies of the great outdoors.

Amid these changes, spring continues to be the season we eagerly anticipate for its offer of new beginnings and a myriad of ways to refresh and regenerate. And perhaps this season offers a more profound sense of hope and potential than ever before.

Adobe Stock spring 2022 trending topics and collections are brimming with images and videos that speak to the way we embrace the season now. Read on for trends and insights to inform your seasonal stock productions and submissions.



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Adobe Artists:
1 - Clare Armstrong - Austockphoto | 359994467
2 - Yaroslav Danylchenko - Stocksy | 398306597
3 - Inti St. Clair - Stocksy | 448883337
4 - Nunez Image - Stocksy | 420635960
5 - Gabriela Tulian | 247633161



Best practices





1

Casting

Cast a range of characters and personalities that will emotionally connect with a variety of viewers. Models should be as diverse as the world in which we live, across ethnicities, ages, cultures, abilities, body types, and identities.

Clients in all industries are looking for greater BIPOC and LGBTQ+ representation, as well as cross-generational and multigenerational scenarios at home and outdoors.

- Subjects across a range of ages, genders, body types, skin tones, features, races, religions, ethnic and cultural backgrounds, and abilities for your photography and video shoots—especially in food, fitness, and at-home beauty and self-care imagery
- People dedicated to a healthy lifestyle and environmentally sustainable households, businesses, or environments—from everyday people and parents to environmentalists and volunteers
- Visuals that align with the idea of Earth Day
- Women and female-identifying people ranging in age who are empowered and leading at home and in business; scenes featuring working mothers, active pregnant people
- Friends and families connecting at home in celebration of the season; spring holidays like Passover, Mother's Day; milestone or traditional sporting events
- New life and new starts—and baby everything: animals, people, budding plants, and all the markers of spring

Adobe Artists:
1 - Saptakganguly - Stocksy | 227576315
2 - Jacob Lund | 471960206
3 - Don Smith - Stocksy | 285117885
4 - Hakase420 | 136687784

Regional casting

If models are available in your area, we welcome more imagery that includes:

North America

- Portraits and lifestyle images of Native American/Indigenous people, Latinx and Hispanic people, families of African descent, Muslims, South Asians, and Pacific Islanders
- People with disabilities across all topics
- Veterans at social gatherings, reunions, and celebrations

Latin America

- Portraits and lifestyle images of multiracial, Indigenous people of African and Asian descent; LGBTQ+ people and families in suburban and urban locations and settings and with various socioeconomic status

Europe

- Multiracial, cultural, ethnic, and mixed-heritage families; teenagers and adolescents
- Portraits and lifestyle images of people from the African, Asian, Middle Eastern diaspora and Muslim faith

Japan

- Portraits and lifestyle images of multiracial, cultural, ethnic, and mixed-heritage people and families
- LGBTQ+ people and families
- Portraits of people with a range of style, personality, body shape, size—non-binary people, seniors, women, teens, and fashion-conscious subjects
- People with disabilities across all topics



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Casting and styling



Consider featuring one or more elements of diversity of race, gender expression, age, religion, socioeconomic status, ability, and sexual orientation.

Styling

- Wardrobes, hair, makeup, and accessories should be on-trend, realistically reflecting the situation and characters being portrayed, as well as show cultural and/or regional concepts of beauty or current trends.
- Showcase veterans and active-duty military members and healthcare professionals in accurate uniforms and realistic on- and off-duty situations.
- Consider how clothing, settings, and accessories can indicate socioeconomic status, and think about what will resonate with the audience.



Diverse groups:

Show a range of ethnic and racial diversity across families and groups. Present individuals from underrepresented groups as main characters in stories, and show them in positions of leadership, seamlessly included and empowered. Cast LGBTQ+ individuals, couples, and parents with their children. Capture women in leadership roles. Show them guiding conversations and working as equal partners.

Family configurations:

Include different family configurations (such as single parents, multiple generations, and caregivers).

Body types and Abilities:

Lead with a focus on the person or activity, not the disability. Showcase individuals with a range of body types, not just extremes, and abilities, demonstrating healthy behavior.

Beliefs, religions, and rituals:

Respectfully show practices from various cultures and religions.

Medical empathy:

Focus on the humanity of the moment, not the health condition.

Authentic representation:

Avoid cultural degradation and appropriation. Prioritize working with cast and crew members who self-identify with the communities you are depicting. Ensure that model releases are completed accurately by your models and refrain from guessing.



Places and spaces

By showing your subjects in realistic settings, you can help viewers understand a range of lifestyles and experiences. Set your stories in specific locations to offer a window into the world of the subject or character.

Locations

- Create environments that are appealing or even aspirational, but also attainable and realistic. Interiors are more successful when they appear authentic, lightly lived in, and clutter-free.
- Style and choose locations and spaces that reflect social, professional, and personal lives and cultures distinct to a local area, region, or country—especially if they’re unique.
- Find blooming residential and commercial neighborhoods, green public spaces, and interiors with spring color palettes that denote “freshness” to shoot in.
- Incorporate environmentally sustainable props, recyclable and reusable items, and plant life into your scenes.



Adobe Artists:
1 - Westend61 | 351353738
2 - Nabi Tang - Stocksy | 263842425
3 - Bonninstudio - Stocksy | 215275945
4 - Hello Lovely - Blend Images | 118393146
5 - Julie Meme - Stocksy | 332999524
6 - Maria Bååth | 338449356
7 - Hero Images | 316162280
8 - Bonninstudio - Stocksy | 184739086



- Color-correct to enhance the overall look and feel of the image, such as by adjusting brightness and contrast.
- Remove imperfections in areas that don't affect the individual characteristics of the person. For example, remove flyaway hairs; temporary outbreaks; imperfections in clothing or backgrounds, such as wrinkles or stains on blouses; and tattoos or body art to avoid having to get a signed property release.
- Avoid retouching to remove or adjust permanent imperfections, such as moles, wrinkles, chipped teeth, and nose shapes; changing the texture and color of a person's skin or their eye color; manipulating body size, shape, or proportions (like making people thinner or larger, slimming hips, or adjusting facial features); and retouching to enhance a person's specific features.

Retouching and submissions

Consider industry-specific keywords:

digital retouching, unretouched, copy space, enhanced color, selective focus, chiaroscuro, natural lighting.

Adobe Artists:
 1 - PixieMe | 133356790
 2 - Hero Images | 367599618
 3 - Jacob Lund | 467854083
 4 - Mauro Grigollo Photographer - Stocksy | 333013937
 5 - Nicklaus Walter - Stocksy | 294699899
 6 - Matelli Graves | 475447575
 7 - Picha | 437792795

Customers across various industries are increasingly searching for unaltered images of people that more accurately represent them. Here are some tips to keep in mind as you edit for your submission.

Recommendations

- We're seeing a high demand for the same model(s) being depicted throughout the course of a day—and even longer spans of time, like a week—participating in different activities.
- Brands are always in need of multiple options to tell their stories. Submit multiple options of horizontal and vertical, pulled back and close up, and image series and sequences, and consider adding behind-the-scenes and candid between-the-scenes takes.
- Keep in mind the need to leave room for cropping for print and social media use.



