



St Adobe Stock

Call for Content

Craft the right visual
response to today's
global challenges

Health

Adobe Artist: Bisual Studio/Stocksy

#healthcare #seniorcare #coronavirus #medicareforall #workfromhome

Timely visual ideas from Adobe Stock's Content Team

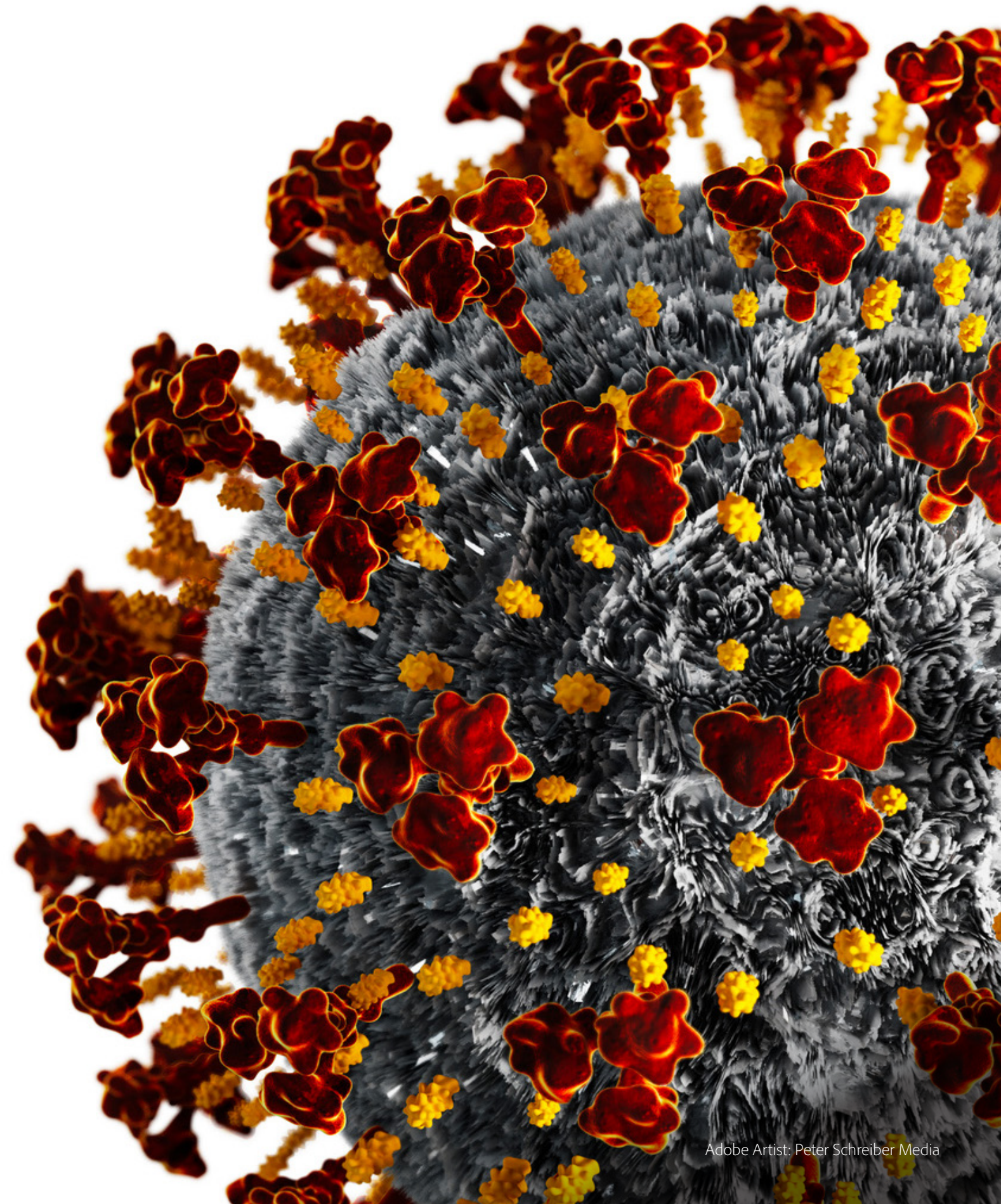
Around the world, people everywhere are looking for ways to contribute and respond productively during the rapid international spread of COVID-19.

We on the Adobe Stock Content Team want to help you, our artist community, meet the challenge of creating content while sheltering at home. By using our data, industry insights, and trend analysis, this brief will help translate the content needs of today into resonant visuals while taking into consideration the production limitations at this moment.

We're here to support you, whether you're shooting with what's available to you close to home or accessing your archives. Here are some key ideas to drive your next submission.

Note:

During this crisis, please consider that many caregivers, healthcare professionals, and others on the front lines are experiencing a shortage of protective gloves, masks, and other supplies, risking their exposure to COVID-19. We encourage artists to be mindful when using needed medical supplies for any shoots; consider that you might already have the perfect shot in your archives.



Adobe Artist: Peter Schreiber Media

Top Search Terms for Health

Guidance for keywords and content creation

For best practices and to meet the client’s needs, please only use the keywords that are appropriate for your image.


Note:

Keywords added to COVID-19 content should not be discriminatory. Please avoid using specific races or ethnicities (such as Chinese, Asian), references to animals or geographic locations (such as Wuhan) unless the content actually depicts that concept, place or thing.

anxiety
bacteria
clean
collaborate
community
connection
contagion
contagious
contamination
corona virus
coronavirus
covid 19
COVID 19
covid-19
covid19
coworker
delivery
disease
disinfect
distance
doctor
elderly
empty
empty space
flu
germs
hands

health
healthcare worker
healthy
hygiene
illness
immune
infection
infectious
internet
inventory
isolation
medical
medical professional
nurse
outbreak
pandemic
patient
prescription
remote
retail
safety
sanitize
sanitizer
screen
self care
self-care
shopping

sick
sink
sterilize
supplies
support
telecommute
telehealth
telemedicine
telework
touch
travel
treatment
vaccination
video chat
virtual
virtual meeting
virus
wash
water
wellbeing
WFH
wipe
work at home
work from home
workplace
workspace

A woman with brown hair tied in a bun is sitting at a wooden desk, looking at a laptop. She has her hand resting on her chin, appearing thoughtful. The desk is cluttered with a silver water bottle, a candle, some dried herbs, and a fan of playing cards. The background features a wall covered in many small, blue-toned photographs or postcards. A window on the left lets in natural light, and a modern pendant lamp hangs above the desk.

