

A close-up, warm-toned photograph of a hand using a pair of scissors to cut a white clothes tag from a garment hanging on a rack. The rack is filled with various items, including a dark jacket with a fur collar and a light-colored jacket. The scene is dimly lit, focusing on the action of the hand and the scissors.

A DAY IN THE LIFE

Shoot Brief for Contributors:

DISSOLVE

INTRODUCTION

Your alarm rings. You open your eyes. Hit snooze on your alarm. Yawn and stretch. Drink from the glass of water on your bedside table. Pull off your blankets and swing your feet to the floor (or turn over and go back to sleep). Throw on a bathrobe or T-shirt. Shuffle sleepily to the bathroom, or stride hungrily to the kitchen.

These are the mundane activities of life, and every one of them is worth capturing on film.

This brief is as much about the little in-betweens of life as it is about the big things.

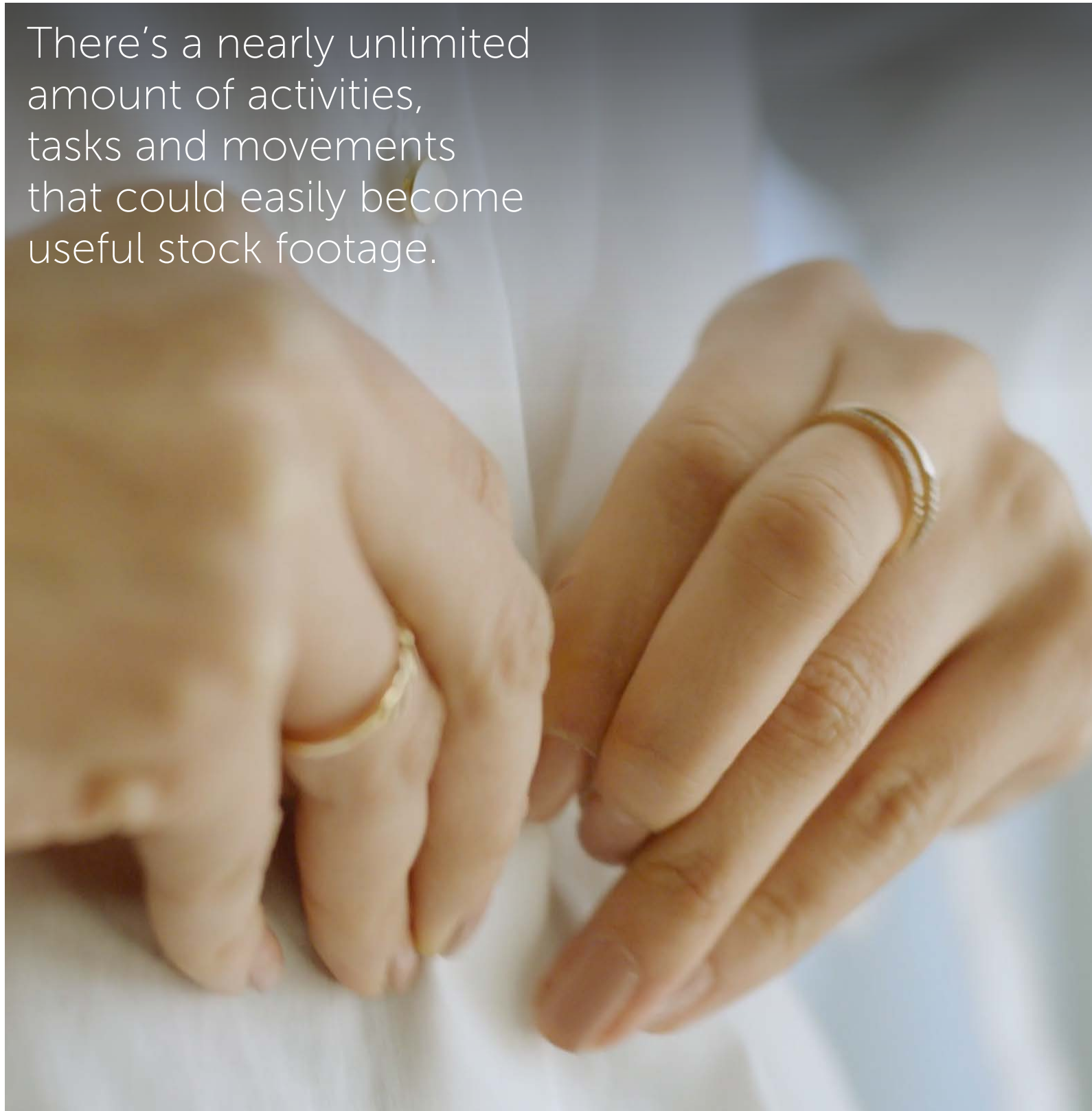
We see footage of people working out at the gym, but what about getting ready to go to the gym? We see people eating dinner, but what about washing the dishes and putting everything away? We see people going on a date, but what about getting ready for the date, figuring out what to wear, putting on makeup?