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Video

While we are always looking to grow our collection across both stills and motion, keep in mind some details specific to video, such as clip length storytelling at 5–60 seconds and mindful orientations for possible use cases, whether social media or television.

Video-specific content needs

Evergreen seasonal needs: nature, backgrounds, drone shots, time-lapse, graphic elements, and textures; more aerial content; candid subjects; green screen of people, animals, and objects

The demand is currently soaring for spring-inspired hyperrealistic 3D content/2D background content.

Customers want series of shots depicting a number of activities. Close-ups, wide shots of that activity, quick shots of the same person where an editor can go from a wide shot to an overhead to detailed close-ups; series, sequences, vertical video, and shorter animated clips; animated background content—abstract media for social media

[Watch the Spring reel here](#)

Production pro tips

- Ensure you are capturing in the best quality: 4K resolution is recommended.
- Rely on natural lighting when possible.
- Set up three-point lighting when artificial light is needed.
- Shoot with a low ISO setting, when possible, to avoid digital noise.
- Shoot with minimal equipment for agile executions.
- Use a camera on a gimbal to maintain quality of the image and to capture things in a fast-paced manner and save time.

Color:

- We recommend that color and stylization be minimal.
- Adobe does not accept flat log footage, so make sure all clips have a basic Rec 709 look to them.
- Leave enough latitude for the buyer to make adjustments without causing video to appear underexposed.

Video Clips:

- Upload clips in their native resolutions without upscaling.
- 4K clips will be converted automatically to an HD version.
- Be careful of highly compressed files that may exhibit artifacting.
- It is perfectly okay to submit content that is shot on a smartphone, but please make sure it is framed horizontally.



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Keywords

Keywords and titles play a vital role in surfacing your content on Adobe Stock. As you create appropriate and insightful titles and keywords for your work, you can celebrate your subjects while enhancing the search experience.

[Guide to Mastering Metadata for Adobe Stock](#)

Adobe Artists:
1 - Brastock Images | 426894950
2 - Stephen Simpson Inc - Blend Images | 146190600

Titles

- Create concise, descriptive titles that celebrate your subjects and accurately describe the scene: Who is in the picture? What are they doing? When and where is it happening?
- Never include brand names, product names, or people’s names in your title.

Describing People

- Customers are looking for authentic diversity and representation. Ensure model releases are filled out accurately by the model and contributors, refrain from guessing, and choose keywords accordingly.
- Include relationships, roles, and occupation like parent, mother, farmer, gardener.
- Indicate age or age group, like senior, adolescent, teen. When it comes to babies, their development changes so rapidly that smaller increments can be useful in metadata (2 months, toddler) ; keep in mind 25 and older for images depicting alcohol consumption.

Keyword best practices and tips

- Regional and cultural representation is in demand. Use a mix of generic and accurate terms for significant items and details, like hijab, or for example, instead of only using dessert, identify it: Is it an eclair? a sponge cake? mochi? anmitsu?
- Be descriptive, not wordy. Use keywords that are individual, concise concepts (such as playground, outdoors, Eiffel Tower).
- Descriptive elements, when not part of common concepts, are more available to customers when they are separate keywords (like red, dress, bowl, soup).
- Ensure the location where the image was photographed is accurate.
- Describe actions: Name poses, techniques, and moves, for example, what particular yoga pose is shown.
- Include the most significant words from the title in the top 10 keywords for an extra “bump” in search relevance. The first 10 words affect search results the most. Fifteen to 35 keywords is ideal, but please keep it under 50.
- Avoid “keyword spam.” Only enter keywords that are relevant to the content of the image. Adding irrelevant words decreases consumer trust, reduces the relevance of your asset, and can harm your visibility and sales.

Title:

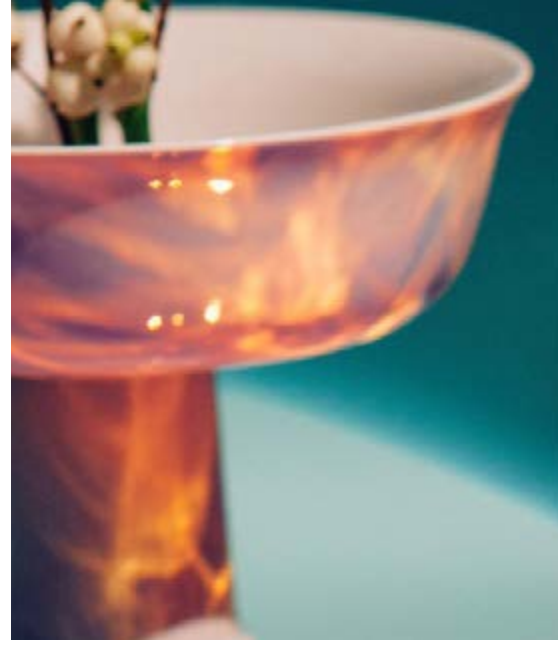
Portrait of neighbors sitting on front stoop holding plants

Keywords:

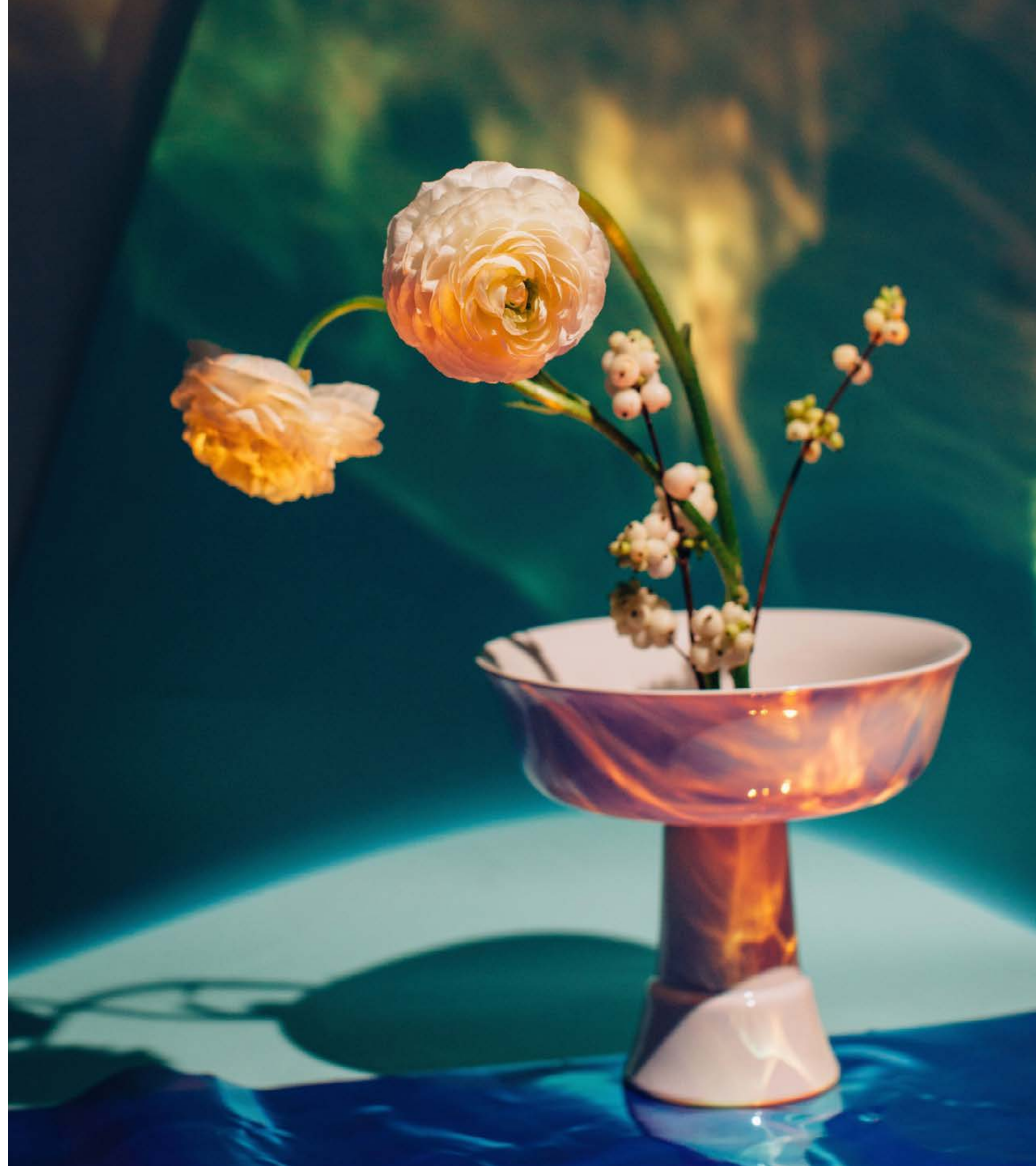
senior, caucasian, african american, gardener, latina, plant, porch, san diego, female, california, happy, mature adult, hispanic horticulture, community, group sustainability, gardening, bucket, pail, springtime, container, young adult, man, 20s, 30s, 40s, 70s, nurturing, multicultural, real people, male, west coast, sitting, smiling, neighbor, healthy, cheerful, growth, volunteer