Home Base Virtual Reality



Adobe Artist: Lumina Images

Working From Home

The notion of home as a hub for myriad activities has been scaling over recent years. Now with mandates for self-isolation, social distancing, and quarantines, demand for at-home living and working will increase even more quickly.

Stay at home rituals before work:

- Meditation
- Checking email
- Morning coffee



Adobe Artist: Cavan Images



Adobe Artist: Maskot

#workfromhome

Remote Meetings

- Person in peaceful yoga position while work at home laptop on side of the frame.
- Professional and social video conference



Social software is copyrighted, but take the opportunity to design a stellar app

Adobe Artist: Rawpixel.com

Stay At Home Parenting

With school closures and the need for social distancing, interest in homeschooling examples has surged. All caregivers—mothers, fathers, grandparents, family friends of all ages—are taking part in keeping children occupied, entertained, and learning while at home.

- Day to day rituals
- Health care from home
- Homeschooling
- Hobbies and indoor activities
- Juggling work and kids
- Creating schedules / lesson plans



Adobe Artist: Guille Faingold Stocksy

Continuing Education

Distance Learning

- Virtual classroom, study buddy
- 1:1 video conference with teacher, professor
- Making daily schedule



Adobe Artist: Westend61



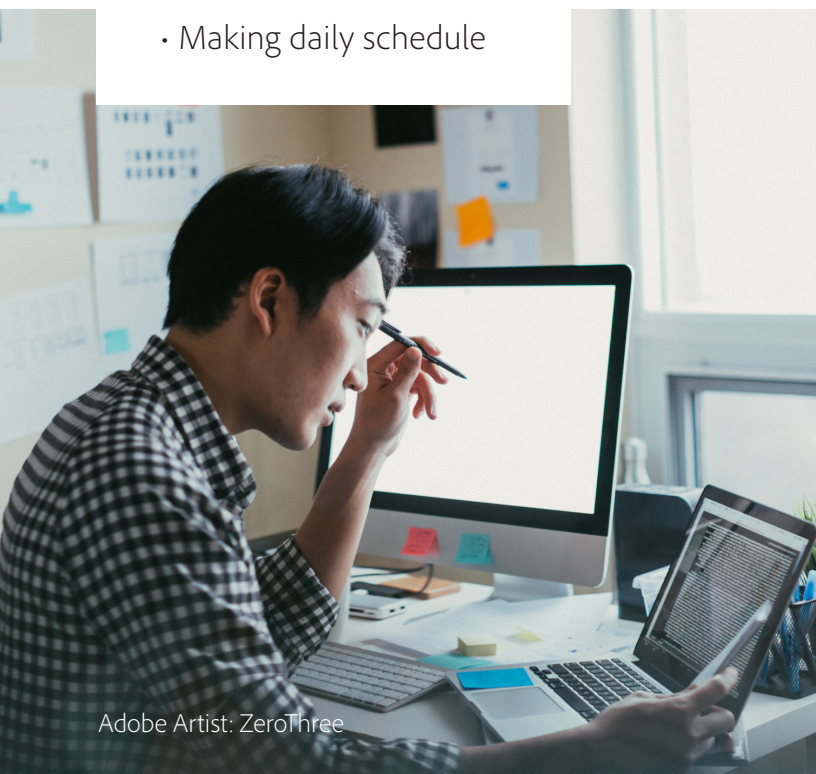
Adobe Artist: Raymond Forbes LLC/Stocksy



Adobe Artist: Hero Images

Class of 2020

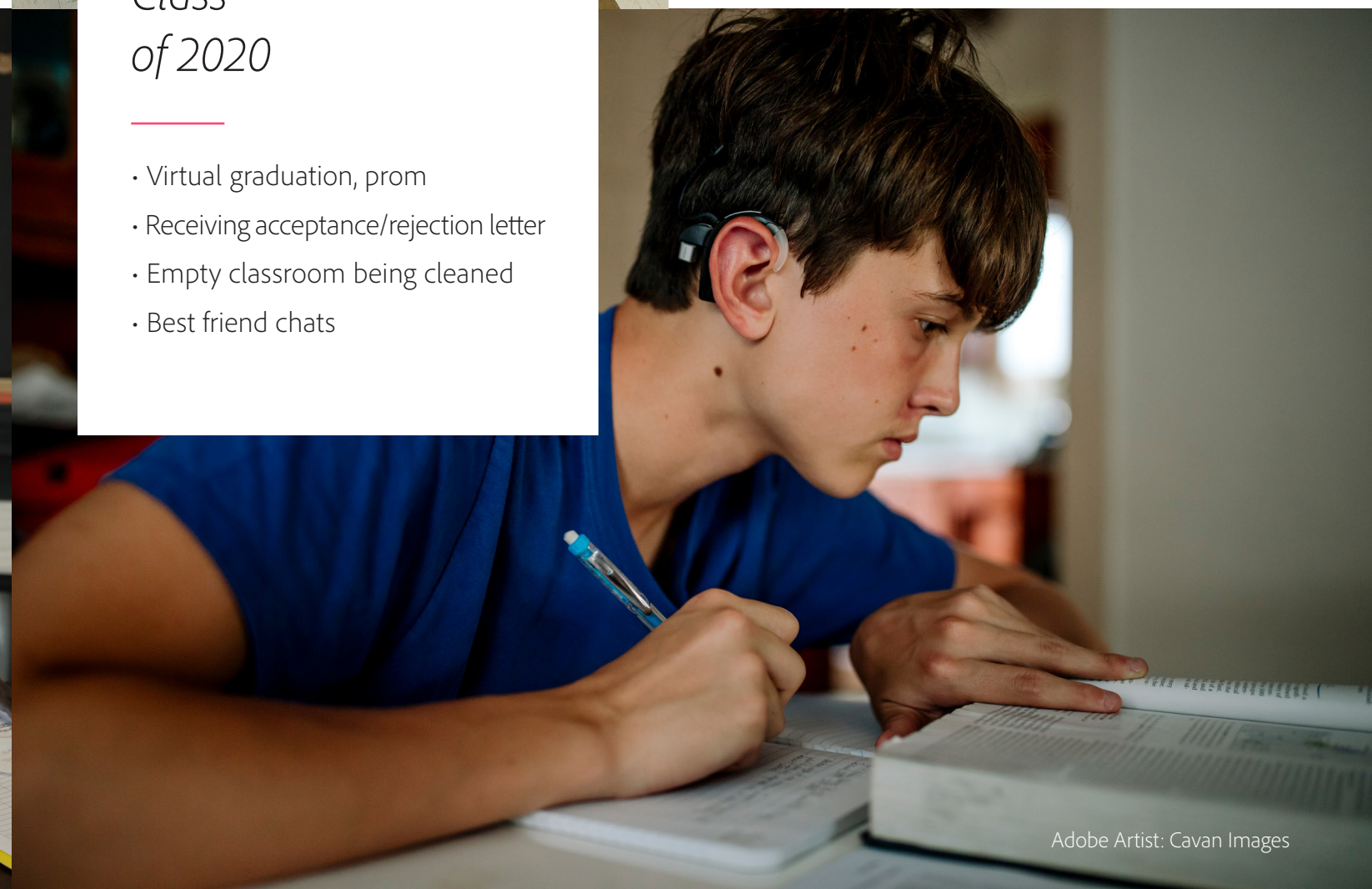
- Virtual graduation, prom
- Receiving acceptance/rejection letter
- Empty classroom being cleaned
- Best friend chats