Dissolve is seeking these kinds of day-to-day, mundane shots to fill our collection. Don't worry if they seem too straightforward or boring — these little details of life are in demand!





There's a nearly unlimited amount of activities, tasks and movements that could easily become useful stock footage.



DAILY ROUTINE

The most common type of footage we receive of home life involves a subject doing a specific activity — eating dinner, working at the computer, playing a board game. Try to capture the moments leading up to those activities, and what happens afterwards. For example:

People arriving home, opening the front door, taking off their coat and shoes.

People showering, brushing their teeth, getting dressed, putting on coats, leaving their house.

People taking food out of the refrigerator or pantry, heating food in the microwave or oven, putting cereal in bowls (not just picturesque tableaux of savvy chefs in dream kitchens).

Whether your setting is a tiny urban apartment or a spacious house with a big yard, there's a nearly unlimited amount of activities, tasks and movements that could easily become useful stock footage.



COMMUTING

According to the [Washington Post](#), Americans' commutes take an average of 26 minutes each way, five days a week, 50 weeks a year. In 2014, the study found that Americans spent 1.8 trillion minutes commuting!

Consider how much time that is in transit, then consider the various kinds of transportation that could include, from cars to buses to trains to bicycles.

We'd like you to film the details of commuting — which could include heading to the garage and starting the car; waiting for a bus, Uber or taxi; getting on board, finding a seat; seeking shelter from the rain or snow; walking through stations and parking lots; sitting in traffic; parking a car; locking up a bicycle — you get the idea.

These are everyday activities that customers want when they're looking for authentic lifestyle footage for their projects. Please remember that unless the shoot is a large group of people, you will need model releases for every person you're filming.



