

Summer 2022

Content needs

Seasonal guide



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Summer 2022

Every year consumers look forward to taking advantage of summer’s warm weather, taking time off for vacations as schools close and beaches open.

This is the season that offers the greatest reprieve from the global health pandemic’s effects on our lives and lifestyles as so many of our activities take place outside: from dining and traveling to celebrating.

As summer campaigns get into full swing and consumers shift their attention poolside, Adobe Stock is here with summer color palettes, visual collections, and themes to inspire you and show where the hottest winds are blowing. Read on, for insights and details about the most in-demand visuals for the season to inform your stock productions and submissions.



Adobe Stock Artists:
1 - Milles Studio - Stocksy | 439469391
2 - Svitlana yukina - EyeEm | 394259380
3 - Miquel Llonch - Stocksy | 439655391
4 - Victor Bordera - Stocksy | 439500558
5 - Hero Images | 316207569



Best practices





Summer 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.

Tips:

- Outdoor scenes featuring swimwear and summer street style. Consider featuring BIPOC and people with disabilities on vacation.
- Friends and families connecting at home in celebration of the season, milestone events, summer holidays, like father's day, independence days, or traditional sporting events and regional holidays. Consider featuring LGBTQ+ families.
- Veterans attending events; reunions in varied settings in and out of uniform.
- Updated representations of male-identifying people featuring a wide range of character, personality, and age — leading at home; working; socializing.
- People using technology (smartphones, tablets) while boating, camping, poolside or the beach to stay connected, in sports and fitness to monitor progress, or while traveling to navigate new areas while traveling.
- Students of all ages, especially college, university and trade schools with people engaged in hands-on learning or training.



Adobe Stock Artists:

1 - Marco Govel - Stocksy | 272480296

2 - Oneinchpunch | 483770725

3 - Mohd fazlipang abdullah - EyeEm | 342522541

4 - Studio Firma - Stocksy | 493319954

Diverse and inclusive casting

We’re seeing increasing importance of authentic and diverse representation across industries. Today, stock customers are looking for visuals that demonstrate seasonal living enjoyed by people across all kinds of identities, personalities, and social groups. Stock creators should cast models who can deliver a range of emotional expressions in unique or common experiences.

We welcome more visual stories that feature:

- People and families mixed heritage, Indigenous communities, and people of African descent
- LGBTQ+ people and families
- People with disabilities

A few considerations about inclusive casting:

- **Diverse groups:** Show a range of ethnic and racial diversity across families and groups. Include and celebrate subjects across a range of ages, genders, races, religions, ethnic and cultural backgrounds, body types, skin tones, features, and abilities. Present individuals from underrepresented groups in non-stereotypical roles and as main characters in stories. Feature them seamlessly as leaders, empowered, guiding conversations, and working together as equals in their everyday lives.
- **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, demonstrating healthy behaviors.
- **Beliefs, religions, and rituals:** Respectfully show practices from various cultures and religions.
- **Family configurations:** Include different family configurations (e.g., single parents, multiple generations, LGBTQ+ families and caregivers).
- **Medical empathy:** Focus on the humanity of the moment, not the health condition.

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

LATAM

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



Place and spaces

Showing your subjects in realistic and appealing settings helps convey a range of lifestyles and experiences.

Tips for setting the scene:

- Take advantage of the extra hours of sun and use natural light whenever possible.
- Capture the mood, time of day, season, or weather, whether inside or outdoors.
- Create environments that are appealing or even aspirational, yet also attainable and realistic.
- Interiors are more successful when they appear authentic, lightly lived-in, and clutter-free.
- Identify the most important elements in a scene and remove any objects that distract the scene.
- Spots of color added to a scene can draw the eye to a particularly important element. Add flowers, colorful dishware or accessories for a spot of color here and there.
- Incorporate environmentally sustainable props, recyclable and reusable items, and plant life into your scenes.

More locations to try:

- Set your stories in-studio or on-location to offer a window into the world of the subject or character.
- Residential and commercial neighborhoods, green public spaces, beach lake and pool scenes.
- Spaces designed for accessibility for people with disabilities.

Adobe Stock Artists:
1 - Tropical studio | 117625037
2 - AmazingAerialAgency | 273217614
3 - Luis Viegas | 328133290
4 - Hero Images | 316211871
5 - Fredchimelli | 477389209
6 - Jacob Lund | 384120792



Video content



1

Storytelling in motion makes summer come alive! Submit seasonally relevant clips presenting a wide range of people, and experiences- from joyful and playful moments outdoors and with loved ones, to ways and places we relax and keep cool across sunny days and sultry nights.