Adobe Artist: ZeroThree



Adobe Artist: Hero Images

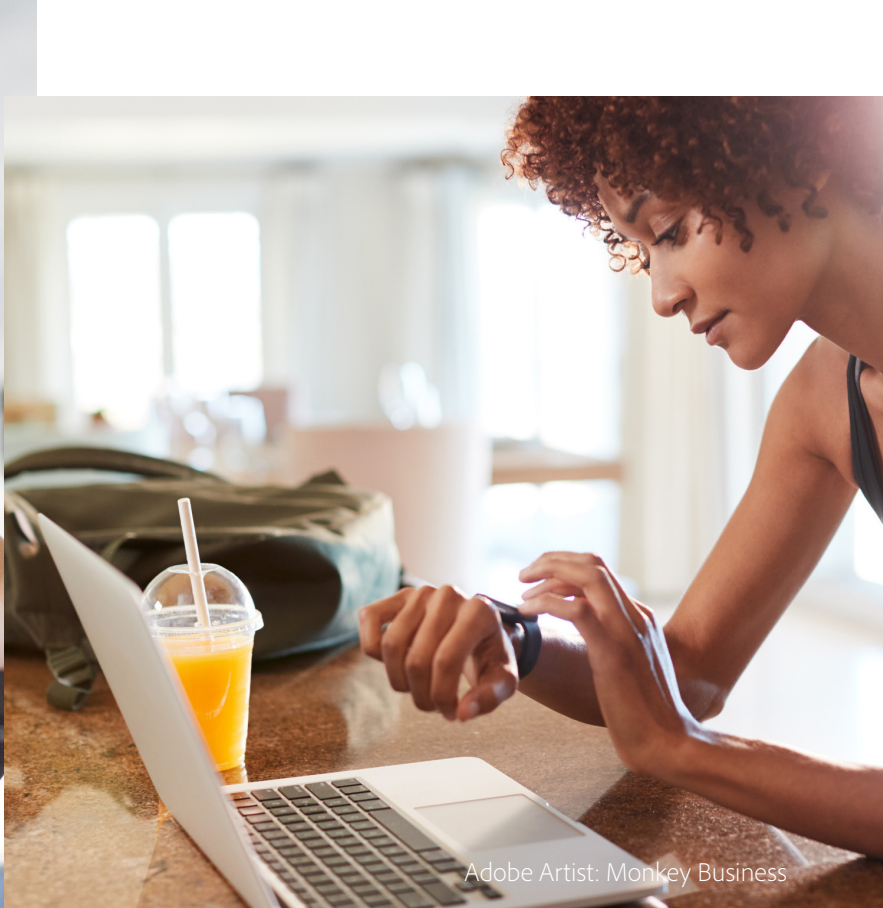


Adobe Artist: Cavan Images

Home Fitness

Healthy Homelife

- Making smoothies
- Fresh produce
- Meal prep
- Set table
- Groceries



Staying Active

- Person using laptops for online yoga or workout class
- Exercise bikes with screens
- Weights at home
- Family workout