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Content Needs



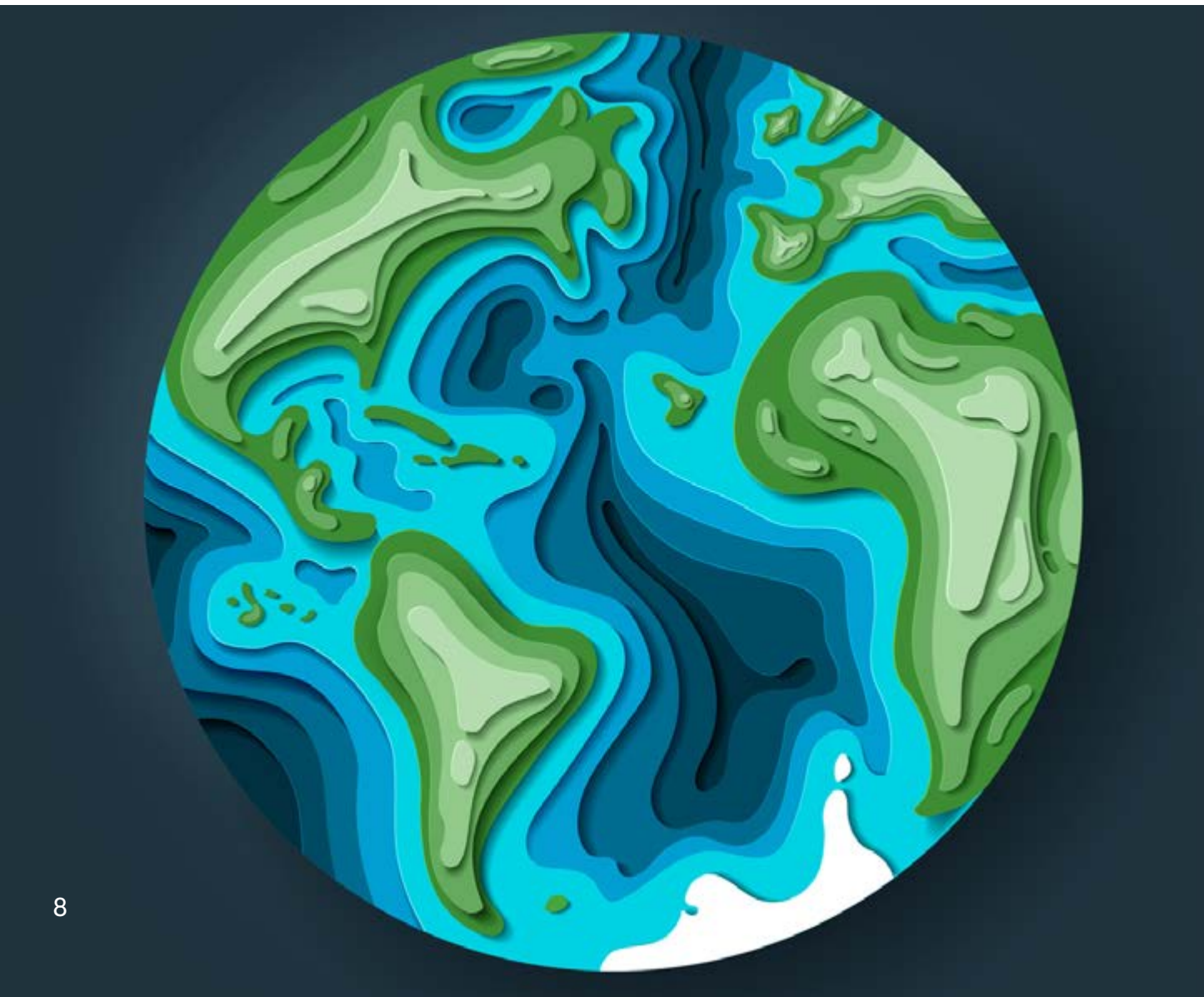
Spring tones and textures

Keyword Inspiration:

rain, nature, spring, background, still life, dew, nature, rural, mountainous, climate, blossom, freshness, vibrant, pastel

Signs of spring begin with the tones of seasonal regeneration, ranging from the soft pastels of new growth to the more vibrant hues of the world in full bloom.

Textures too offer the viewer a truly visceral sensation of seasonal experiences: the feeling of raindrops on the skin, digging one's hands into the earth, and the tactile nature of all things organic.