Watch the reel

Stock video content tips:

- Keep clip length storytelling at 5-60 seconds and mindful orientations for possible use cases whether social media or television.
- Submit series and sequences from multiple angles and perspectives. Provide clients with a selection of shots so that the editor can switch from a wide shot to an overhead and detailed close-ups to tell a cohesive story.
- Candid lifestyle stories and details of activities across all genres and high production scenes in nature.
- Aerial, drone, time lapse, graphic elements, backgrounds, textures, green screen of people, animals and objects
- Demand is soaring for: hyper-realistic 3D content, 2d backgrounds, animated backgrounds and abstract media, and vertical video and shorter animated clips for social media

[Learn more about stock video content needs on the Adobe Stock Artist Hub](#)

Production notes:

- Ensure you are capturing in the best quality—4K resolution is recommended.
- Use a low ISO setting, when possible, to avoid digital noise.

Video clips best practices:

- Create short clips with edit handles between 1 and 5 seconds on each end. We recommend 10-20 seconds for each clip.
- Footage shot in log should have a simple color grading applied—a basic Rec 709 LUT is recommended.
- Avoid oversaturation--adjust levels, curves, brightness, and contrast to achieve the best tone range.

Audio best practices:

- Ambient sound may be worth keeping if it is high quality, however, you may also remove it—especially if it contains unlicensed music.
- Model releases must be provided if voices are recognizable and clearly audible.

Keywords and model releases

Customers are looking for authentic depictions of diversity and accurate regional and cultural representation. As you create appropriate and insightful titles and keywords for your work, you can celebrate your subjects while enhancing the search experience.

Keywords and titles play a vital role in surfacing your content on Adobe Stock. Include the most significant words from the title in the top ten keywords for an extra “bump” in search relevance.

The first ten words affect search results the most. 15 to 35 keywords is ideal, but please keep it under 50.

Titles

- Create concise titles that celebrate your subjects and accurately describe the scene: Who is in the image or video? What are they doing? When and where is this happening?

Keywords

- Use a mix of generic and accurate terms for significant items and details. For example, instead of only using “dessert”, consider: Is it an éclair? A brigadeiro? Mochi?
- Be descriptive, not wordy. Use keywords that are individual, concise concepts (Descriptive elements, when not part of common concepts, are more available to customers when they are separate keywords (e.g. red, dress, bowl, soup).
- Describe actions: name activities, poses, techniques, and moves. For example, what specific yoga pose is shown?

Describing people and locations through keywords

Casting models who are self identifying members of the demographic you are depicting is an important element in producing authentic and realistic imagery. It is key to encourage models to present as they see themselves within their community.

- **Models:** Ensure model releases are filled out accurately by the model and contributors. Refrain from guessing, and keyword accordingly. Include race, ethnicity, gender. We recommend that stock creators rely on primary sources and fluent speakers for accurate, culturally sensitive representations.

- Include relationships, roles, occupation like “*parent*”, “*father*”, “*teacher*”, “*athlete*”

- **Indicate age or age group:** Senior, adolescent, teen. When it comes to babies, development changes so rapidly, smaller increments can be useful in metadata (2 months, toddler); keep in mind 25 and older for clients who feature alcohol

- **Gender:** Some terms to describe gender and sexual orientation may seem new — due in part to increased visibility of LGBTQ+ communities, but as with all language, these terms reflect our time and culture. Accurately and appropriately keyword who is in your frame. Again, ask your model(s) how they identify.

- **Body types:** Be realistic and respectful. Rather than using words like “athletic” as a synonym for thinness, use words precisely, e.g., “athletic” means physically strong and active. Use descriptive terms to detail body types and physical characteristics a customer might search: scrawny, muscular, heavy, plus-sized, soft-body, hard-body, obese, curvy average, ripped, unfit. etc.

- **Location:** Describe where the image was photographed accurately.

- **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.

- Brand names, product names and people’s names should never appear in the title.



Title:

Happy gay family walking together with adopted daughter in the park in summer day

Keywords:

smiling, outdoors, man, togetherness, family, happiness, father, lifestyle, cheerful, adult, children, nature, summer, bonding, casual clothes, holding hands, avocation, fun, enjoyment, love, girl, offspring, childhood, daughter, standing, mature adult, young adult, relaxation, tree, daycare, free adoption, park, gay

Authentic moments

Stock buyers are searching for images and video clips that feel authentic and unfiltered. Customers across all sectors are seeking portraits of real, diverse people and personalities in a move towards more authentic global representation.