Leisure Time, Working Remotely

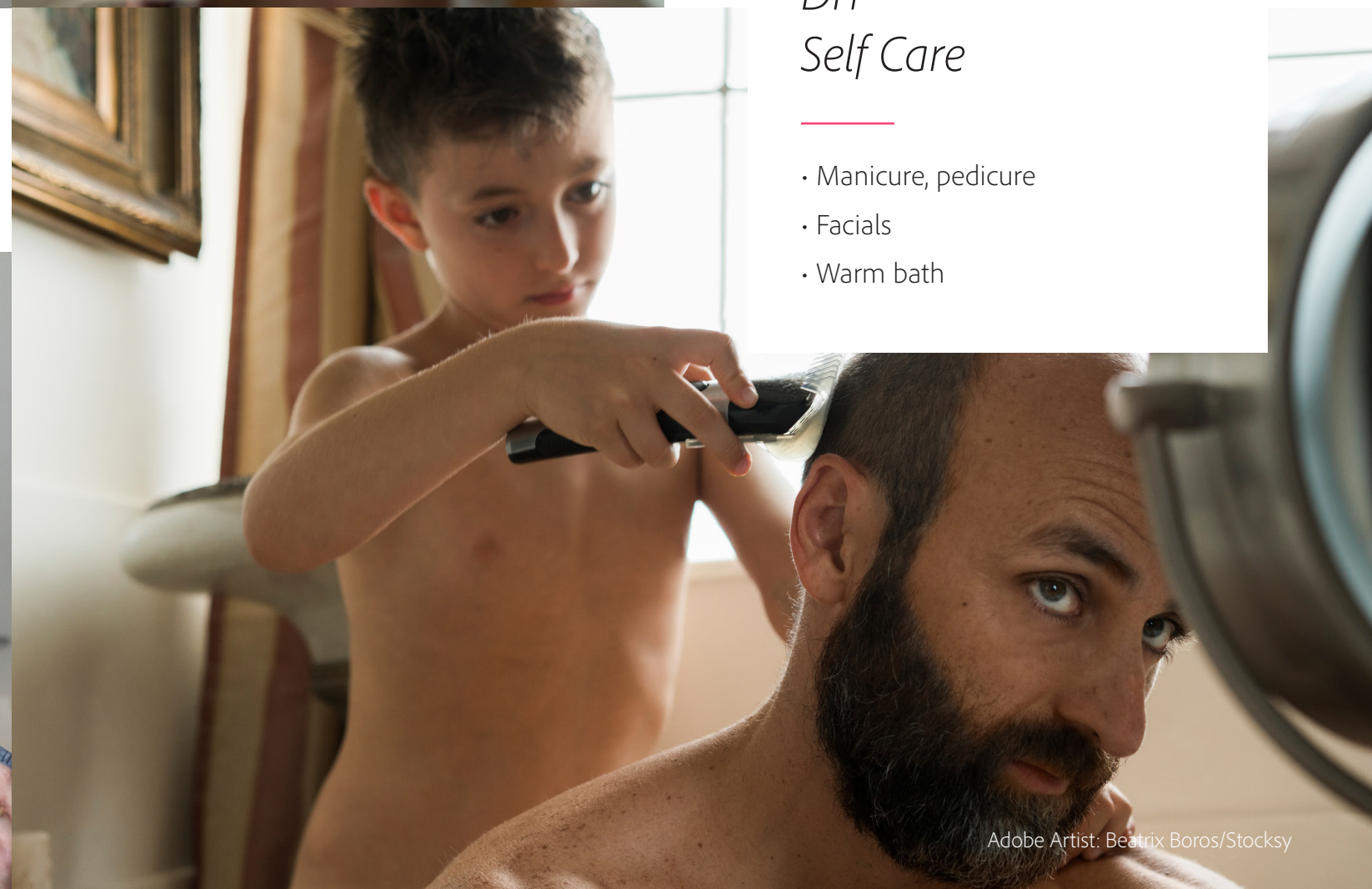
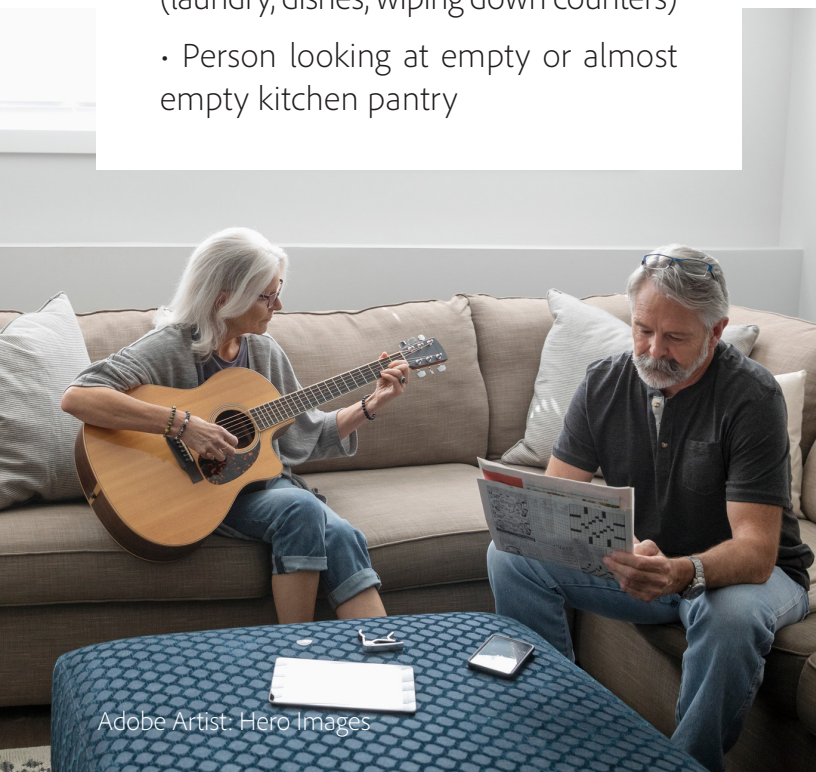
Family & Personal Time

- Family board games and puzzles
- Cooking together at home
- Parent(s) showing kid(s) how to cook
- Singing/dancing together
- Kids and adults doing chores
(laundry, dishes, wiping down counters)
- Person looking at empty or almost empty kitchen pantry



