



SHOOT BRIEF

Creative Brief: Home Recording Studio

Keyword Code: **MUSMAY2019**

Inexpensive technologies have made recording music at home much more feasible in the last decade. The concepts in portraying a theme such as this will reach far beyond the subject of a musician recording at home, which translates to more sales from more buyers outside of a music related market.

Shot List Thought-Starters:

- Wide shot of home studio with and without talent.
- Musician plugging instrument or midi controller in audio interface or USB port.
- Musician playing instrument or midi controller (wide and close-up)
- Musician using mouse to navigate through music software
- Musician singing into microphone
- Portrait of musician in home studio

Suggested Keywords: Creativity, Technology, Innovation, Uniqueness, Originality

Typical Users: Banking and Investment, Telecommunication Companies, Food and Beverage, Credit Card Companies, Entertainment Industries, Retail

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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 un-lived in. By subtracting too many things from your set to create a minimal environment, you remove a major character from your story: the location. With that said, avoid any copyrighted products and logos.

Casting Considerations: Teens to 50somethings, gender, 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: **MUSMAY2019**
- 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