Styling tips:

- Wardrobes, hair, makeup, and accessories should be on-trend while realistically reflecting the situation and characters depicted.
- Portray healthcare professionals and active-duty law or military enforcement in accurate uniforms and realistic on- and off-duty situations.
- Consider how settings, clothing, and accessories can convey socioeconomic status, and think about what will resonate with the audience.

Retouching best practices:

- Avoid removing or adjusting permanent distinctive features such as moles, wrinkles, nose shapes, or texture or color of a person's skin, eye color, or body proportions.
- Remove imperfections from areas without affecting the individual's permanent physical characteristics. For instance, remove flyaway hairs, wrinkles or clothing, stains., and tattoos or body art to avoid having to get a signed model release.
- Make color adjustments to enhance the overall appearance and feel of an image while maintaining realism.

What else to submit?

- Provide various horizontal and vertical, close-up wide takes, and detail images with space for copy and cropping
- Include portraits, series and sequences of people in action, starting and completing tasks or activities with range of emotions, as well as details of cast and environment.
- Consider adding behind the scenes and candid between the scenes takes.

Adobe Stock Artists:
1 - Marc Bordons - Stocksy | 486629205
2 - Ohlamour studio - Stocksy | 455798824
3 - Ana Luz Crespi - Stocksy | 443920034
4 - Lucas Ottone - Stocksy | 272533641



Summer content needs



Tones and textures

Seasonal hues immediately convey the sun-soaked experiences consumers look forward to in summer. Whether working with a range of golden hues signaling the season’s longer days or vibrant saturated tones associated with summer lifestyles, incorporating seasonal colors situates your visuals squarely in the season.

Work with seasonally-specific tones and textures. A few examples:

- Still lifes and backgrounds of objects, food and drink, crafts and decorations; and clothes and accessories featuring interesting textures. lively summer color palettes.
- Thought-provoking design-driven organic and inorganic textures that convey the mood summer including conceptual, or surreal imagery.
- Symbolic elements featuring national, regional, religious, sacred, secular, and non-secular summer celebrations and holidays father’s day, independence day, summer solstice, Pride and more.
- Natural summer landscapes and elements that define a place or region: landscapes with unique features or wildlife.



Adobe Stock Artists:
1 - Master1305 | 293393644
2 - Stocksy | 232635647
3 - Borislav Zhuykov - Stocksy | 167489691
4 - Duet Postscriptum - Stocksy | 187417355
5 - Juan Moyano - Stocksy | 278311910
6 - Salty Wings | 293472696
7 - Tyler Weitz - AvantForm | 462970355

Beauty and fashion

Not long ago, visual media represented only a narrow range of people in bathing suits, relaxing at the beach or splashing in the water. Happily, this historically limited notion of a “bikini body” is no longer relevant to today’s stock customers. More and more, we see visuals featuring all ages, sizes, body types, and identities — all enjoying sun and surf!

Beach bodies

- Feature the growing spectrum of masculine and feminine shapes
- Gender non-conforming, transgender, women and men with a range of style in swimwear at beaches, lakes pools; and in resort inspired fashion and summer streetstyle – feature a wide range of age, tween to seniors and BIPOC

Summer style

- Streetstyle and in-studio portraits, women and girls in modest beach swimwear, hijabs, sun protection, and resort-inspired trends
- Stylish, on-trend environmental portraiture of people with disabilities and accessibility equipment or devices; on the beach relaxing, playing, sunbathing and summer streetstyle
- Outdoor fitness and atheleisure looks
- Summer accessories inspired by holidays and celebrations like July 4th and Pride and other celebrations or other summer occasions

Beauty

- Still lifes and details of summer beauty and grooming related to summer skin and haircare
- Homemade and natural beauty and grooming products; ingredients for at home treatments (especially if unique to region)

Adobe Stock Artists:
1 - Daniel Adams | 465799903
2 - Magdalena M - Stocksy | 448899927
3 - Wavebreak3 | 421392565
4 - Daniel Adams | 462411603
5- Nito | 40597756
6 - Will Anderson | 323743180
7 - Marc Bordons- Stocksy | 420731680



Summer homes and interiors

Since the pandemic began, many people have been spending much of their time at home. Imagery of the spaces we live in is always in demand.