DIY Self Care

- Manicure, pedicure
- Facials
- Warm bath





Social Distancing

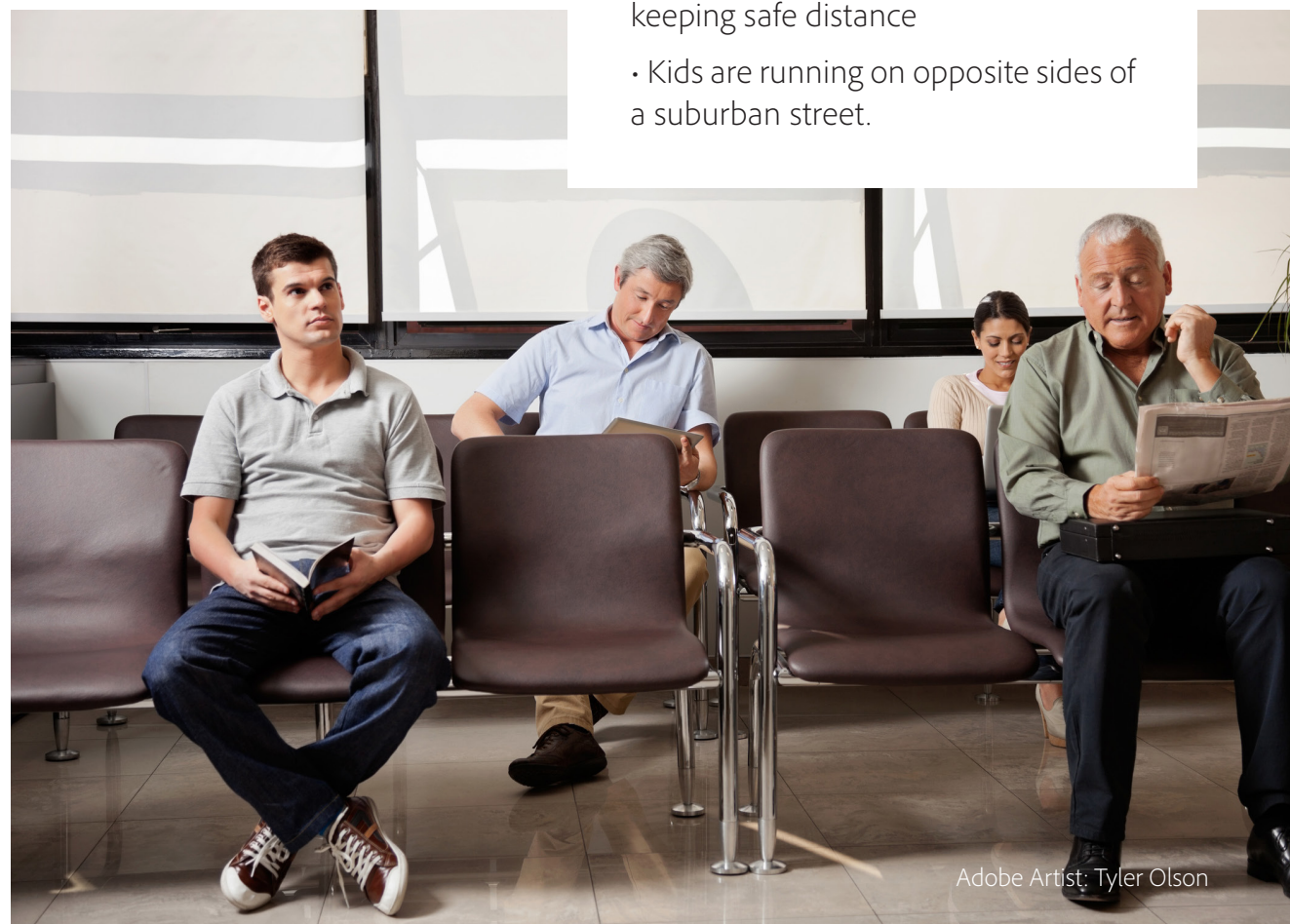


Social Distance



New social etiquette and customs

- Video chat with grandma and grandpa
- An online group "happy hour" or party with 30-40 year olds
- Adults, businesspeople or children walking down sidewalk talking but keeping safe distance
- Kids are running on opposite sides of a suburban street.



Empty Public Spaces

- Airports
- Subways
- Sidewalks
- Offices
- Playgrounds



#socialdistance

Adobe Artist: Tyler Olson

Adobe Artist: Maskot

Staying Connected

The Great Indoors

How do we create connection while keeping to the new norms of "social distance"?

- Talking on the phone
- Group video chats
- TikTok-style dances



Adobe Artist: Thais Ramos Varela/Stocksy



#stayhome

Adobe Artist: Santi Nunez/Stocksy



Adobe Artist: Guglielmo Mangiapane/Reuters - Editorial

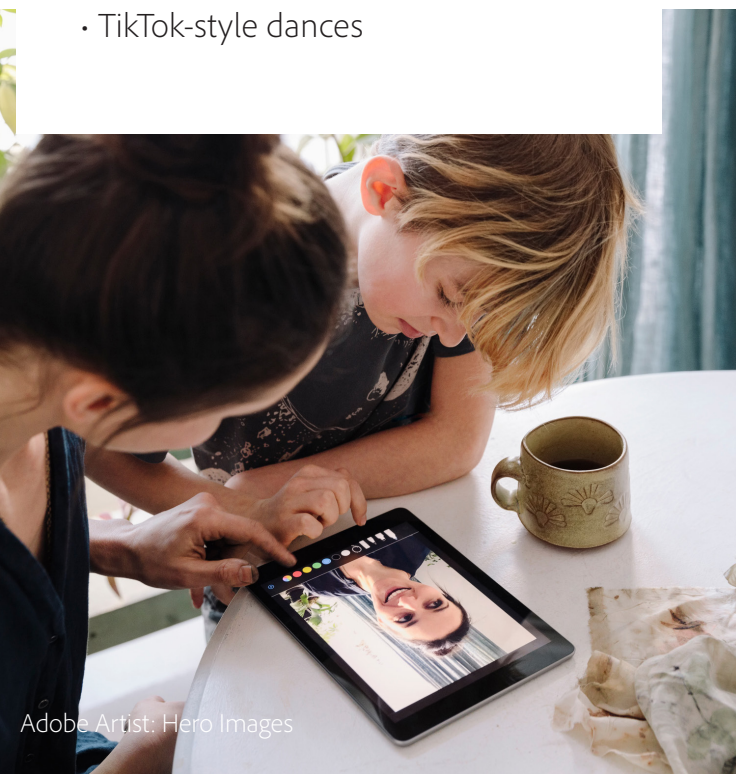
Staying in Touch

- Helping others
- Online activism
- Sharing hobbies on social media



#connection

Adobe Artist: Garage Island Crew/Stocksy



Adobe Artist: Hero Images

Wellbeing



Anxiety & Fear

Emotional Expression

- Receiving bad news
- Disappointment
- Grief
- Emotional interactions
- Coping mechanisms
- Authentic expressions
- Sleepless night



Adobe Artist: James Thew



Adobe Artist: лександр григорьев/EyeEm



Adobe Artist: Wavebreak Media



Adobe Artist: Clique Images/Stocksy

Mental Health

Current events are stressful for everyone. Be aware that people of all ages, identities, and circumstances are affected and get creative in how you visualize different ways of experiencing challenges and dealing with anxious feelings.

Thanks to social media, we rapidly transmit feelings on a global scale. Certain emotions spread faster and further than others: those that evoke high emotion such as anger, fear, and awe.

- Support systems
- Talk therapy
- Emotional support animals



Adobe Artist: Ulas and Merve/Stocksy



Adobe Artist: Philippe Savoir/EyeEm

Self Care, Creating Zen

Creative Space

People are combatting loneliness and isolation with crafts, reading, and home improvement. Mindful and reflective activities are also seeing an uptick. Following the rise of journaling, there's increased interest in Morning Pages, an artist-pioneered way to capture thoughts at the start of the day. There will be a focus on emotional literacy and resilience to help mitigate anxiety around health.