- Vibrant color palettes featuring organic and inorganic materials and elements that signal rebirth, rejuvenation, renewal, awakening; concepts of growth, including conceptual, surreal, and thought-provoking images of objects, crafts, decorations, clothing
- Realistic and abstract or surreal interpretations of epic landscapes that feature new growth; conditions of the environment; natural resources like springs, waterfalls; and shifting and seasonal weather conditions
- Symbolic visuals featuring national, regional, religious, sacred, secular, and non-secular celebrations and holidays including Easter, Ramadan, Earth Day, Passover, Mother's Day, Holi, International Women's Day, and more



Adobe Artists:
1 - Marc Tran - Stocksy | 439458302
2 - Ngoc Minh Ngo | 185413958
3 - SeanPavonePhoto | 76508504
4 - Yevheniia | 321109732
5 - Milou Krietemeijer | 481577644
6 - Dinadesign | 34224665
7 - Viktoriia Kulish | 3783469
8 - Den VIII | 322828769
9 - Cavan Images | 277954091

Spring fashion and beauty

Keyword Inspiration:

spring fashion, beauty, fresh face, natural beauty, street style, floral, bold makeup, grooming , graphic eyeliner, pastel

The consumer appetite for optimism and vibrancy is driving bolder and brighter elements in a season traditionally known for softness and subtlety. Look for energizing botanicals and boho beats across lifestyle imagery and design-driven visuals to convey seasonal style and wellness.



- Refreshing beauty and spring style stories with elements of nature, eco-friendly fashion
- Spring street style in region-specific and urban locations featuring people of various backgrounds from teens to stylish seniors
- Style and beauty: Stylish seniors, non-binary people, Japan
- Fresh faces and natural looks, minimal or no-makeup looks, or makeup for both everyday expression and bolder looks for all genders
- Beauty and self-care stories in spa scenes and home spa days; beauty and grooming experiences (such as face masks, warm baths, facials, manicures, and pedicures); grooming featuring men, non-binary people, and transgender people and BIPOC women going through personal routines at home and receiving care at specialized locations

Adobe Artists:
1 - Wakana Yamaguchi | 310785137
2 - Adam Perez | 449029614
3 - Sergey Filimonov - Stocksy | 336237655
4 - Westend61 | 308522849
5 - Juno - Stocksy | 463748755
6 - Trinette Reed - Stocksy | 159053976
7 - Yakobchuk Olena | 268439410
8 - Aleksandra Jankovic - Stocksy | 285331938
9 - Tatyana Row | 358122170

Interiors and spring cleaning

Keyword Inspiration:

spring cleaning, sustainability, home improvement, eco-friendly, interior, kitchen, bathroom, exterior, home garden, sustainable home, smart home, neighborhood

With so many of us spending more time at home than at any time in recent memory, our living spaces have played a greater role in our lives.

In line with spring being the season to refresh and renew, the theme of spring cleaning has become even more prevalent across sectors. The care we take of our homes has come to signify the care we bring to all elements of our lives.

- Geo-specific exterior and neighborhood images, including wide shots of home gardens and interiors from multiple angles and perspectives
- Baths and kitchens with various architectural styles and regional fixtures
- Spring cleaning and all stages of large- and small-scale indoor and outdoor home improvement projects, especially eco-friendly installations and renovations and smart homes
- Spaces decorated for seasonal celebrations, interiors that bring Mother Nature inside, using natural, sustainable décor and fresh flowers
- Designated spaces for work and personal life and merging of the two



Adobe Artists:
1 - Lisa Weatherbee | 474284180
2 - Slavun | 439247968
3 - StockPhotoPro | 176986373
4 - Trinette Reed - Stocksy | 159056506
5 - Cavan Images | 383594968
6 - Westend61 | 206232430
7 - Mint Images | 187874129



Welcoming new life: Pediatrics and women's health

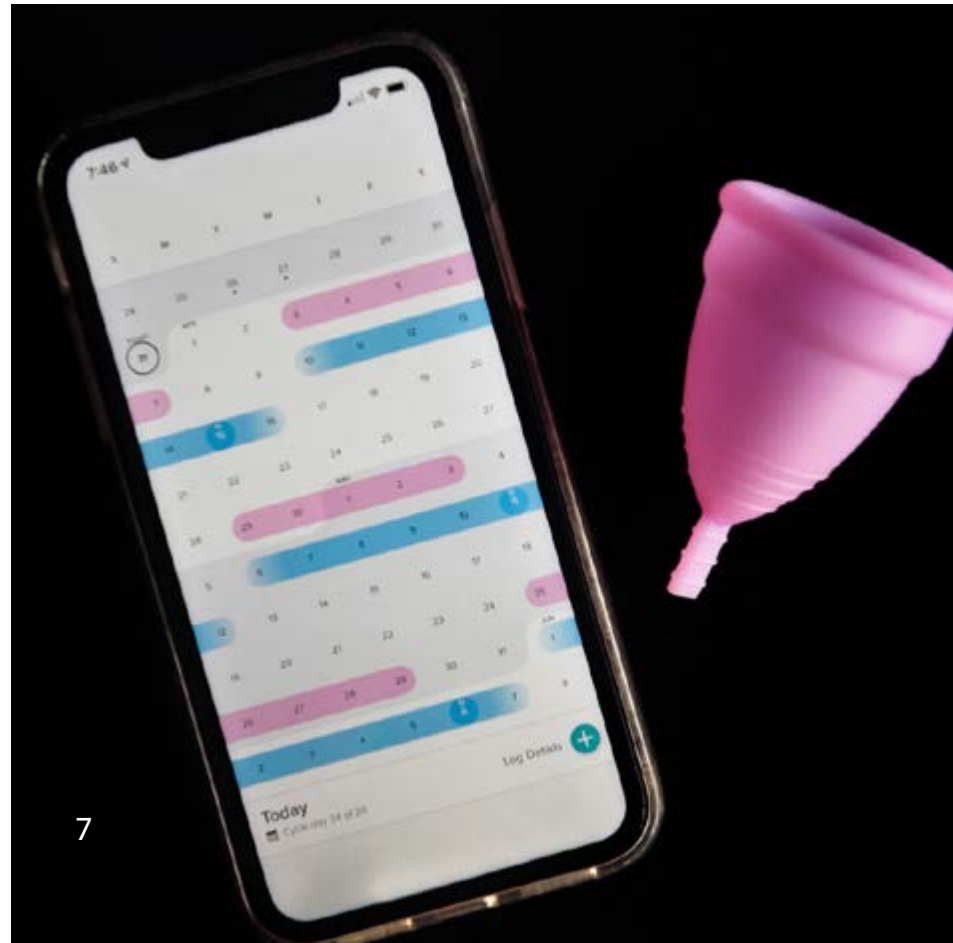
Keyword Inspiration:

healthcare, women's health, obstetrics, gynecology, pediatrics, menstrual cycle, breast cancer awareness, midwife, doula, newborn, child, diaper, onesie, toddler, newborn