Consider a range of ways to convey summer living in aspirational yet realistic residential environments:

- Classic wide-angle exterior and interior shots of lightly lived-in modest and aspirational interiors and home décor that reflect region, climate, socioeconomic backgrounds at different times of day.
- Interior and exterior images of summer styled homes, homestay (ie. AirBnB) and hotels accommodations and amenities.
- Kitchens with various architectural styles and generic or typical regional fixtures, appliances, kitchenware. with seasonal produce.
- People enjoying summer at home and outside in urban and suburban neighborhoods and sunny communal areas.
- Portraits of people and families and first-time home buyers in front of and inside homes.
- Details that convey the summer season, function of a particular space, character, style and life of the members household.

Adobe Stock Artists:
1 - Chris Ryan - Caia Image | 315236569
2 - Jacob Lund | 152772615
3 - Duet Postscriptum - Stocksy | 268856169
4 - Haveseen | 273523703
5- Maskot | 309479575



Family and fatherhood

Fathers are increasingly involved in childcare, resulting in higher demand for representations of men actively parenting. Since Father’s Day is celebrated in the summer, demand for visuals presenting a wide range of the ways men take care of their children peak during this season.

Consider the ways you can produce still and motion narratives presenting family and fatherhood this season:

- Joyful portraits of individuals that celebrate diverse identities, expressions of love and connection between family, friends, and loved ones both in person and virtually — especially adult children with their fathers
- Father’s Day, celebrating father figures, nurturing roles, playful images that feature a wide range age, personal style and personality
- Portraiture that explores the redefinition of fatherhood and reshaping of interpretations of masculinity in personal, professional, and social settings
- Dad taking the lead at home, engaged in household duties, morning and evening rituals with kids, paternity leave, stay-at-home fathers
- Playing parlor and lawn games, cooking, tending to gardens, and engaging in hobbies, arts and crafts, and DIY projects that reflect region and culture
- Free time at home: Relaxing, socializing on the stoop or porch; reading; dancing and singing together; sharing tender moments between friends, family, and partners

Adobe Stock Artists:
1 - Mint Images | 187873844
2 - Wavebreak Media | 430382705
3 - Rawpixel.com | 232892508
4 - Peathegee Inc - Blend Images | 82191146
5 - Trevor adeline - Caia Image | 360263488
6 - Maskot | 211104201



Everyday Pride

Many companies hope to connect with diverse consumers whose brand loyalty is in part based on seeing themselves represented in campaigns. Pride Month has become a focal point, with marketers showing their support for the LGBTQ+ community.

With the demand rising for representation of all types of lives and identities, the inclusion of same-sex couples and non-binary, trans, or genderqueer people in brand campaigns when the message isn't about a LGBTQ-focused product or initiative moves beyond “rainbow washing” and into mainstream representation.

Consider depicting:

- Joyful and diverse portraits of individuals that celebrate identity, expressions of love and connection between family, friends, and loved ones both in person and virtually.
- “Day in the life” sets of LGBTQ+ young adults to seniors enjoying life at home; morning and evening rituals; typical household chores, home improvement, health, medical and fitness scenes and free time at home. Include: Parents with teen and young adult children; LGBTQ+ teen and young adult children with straight parents (or grandparents); transgender children with parents, siblings, and extended family
- Multigenerational gatherings focused on milestone events, seasonal holiday celebrations, participating in cultural or religious practice
- Same sex and transgender couples, and groups of friends socializing at picnics, brunching, hiking, camping, fitness or other recreational activities; day trips, and long-haul travel together
- LGBTQ+ youth culture and personal style stories

Adobe Stock Artists:
1 - Image Source | 420927494
2 - Kike Arnaiz - Stocksy | 369135276
3 - Lightfield studios | 180705309
4 - Hero Images | 327927885
5 - Hero Images | 316166044
6- Hero Images | 316154116
7 - Lisa Weatherbee | 261337928



Food and entertaining

Summer is the quintessential season for enjoying meals together outdoors. And while we continue to navigate the global health pandemic, eating alfresco has even more appeal, offering a low-risk setting to dine with friends and family — whether in urban street-side terraces, backyard barbeques,, or lakeside country picnics.