Adobe Artist: Gabriele Bucataru/Stocksy



Adobe Artist: Alberto Bogo/Stocksy

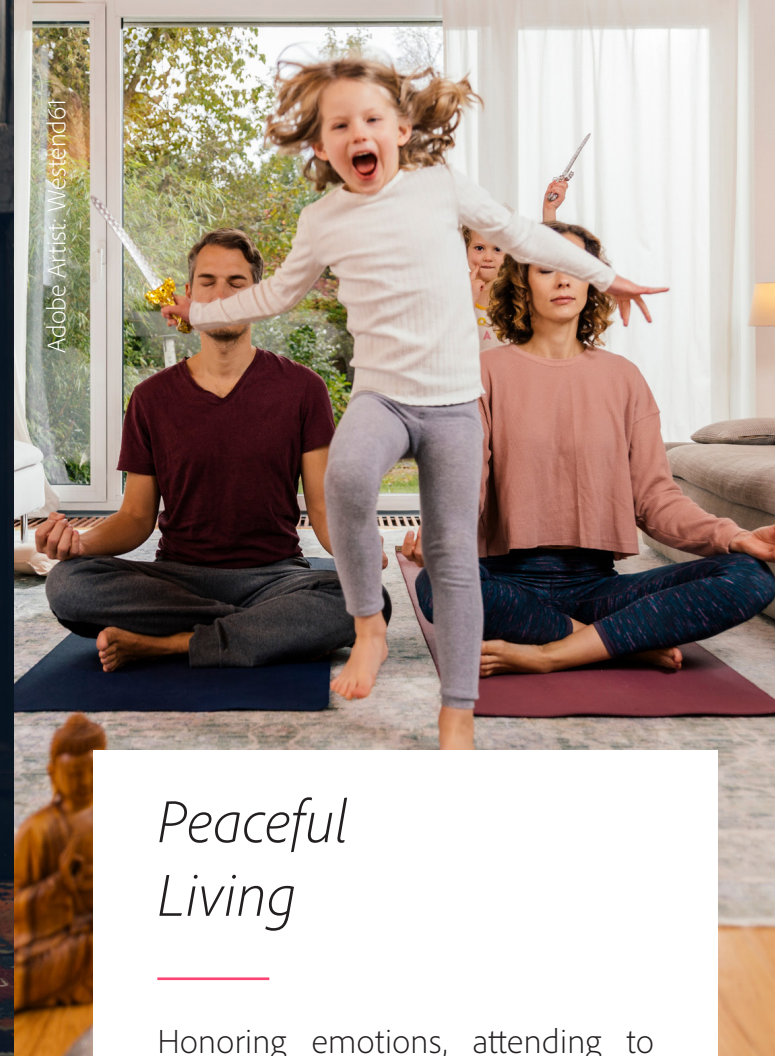
Peaceful Living

Honoring emotions, attending to mental health, and general self-care are now widely seen as parts of a healthy lifestyle and a necessity in today's environment, rather than a luxury or indulgence. Getting sleep, eating well, meditation, maintaining a fitness routine—these all play a role in alleviating anxiety and depression.

As people prioritize emotional wellbeing both during and after the crisis, expect a value shift to continue as they increasingly question what brings fulfillment in their lives.

- Peaceful moments alone in nature
- Meditation, prayer
- Dark rooms with candles
- Walking alone
- Siesta, nap time for all ages

Adobe Artist: Dijanato/Stocksy



Adobe Artist: Westend61



Adobe Artist: Westend61



Adobe Artist: Boris Jovanovic/Stocksy

Telehealth

Sick Day

People are practicing healthcare from home with extra precautions.

Note: *In this time of crisis, please consider carefully the use of important supplies, such as PPE, face masks, and gloves in your shoots.*

- Testing kits
- Hand sanitizers
- Prescription drugs
- Cough medicine
- Thermometers



Adobe Artist: Nito



Adobe Artist: Cavan Images



Adobe Artist: Pixel-Shot



Adobe Artist: Yakobchuk Olena

Telehealth

Many are avoiding hospitals and doctors' offices, whether in their own efforts to practice social distancing or because of government-mandated quarantines, creating a rise in the use of telehealth services.

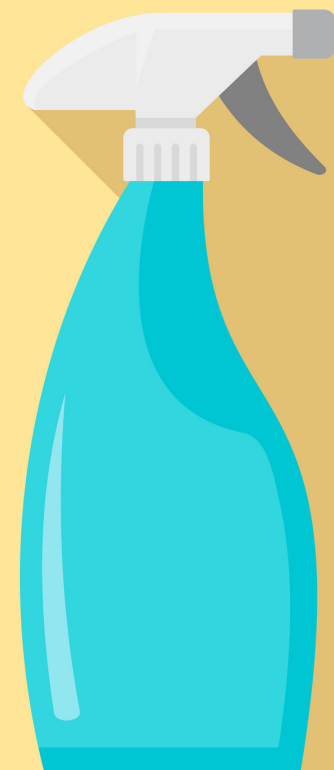
- Talking to a doctor on a phone or video conference
- Healthcare professionals using a laptop or tablet
- Using a laptop or tablet in bed
- Using a laptop or tablet around the home
- Multigenerational family members consulting a doctor via video
- Alone or with a family member