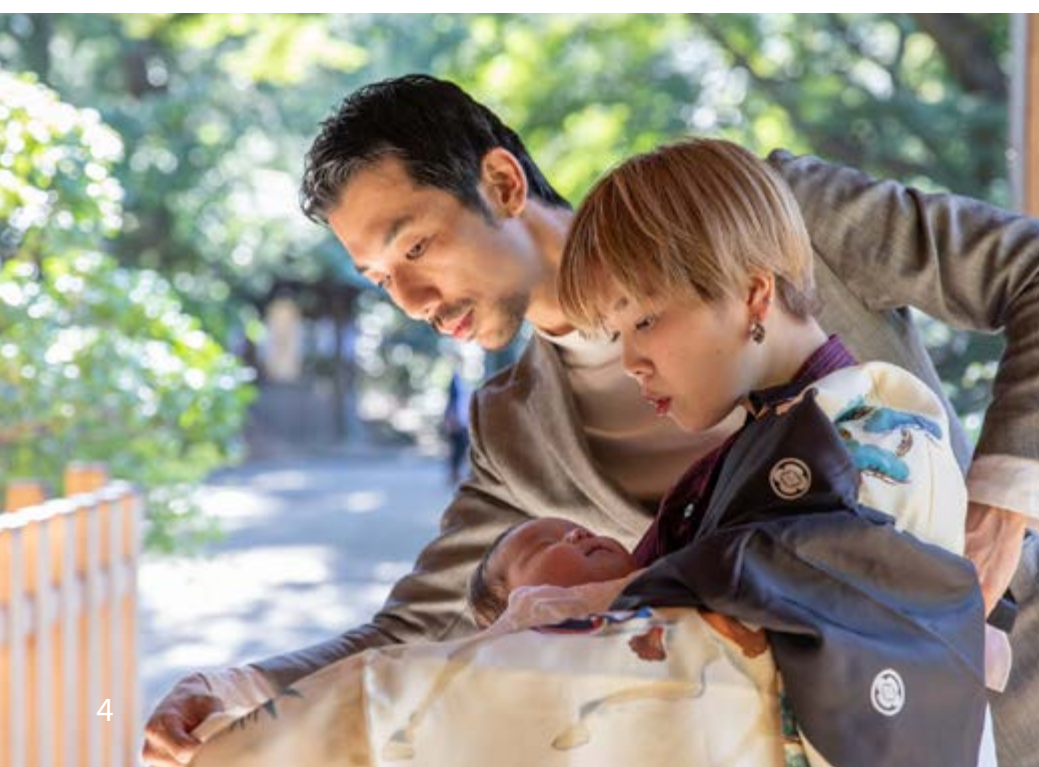
Health and Wellness

- Region-specific women's health, family planning, obstetrics, gynecology, pediatric, preventative care visits to healthcare professionals with a range of locations, backgrounds, and ages, especially first-time older parents and mothers 40+ years old
- Transgender parents in medical settings as patients, healthcare professionals, or caregivers
- Representations of mental health: perinatal anxiety and postpartum depression

- Portraits of a diverse range of pregnant people at home, in business, social life, personal fitness, and belly-baring moments
- First moments of life in healthcare facility and at home in primary healthcare, especially BIPOC newborns and babies with caregivers
- Still life and details relevant to various health and wellness awareness days/months: Breast Cancer Awareness Month, Women's Health Month, World AIDS Day, Cervical Health Awareness Month



Adobe Artists:
1 - Carrie Yuan | 216056040
2 - Cavan Images | 373519043
3 - RooM The Agency | 189077784
4 - Kieferpix | 320883514
5 - Hero Images | 316182417
6 - Drazen | 395606945
7 - Silk And Salt Images - Stocksy | 310761217
8 - Romaset | 220714248



- Joyful portraits of women and people who identify as women and maternal figures and parents of transgender and cisgender—or non-trans children—and multigenerational interactions during spring holidays at home, showing appreciation of maternal figures with flowers, hugs, and connection
- Stories of what a day with a parent looks like, from welcoming new life to kids returning home from college or a grandparent sharing a moment with children young or grown; meaningful moments and conversations and time spent away from daily routines
- Middle-aged couples sharing parenting and housing responsibilities
- Stay-at-home and working parents finding balance (or not) in a new family structure, professional and social life, engaged in and relying on community, support, and guidance, in-person and virtually
- Traditions celebrating and welcoming new life to the world and home like cultural or religious ceremonies such as baptisms, baby showers, and more

Home and family

Keyword Inspiration:

family, parenthood, working mother, baby, adoption, nurture

Mother's Day is celebrated in the spring, aligning with the seasonal spirit of new life and new beginnings. The demand for visuals of new parents and parenting, therefore, is at an all-time high across sectors for the season.

There are more ways than ever to become a parent, from heterosexual union and traditional pregnancy to adoption, IVF, and surrogacy. Explore the beautiful and bumpy road to parenthood from every angle and gender—whether biological or not—that contributes to the love and care of a household.

Adobe Artists:

- 1 - Alder | 275323323
- 2 - Julia Forsman - Stocksy | 187417572
- 3 - Maskot | 211104180
- 4 - Reo Fukumoto - Stocksy | 384867062
- 5 - Kelsey Smith - Stocksy | 455794250
- 6 - Simi Jois | 465403126
- 7 - Natalialeb | 313359249
- 8 - Hero Images | 316185072



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Seasonally fresh: Gardening and food

Keyword Inspiration:

healthy diet, spring produce, Easter, Ramadan, fasting, produce, garden, healthy, dessert, vegetables, plant based, recipe, baked goods, kitchen, pantry, taste, savor, smell

Adobe Artists:

1 - Licensing Project | 188881677
2 - Hero Images | 316212661
3 - Mint Images | 187873943
4 - Alusha | 453510372
5 - Cavan for Adobe | 258176837
6 - Vera Lair - Stocksy | 384869740
7 - Sam Edwards - Caia Image | 315198959
8 - Trinette Reed - Stocksy | 281101677

As the days get warmer and longer, gardening and farmers markets get back in full swing, ushering in the seasonal prioritization of healthy food and cooking.

Images that depict a healthy lifestyle serve as key components of the modern focus on wellness, sustainability, and global cuisine. Conscious consumption and innovation in the kitchen support a cleaner environment and a healthier future through food.



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- Images and video of people shopping or gathering fresh produce from the garden, inspecting and experiencing food using all the senses, preparing healthy meals together
- Typical breakfast and daily meals set on kitchen tables, on the island, or in the kitchen that are detailed, realistic, region-specific
- Cross-generational food prep for holiday celebrations, showcasing foods and decorations of the spring holidays, from fresh baked goods to Easter eggs and chocolate everything
- Engaging compositions of food, seasonal produce, spices, fresh ingredients, plated dishes, perfect and oddly shaped fruits and vegetables, plant-based dishes, and desserts

Spring celebrations: Milestones and reunions

Keyword Inspiration:

celebration, party, preparation, garden party, graduation, milestone, wedding, retirement, event, Earth Day

The warmer weather, combined with people having extra money saved and a higher level of confidence, is creating a massive wedding boom and spending on family gatherings globally.

While many are going all out, some are still opting for a virtual event, and others are choosing to get together with loved ones through backyard celebrations and small group gatherings. Big or small, love is definitely in the air!