- Preparing meals with friends and family using fresh summer produce from the garden or market
- Gatherings of friends and family centered around food and reuniting in a variety of memorable summer settings, casual and formal dinner parties, brunches and picnics; eating roof decks, in backyards, and at outdoor restaurants and cafes
- Teens and children preparing or learning to prepare healthy food or snacks for themselves, family or friends
- Still life, lifestyle images and details of local summer produce and ingredients, plated meals and popular local dishes, sweets and refreshments — set on outdoor tables with natural light, food prep areas and studio. (Consider adding pops of color with vivid drinking glasses, utensils, and dishware)

Adobe Stock Artists:
1 - Simon - Stocksy | 377412324
2 - Hero Images | 316038950
3 - Strauss Curtis - Blend Images | 146250233
4 - Hero Images | 316061635
5 - Nadine Greeff - Stocksy | 420501556



Summer break

Summer lifestyle means all the ways we refresh and have fun in different global locations and regions. We need fresh and contemporary story-telling visuals presenting summer social life, activities, travel, and celebrations with an eye towards inclusive groups interacting in a variety of locations and regions.

Consider creating and submitting:

- People at music festivals, amusement parks, outdoor entertainment shopping at local weekend markets, and other recreational activities
- Families, neighbors, group of friends socializing at home, picnics, or neighborhood block parties in urban and suburban atmospheres, indulging in summer treats and snacks
- Taking time to focus on self-care at home, parks and in natural spaces through fitness, creativity or relaxation
- Seniors living an active and relatable summertime lifestyle while engaged in outdoor activities
- Summer mentor or apprenticeships; volunteer and community service narratives
- Meaningful and joyful interactions with friends or family on walks in beautiful outdoor spaces; kids and parents playing in the backyard enjoying sprinklers, pools, sports, and nature

Adobe Stock Artists:
1 - Bonninstudio - Stocksy | 270644185
2 - Hero Images | 316170915
3 - Cavan for Adobe | 329396098
4 - Trevor Adeline - Caia Image | 315228443
5 - Santi Nuñez - Stocksy | 4736831006
6 - Addictive Stock | 458285570
7 - Monkey Business | 391797697



Holidays and celebrations

Stock customers want visuals to present the ways we celebrate summer holidays around the world. We're looking for stock submissions depicting summer holidays across a wide array of image types and styles, from formally composed still life imagery to personal and candid moments.

- Gathering centered around national and regional holidays and celebrations, global celebrations from backyard barbeques and outdoor parties to larger parade-like atmospheres
- Celebrations, party and smaller get-togethers with people dressed for the occasion: Pride, Father's Day, Juneteenth
 - **North America:** Independence Day, Canada Day, Memorial Day, Labor Day
 - **Japan:** Pride, Tanabata, Obon, Ochugen
 - **EMEA:** World Environment day, Bastille day
 - **LATAM:** Festa de Junina, Dia dos namorados, and others
- Stories featuring families participating in cultural or religious holiday practice and celebrations like Eid ul Adha with family, friends, and loved ones wearing their best attire and giving gifts.
- Celebrations for milestone events and achievements
- Still life and details: Flags, accessories with colors that represent religious holidays, remembrances, causes, and health or social awareness days or months, and traditional summer festivals according to regional markets

Adobe Stock Artists:
1 - Antonello | 201227151
2 - Odua Images | 263590345
3 - Mattia - Stocksy | 377417739
4 - Ryo | 284111012
5 - Addictive Stock | 210286996
6 - Bea Vera - Addictive Stock | 277753870



Sports and recreation

While travel has been limited, outdoor adventure has scaled in popularity, and many are turning to more daring and extreme sports to get their blood (and adrenaline) flowing. We continue to see massive demand for visuals presenting the ways we move, workout, enjoy ourselves, and pursue adventure outdoors.

Sports and fitness

- Capture the drama of training, playing any of the traditional Summer Olympic or Paralympic sports or games, team club sports and/or the season's typical major sports according to market
- Portraits of everyday people engaged in their individual or group fitness routine using wearable tech in environments and facilities that give a sense of region, season, and time of day
- Parents and children learning, training or practicing together at home, in backyards, or in local parks
- Portraits of golfers, landscapes of courses and details images with a range of people and proficiency
- BIPOC tennis players
- Still life and details of relevant sporting equipment, and bodies

Recreation and outdoor adventure

- Capture the fun and friendly competition of summer pick-up games in the park or neighborhood, basketball, footballers
- Stories of community in surfer, skateboarder, rock climber culture and more
- People in action on land in the water
- Seniors engaged in outdoor adventure sports and recreation