Adobe Artist: Pressmaster

Hygiene & Cleaning

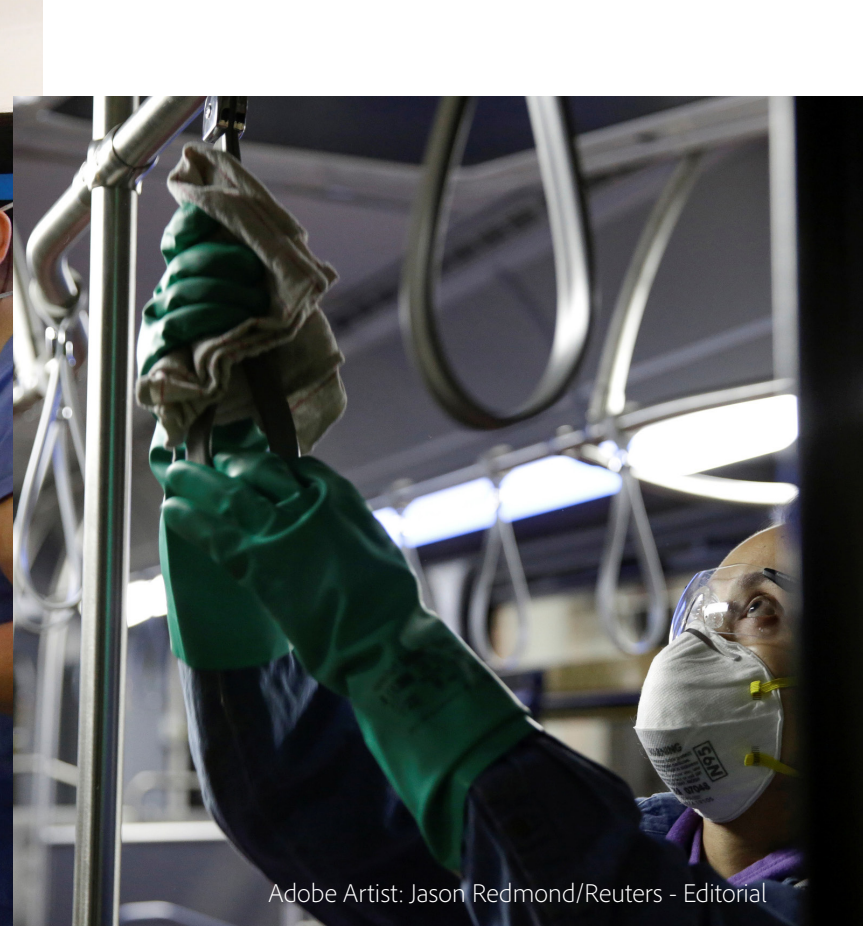
#washyourhands



Public Health

People are changing their habits, rituals, and precautionary measures to protect themselves. The prevention required in public spaces has shifted rapidly, making everyone adapt as fast as possible.

- Cancelled travel
- Empty public spaces
- Sterilizing surfaces
- Disinfectant liquids and wipes
- Face masks in public spaces
- Washing hands
- Cleaning public transportation, public spaces, door handles



Still Life and Concepts



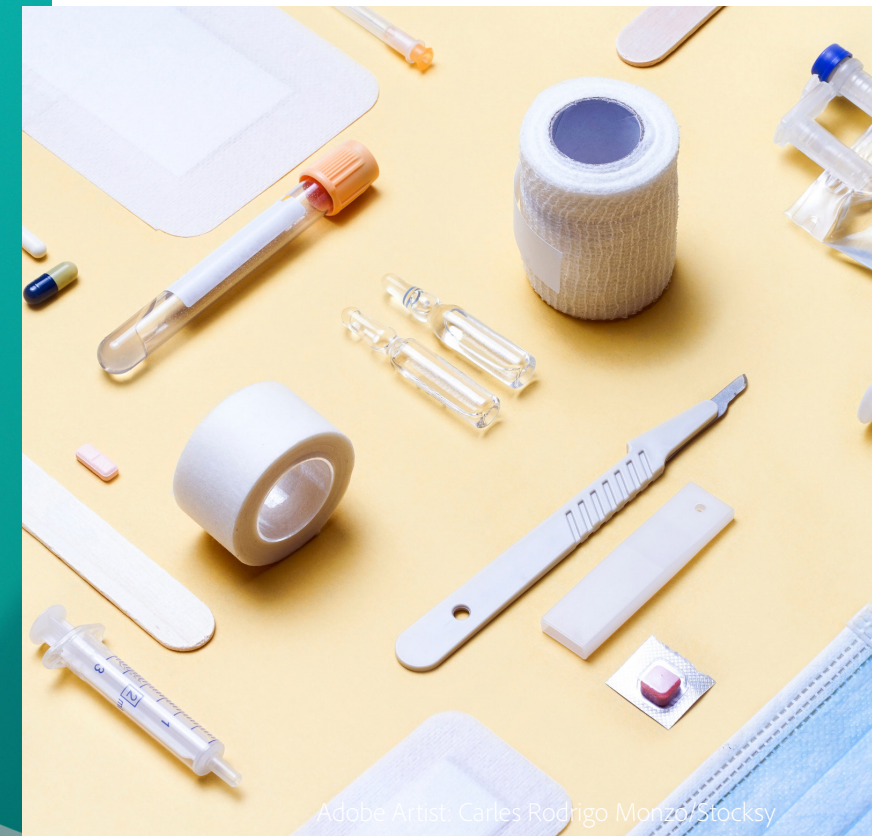
Still Life

- Band-aid, bandages
- Prescription pills and bottles
- Home medical kits and supplies
- Digital and glass thermometers



Adobe Artist: Rein Janssen

Adobe Artist: Colin Anderson/Stocksy



Adobe Artist: Carles Rodrigo Monzer/stocksy

Health Related Concepts

- Telemedicine
- Respiratory health
- Mental health
- Quarantine
- Health and technology
- Medical pantry
- Alternative care
- Quarantine care packages



Adobe Artist: Ben Goldstein



Adobe Artist: Showtime Networks



Adobe Artist: Lucas Saugen Photography/Stocksy

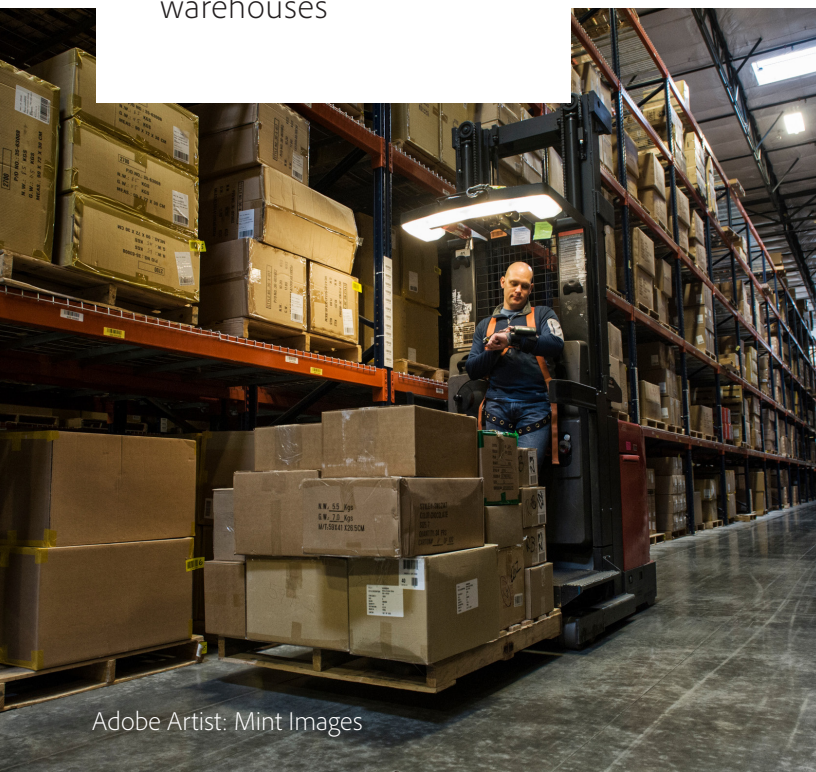


Business and Industry

Supplies and Inventory

Supplies

- Shipping containers
- School supplies
- Food at home, single items or mixed
- Nonperishables and canned goods
- Stocking items in warehouses



Inventory

- Closeups of single items
- Graphic single items repeating across frame
- Stocked home pantries
- Empty or sparse retail shelves



Local business and Retail

Local Business and Retail

Now with travel being minimized and even actively discouraged or banned and perambulation around towns being kept to a minimum, we will see a rise in people shopping in their own neighborhoods, rather than venturing to large big box or franchise stores.