- Stories and portraits of individuals and gatherings celebrating common and unique regional celebrations of spring holiday traditions, social and environmental causes in different locations from outdoor weddings and Mother’s Day to milestone events like prom, graduation, and retirement
- Small, informal, relaxed outdoor gatherings with food, family, friends in parks, areas close to home, and backyard spaces
- Casual and elaborate outdoor weddings, informal parties, and gatherings featuring a diverse guest list—Asian, disability, LGBTQ+, and so on
- Festive wardrobes and accessories that express a strong sense of self and align with a holiday, cause, or event, with proper use and articles of clothing and accessories
- Details of table settings for outdoor gatherings and wide shots of event spaces at different times of day



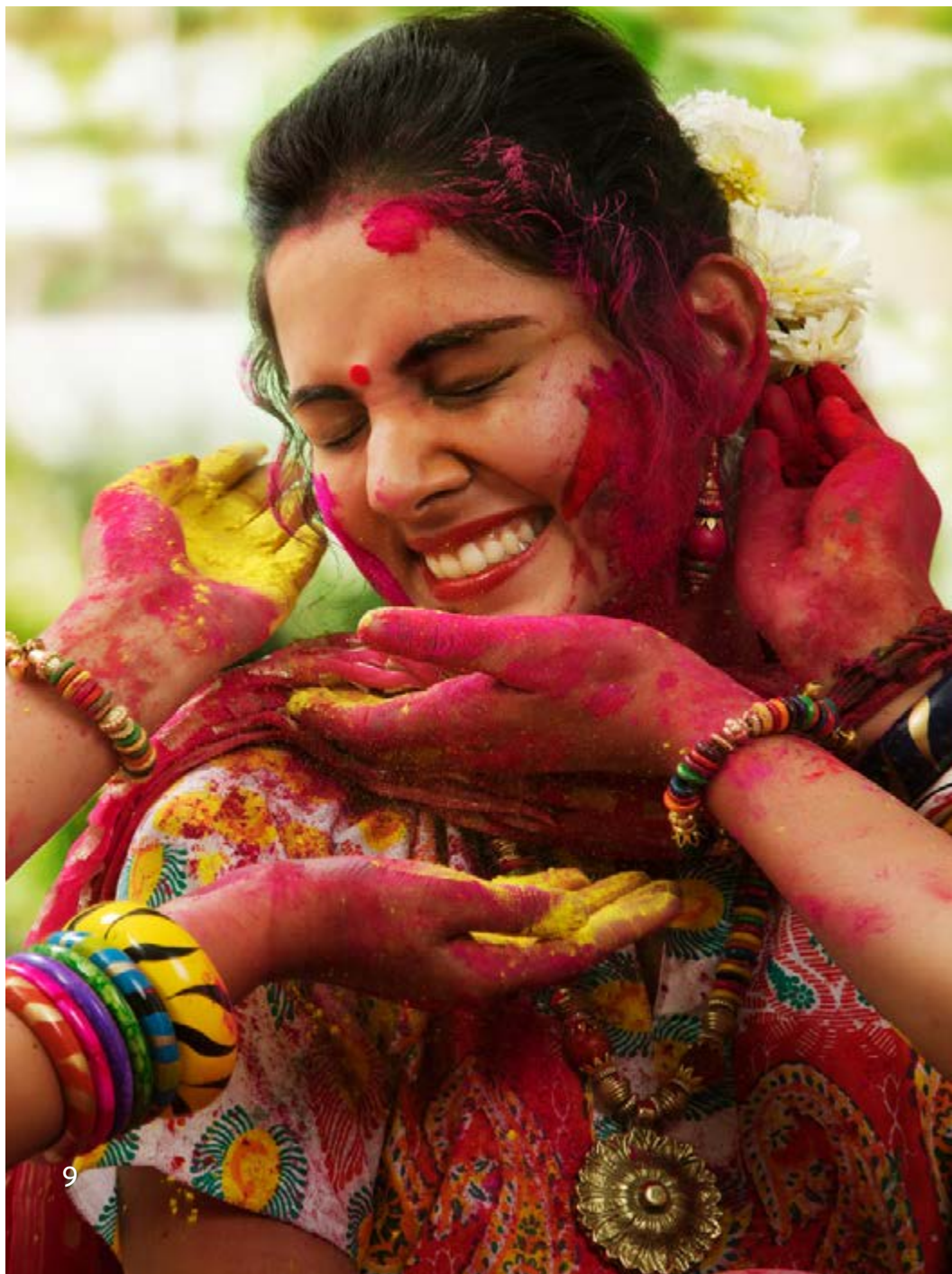
Adobe Artists:
1 - Cavan Social | 136366729
2 - Hero Images | 316198677
3 - Lauren Allen | 231771775
4 - Maskot | 366122693
5 - Yummy_you2 | 481153948
6 - Hero Images | 316117506
7 - Hero Images | 316170270
8 - Hero Images | 316167346

Spring holidays

Keyword Inspiration:

tradition, celebration, Easter, Ramadan, Holi, gathering, decoration, crafts, desserts, sweets

Show us the way the season is celebrated during holidays around the world through a wide array of image types and styles, from formally composed still life imagery to personal and candid moments.



- Portraits of individuals and gatherings celebrating common and unique regional, religious, or cultural spring holiday traditions—Easter, Passover, Holi, Ramadan, Carnival, Kings Day, San Jordi Day, Europe Day, Walpurgis Night, Saint Patrick's Day
- Modern, accurate representations of seasonal celebrations and multigenerational families and friends celebrating, practicing, teaching, and passing on holiday traditions and rituals; preparing for traditions and celebrations; crafting and placing decorations
- Colorful, festive indoor and outdoor celebratory atmospheres that reflect purpose and season, with wardrobes, set stylings, and accessories featuring colors that represent specific celebrations, causes, or holidays at home or in public spaces
- Families celebrating Girls' Day (Hinamatsuri), Children's Day (Kodomo no Hi), and Hanami (cherry blossom festival)
- Still life and details of decorative and sacred objects, and traditional foods

Adobe Artists:
1 - Will Anderson | 333606343
2 - Amaal Said | 429454720
3 - Milou Krietemeijer | 410586813
4 - Ivan Gener - Stocksy | 337079358
5 - Sean Locke Photography - Stocksy | 379951149
6 - Sonyakamoz | 352607442
7 - Cavan Images | 413760083
8 - AD Photography - Stocksy | 294705760
9 - Hemant Mehta | 166762337

Into the wild: Seasonal fun and free time

Keyword Inspiration:

hobbies, recreation, sustainability, nature, crafts, natural dye, raw materials, plants, garden, exploration, discovery

In a reaction to an increased time spent indoors, restricted travel, and prioritizing sustainable practices, there is a growing interest in going outdoors and interacting with nature: Herbalism, foraging, mushroom hunting, and working with natural dyes are all on the rise. People are connecting to traditional practices that give them peace and satisfaction.