Sporting events

- Small gatherings of fans at home or catching a match on a mobile device with a range of emotions
- Still lifes and details in the theme of major sporting events according to market – US Open; Wimbledon, Ryder's Cup, RFL, AFL season, British open, Commonwealth games

Adobe Stock Artists:
1 - Chelsea Victoria - Stocksy | 272525745
2 - Mauricio G | 96164951
3 - Chris Ryan - Caia Image | 315210251
4 - Mexitographer | 167266313
5 - Maskot | 460830744
6 - ValentinValkov | 194516059
7- Pressmaster | 69704814



Travel

One of the most anticipated elements of the season is having time to travel and explore the world. Images that are always in demand for seasonal storytelling include happy sun worshippers, friends gathering outside, light shining through cocktails, kids playing in the sprinklers, light glinting off the lake, and more.

Locations and destinations

- Aspirational travel images of major cities, small towns, skylines, and neighborhoods around the world
- Natural and urban landscapes with people finding solitude and rejuvenation; explorations of natural spaces.
- “Open road” and landscape imagery suitable for the automotive industry in local markets

Travel experiences

- Daytrip travel stories by car or public transit camping, hiking, and other outdoor activities
- International travel to “bucket list” locations; visual stories with people engaged in destination specific activities, enjoying local culture and cuisine on a range of budgets, from backpackers to aspirational/luxury
- Sightseeing through neighborhoods and hiking through nature in either generic or identifiable regions
- Candid photographed in a loose style (as if taken by a friend) of people traveling together at different points of a trip – especially golden light (sun flare, long shadows) that typifies summer light post-sunrise and sunset (pre-twilight)
- Still life and details of travel experiences that are social media friendly

Adobe Stock Artists:
1 - Lina harb - EyeEm | 410766068
2 - Sam Edwards - Caia Image | 315211387
3 - Simona | 322281621
4 - Space Cat | 218047272
5 - Trevor Adeline - Caia Image | 315213049
6 - MyMicrostock - Stocksy | 278308585



Back to School

We often associate “back to school” with fall, but stock customers need visuals for summer school, and higher education typically begins in August. That means images presenting events like packing and moving from home to school, moving into dorms, and other elements of preparation are all part of summer seasonal content needs.

Consider creating imagery including:

- Campus landscapes, surrounding college towns, cities, and interiors of educational facilities
- Portraits, class photos and candid of students in a variety of locations shopping for school supplies and in the first days of school
- Packing at home for a day for elementary aged students or to leave home for longer term, i.e., university students; parents/caregivers seeing kids off to school

Campus life

- Dorm life—Roommate intros, conversations, decorating and moving-in
- Students outside on college grounds—generic enough to fit a wide range of schools
- Students with disabilities among the student body
- Older people going back to school for a degree
- Faculty, coaches and students interacting with each other as they matriculate, join clubs, groups, and other extracurricular activities

Still life and details

- Still lifes and details that clearly communicate a concept, trend or academic discipline—books, tech, tools and supplies

Adobe Stock Artists:
1 - Hero Images| 316124639
2 - Cavan Images | 413828102
3 - Hero Images | 316202874
4 - Sean Locke Photography - Stocksy | 272504140
5 - Peopleimages.com | 488836997
6 - Rido | 410928710



Dig deeper: Inspiration and references



Casting

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

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

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

Creative Briefs and Insights

[Adobe Stock Advocates Program | Creative Briefs](#)

[Artist Hub | Video Content Needs](#)

[Research Insights: Higher Education](#)

Reference and best practices

[Artist Hub: Get Started](#)

[Adobe Creative Cloud | Lightroom Classic and Adobe Stock Metadata Best Practices](#)

[Adobe | Video Requirements](#)

[Adobe | Video Upload](#)

[GLAAD | Glossary of Terms: LGBTQ](#)

Curated galleries

[Summer: Pride](#)

[Summer: Pride - Photo + Design](#)

[Summer: Outdoor Dining](#)

[Summer: Outdoor Dining - Photo + Design](#)

[Summer: Go for it! \(outdoor adventure and extreme sports\)](#)

[Summer: Go for it! \(outdoor adventure and extreme sports\) Photo + Design](#)

[Summer: Golden Hour – Brand](#)

[Summer: Golden Hour - Photo + Design](#)

[Summer: Colors and Textures](#)

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

[Summer: Every Body is a Beach Body](#)

[Summer: Every Body is a Beach Body - Photo + Design](#)

[Summer: Live Out Loud!](#)

[Summer: Live out Loud! Photos +Design](#)





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