- Empty stores
- Shopping locally
- Restocking supplies
- Errands
- Pick-up and delivery only
- Social distance within stores



Adobe Artist: Trinette Reed/Stocksy



Adobe Artist: Hero Images

E-commerce

- Online shopping
- On computer or mobile at home in various rooms
- On computer or mobile in small business environment



Adobe Artist: Trinette Reed/Stocksy



Adobe Artist: Hero Images

Adobe Artist: ReeldealHD images

Food Delivery

Takeout

Takeout meals are now part of many people's daily menu and help support restaurants temporarily unable to serve food on location.

- Customers picking up or walking with takeout bags
- Food images in takeout containers
- Family eating meals with takeout supplies visible



Adobe Artist: Foodandcook



Adobe Artist: Javier Díez/Stocksy



Adobe Artist: Hero Images



Adobe Artist: Di Na/Stocksy

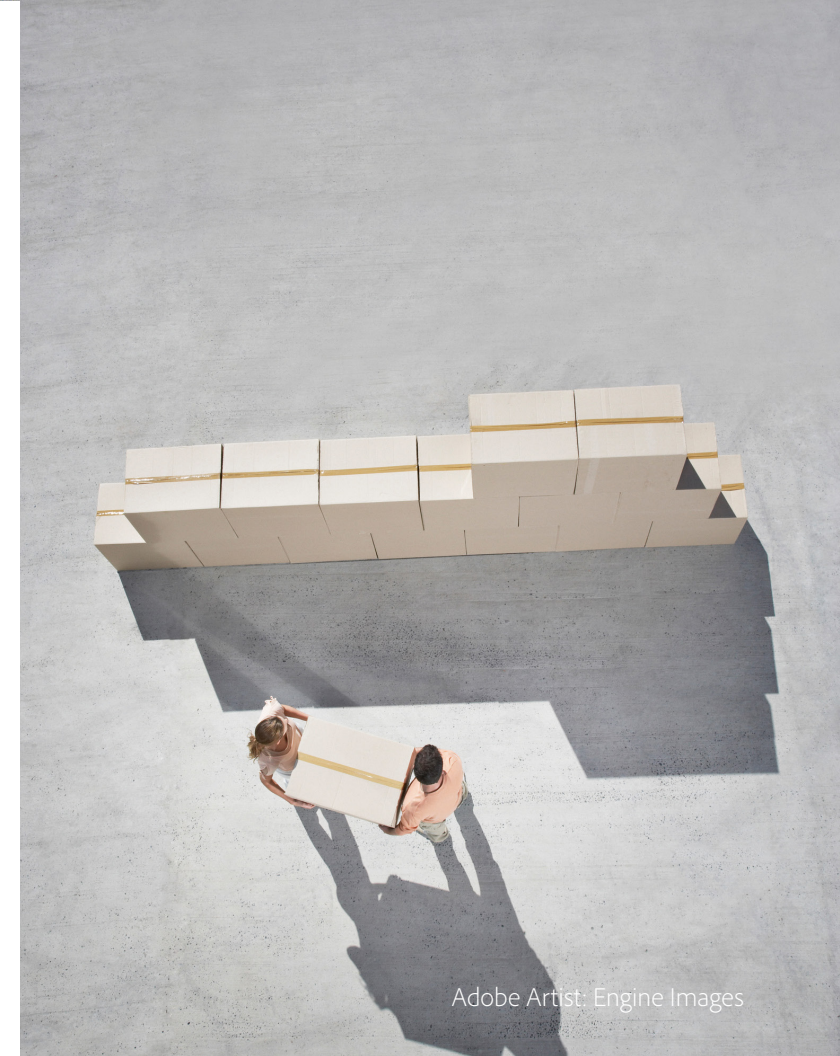
Delivery

Fresh food and packages, delivered by car, bike, and more.

- Various modes of delivery in transit
- Portraits of delivery people
- Warm, inviting moment at front door from a distance
- Opening that cardboard box and unpacking delivered groceries...it's the right thing, it's the wrong thing.
- Disinfecting/cleaning packages



Adobe Artist: The Good Brigade



Adobe Artist: Engine Images

Casting

(LATAM, EMEA, APAC, NA)

Model selection should be as diverse as the world in which we live.

Today's clients work with imagery that represents positive and vibrant lives across all types of identities, ages, communities, and abilities. Brands expect stock agencies and artists to offer a wide array of these types of assets to meet their project needs.

We want to see everyone. Include subjects who are a range of ages, genders, body types, skin tones, features, races, religious, ethnic and cultural backgrounds, and abilities. Your models also have a range of character, personality, and emotional expressions.

Age: 35-55, 55+ with younger generations

LGBTQ; people of color

- + Cross-generational groups of friends and family
- + Cross-cultural groups of friends and family
- + Multigenerational families
- + Multiethnic families
- + Interfaith families
- + Singles, couples
- + Same-sex parents
- + Trans and nonbinary relatives and friends





Adobe Artist: Eugenio Marongiu

St Adobe Stock

A message from Adobe

Our priority at Adobe is the health and wellbeing of our global creative community. As the situation around COVID-19 continues to unfold, we're committed to supporting you, our artists, as well as our clients and employees.

As part of our company's effort to lend support to those in need, we recently announced a \$2 million dollar cash donation to two organizations in support of their COVID-19 community relief efforts: \$1 million to COVID-19 Coronavirus Regional Response Fund of the Silicon Valley Community Foundation and \$1 million to the COVID-19 Fund of the International Federation of Red Cross and Red Crescent Societies.

Additionally, Adobe has made a \$25,000 donation to Direct Relief, an organization delivering medical gear in China and protective equipment in the United States, as well as staging equipment in the Caribbean and South America.

Finally, Adobe has created a 2:1 employee matching grant campaign to raise funds for select leading health and community organizations who are working in support of COVID-19. Our goal is to raise \$1 million.

From all of us at Adobe Stock, we hope you stay healthy and safe.