- Stories and moments of discovery with backyard scientists and people exploring, hiking, and using nature as a playground in various climates and regions
- Creative arts and crafts projects using natural resources and raw materials, from ceramics to floral designs; baking and cooking; decorating; repurposing recycled or reusable objects; and creating collections
- People tending conventional and unusual home and community gardens, including humorous takes such as “garden wins and fails” (tiny carrots, rotten tomatoes, or vibrant anthropomorphic produce)



Adobe Artists:
1 - Michaklootwijk | 66938386
2 - Monkey Business | 123250288
3 - Hero Images | 316217337
4 - Andrey Bandurenko | 60439707
5 - Trinette Reed - Stocksy | 159062182
6 - Clique_photo - Stocksy | 227582080

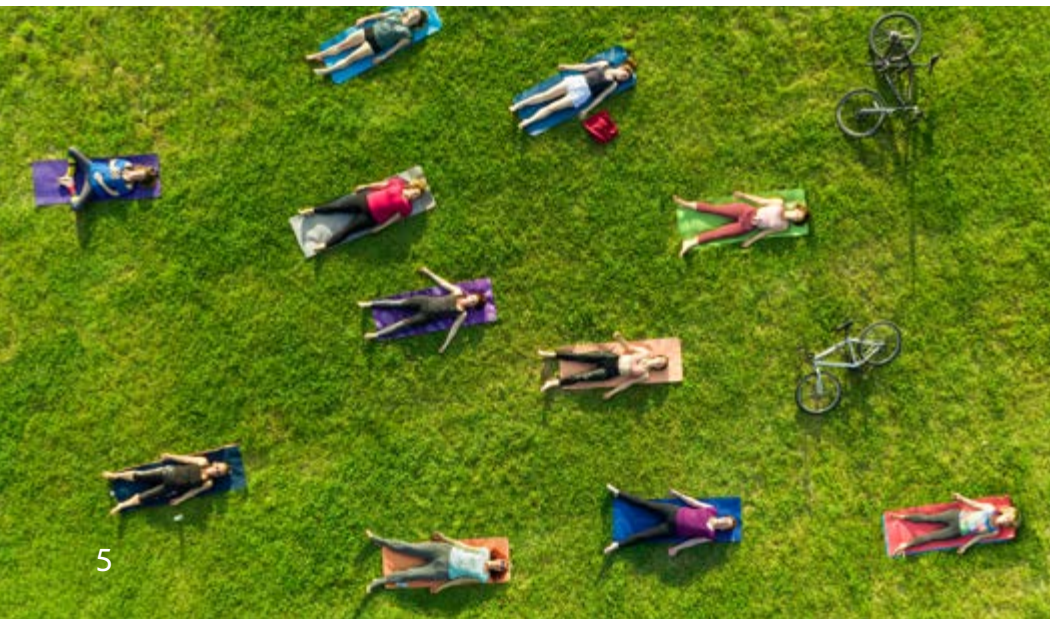
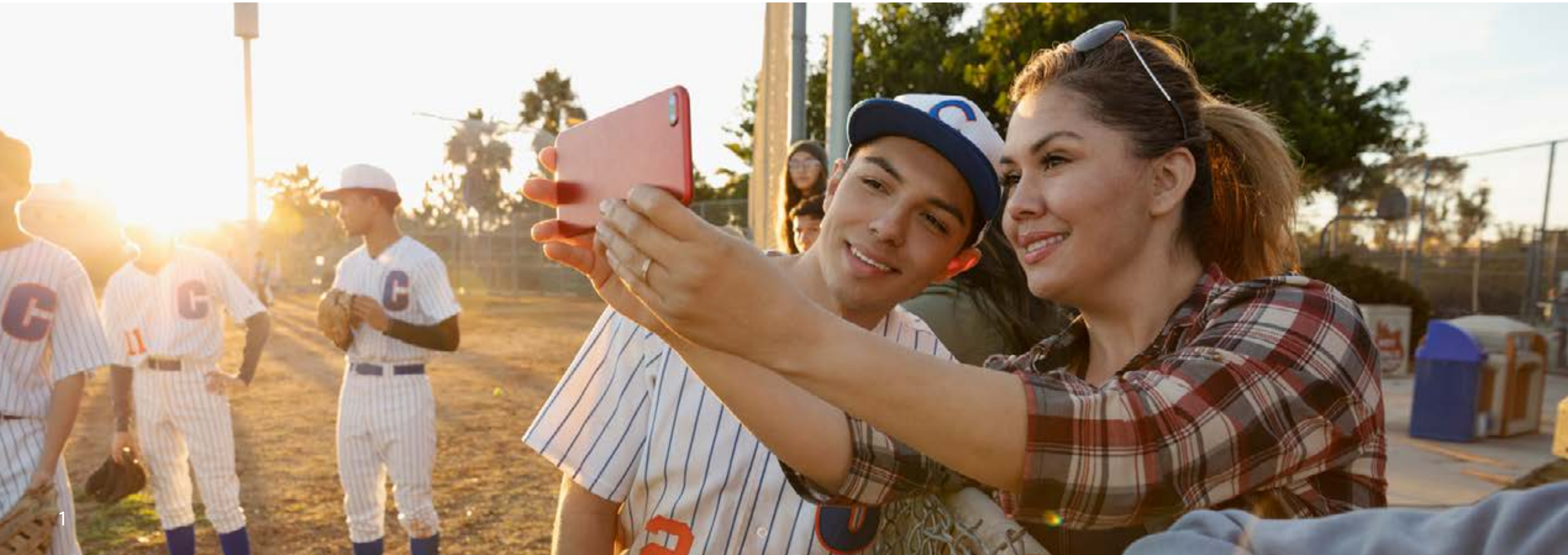
Spring sports and fitness

Keyword Inspiration:

personal fitness, baseball, yoga, outdoor group fitness, sports, baseball season, collegiate sports, club sports, personal fitness, pride, determination, soccer, European football, play

Shutdowns encouraged an interest in outdoor excursions that has no indication of winding down anytime soon. People are boldly seeking new challenges in the form of pursuing adventures filled with adrenaline, nature, and exercise.

In addition, we need visuals presenting sports and personal fitness routines or recreational activities that demonstrate balance, strength, endurance, and/or agility, with a diverse casting of body type and ability in iconic locations, neighborhoods, or lush environments that reflect spring and naturally lend themselves to social distancing.



- Outdoor and indoor activities that depict the beginning or maintenance of a healthy lifestyle (as in pharma ads)—from catch to canoeing, club sports, and so on, including pregnant people engaged in sports and personal fitness
- Images and video of people in action from the perspective of athletes, coaches, or fans in conventional sports venues and in unique locations.
- Club sports and student athletes participating in collegiate sports and championships; show moments of achievement and celebration through team and personal victories in on and off-season training
- Visuals that support and supplement major sporting events and regular season schedules according to the market (such as baseball season, March Madness, soccer/football, collegiate sports); fans watching from the stands, at home, or on mobile devices; still life and details

Adobe Artists:
1 - Hero Images | 316184495
2 - Rawpixel.com | 340516560
3 - Olga Moreira - Stocksy | 439572526
4 - Jacob Lund | 234702742
5 - AmazingAerialAgency | 385373779
6 - Hedgehog94 | 300848260
7 - Drobot Dean | 451392225

Soul space: Holistic wellness

Keyword Inspiration:

wellness, spirituality, beauty, self-care, mental health, depression, meditation, prayer

Because spring is a time when so many are looking for ways to refresh and invigorate their minds, bodies, and souls, the demand for seasonal visuals that demonstrate ways to relax, rejuvenate, and reemerge is growing. Images incorporating spiritual practices, meditation, and many other natural approaches to attaining and maintaining well-being and mental health have a major appeal, as prioritizing mental and emotional wellness is now mainstream.



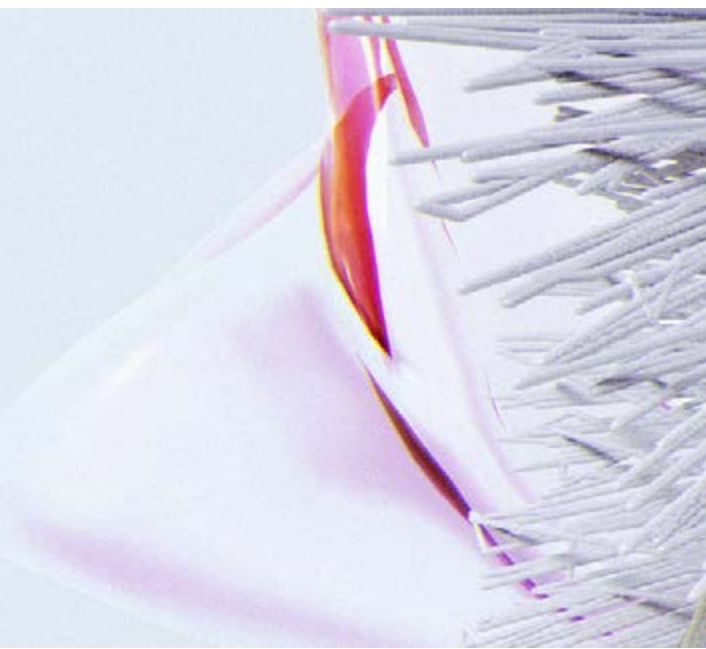
- Self-care and therapy sessions with a wide diversity in age, race, body type, ability, and gender of people giving and receiving support, having meaningful and nurturing conversations with friends or family in beautiful outdoor spaces, and connecting virtually outside or in cozy nooks at home with an “honest” range of emotion—don’t shy away from fatigue and signs of depression
- Fitness for stress management visuals that convey achieving physical and mental well-being in unison, rather than as two separate activities
- Stories, still life, and details of religious or spiritual practices at home, in nature, or in traditional spaces and intimate glimpses of quiet, contemplative, and joyful moments of self-care and self-soothing

Adobe Artists:
1 - Gemma Ferrando - Westend61 | 445412846
2 - Drazen | 392794370
3 - Sviatlana Yankouskaya - EyeEm | 421383228
4 - Chika_milan | 424543893
5 - Carballo | 434177256
6 - YuKubo | 429177125
7 - Jovo Jovanovic - Stocksy | 173772082





Dig deeper





Inspiration and reference

Casting

[Blog: Celebrating the Self and Self-Expression in Stock Imagery](#)

[Blog: Gender and Representation in Stock Imagery](#)

[Blog: Diverse Representation in Stock Imagery](#)

Curated Galleries

[Spring: Colors and Textures](#)

[Spring: Colors and Textures - Photo + Design](#)

[Spring Palette - Video](#)

[Spring: Natural Selection](#)

[Spring: Natural Selection - Photo + Design](#)

[Spring: Soul Space \(Self-Care and Spirituality\)](#)

[Spring: Soul Space \(Self-Care and Spirituality\) - Photo + Design](#)

[Spring: Love and Affection](#)

[Spring: Love and Affection Photos + Design](#)

[Spring: Into the Wild](#)

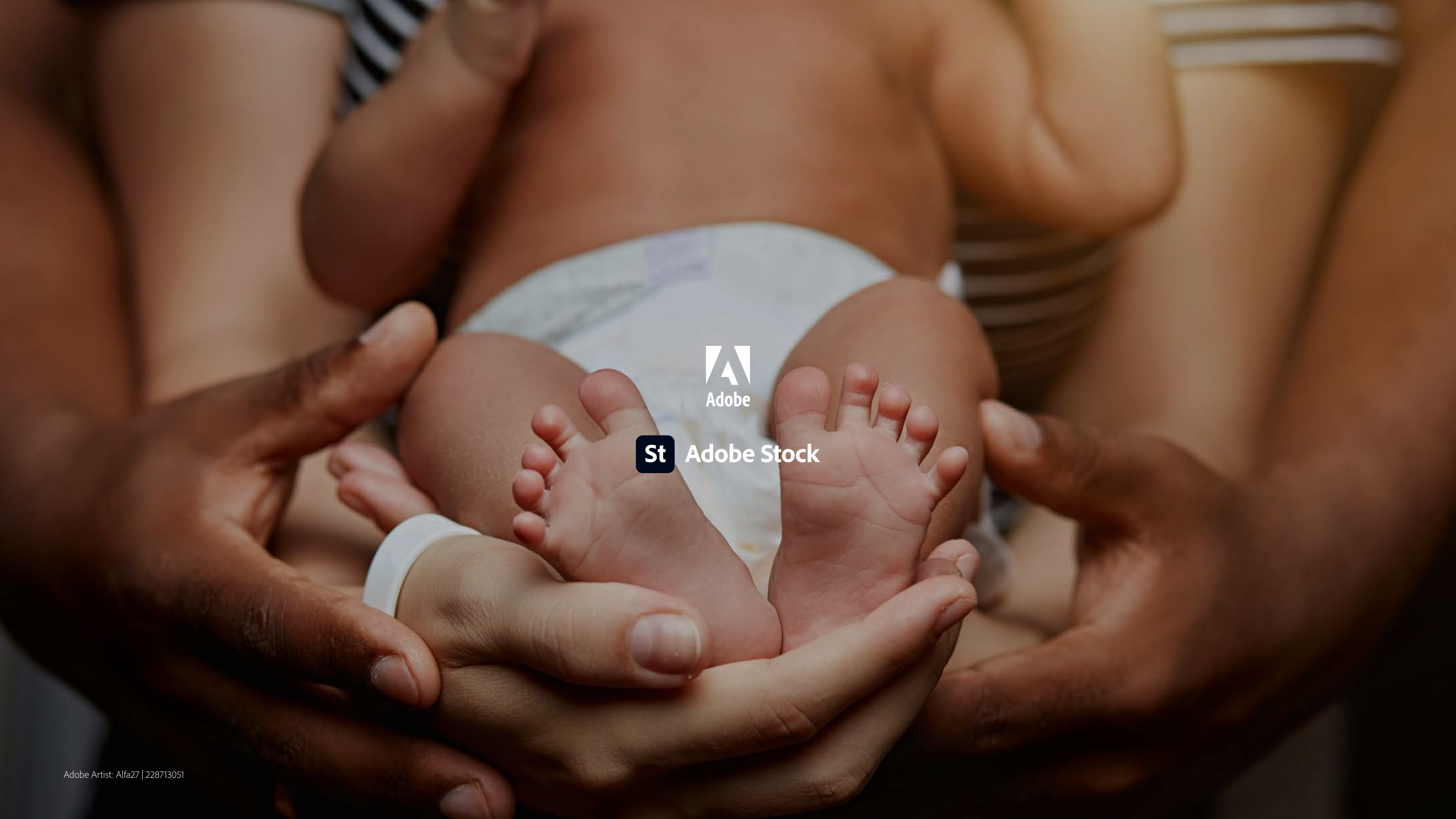
[Spring: Into the Wild - Photo + Design](#)

Video References

[Video Requirements](#)

[Uploading Video](#)





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