RELAXING

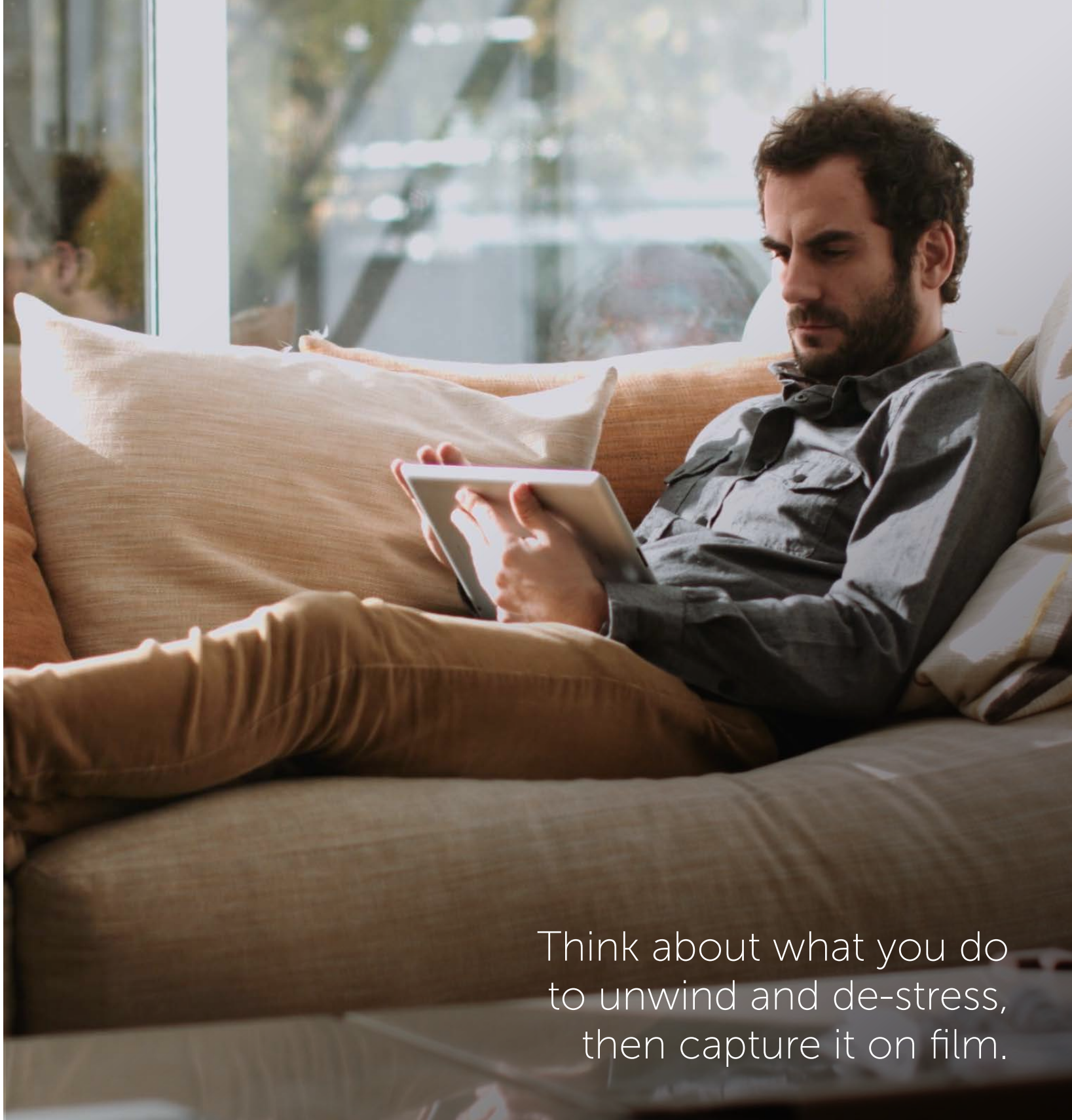
Suppress your filmmaker's instinct that footage of someone watching TV is boring! While it may not be inherently riveting footage, it's something that clients are always looking for. After all, lazing around is authentic to every household.

Whether someone's watching TV, laying around on their laptop, reading a book, eating a snack or flipping through a magazine, relaxation is a key part of the human experience. Think about what you do to unwind and de-stress, then capture it on film.



If your models are dressed to impress, have them loosen their ties, untuck their shirts, kick off their heels, even slip into some sweats or yoga gear. We definitely don't want poised, impeccable models but authentically slouched and chill people who finally get to relax.

Be sure to avoid any logos when filming technology like TVs, game consoles, or laptops.



Think about what you do
to unwind and de-stress,
then capture it on film.



We are looking for authentic footage that showcases the unfortunate reality of mundane household activities.

CLEANING

Home life is more than just lounging around on the couch. As we all know, chores are a big part of modern life. In 2016, a [Nielsen online survey](#) about home-cleaning and laundry habits said that nearly one-third of global respondents (31%) say they clean every day, and the same percentage (31%) say they do laundry daily.

Whether it's doing the dishes, cleaning the bathroom, washing clothes, tidying the bedroom, vacuuming, taking out the garbage or recycling, there's always some annoying task you have to do when you're at home. We are looking for authentic footage that showcases the unfortunate reality of mundane household activities.





PETS

According to the 2017-2018 [National Pet Owners Survey](#), 68 percent of U.S. households, or about 85 million families, own a pet. We're looking for day-to-day footage of these furry family members.

Your pets don't have to be performing tricks or hamming it up for the camera for you to film them. Whether it's feeding a dog, cleaning out a hamster cage, replacing the kitty litter or having a cuddle on the couch, there are countless footage opportunities for your pets. And you don't even have to make them sign model releases!



Pets have their good days and bad days. Dogs can get yappy, cats can interrupt our sleeps and all of our animals leave messes behind for us to clean up. It's great to show your subject's frustration with their pet, but make sure they don't overact. A natural-looking annoyed glance at a barking dog goes a long way.





AFTER WORK ACTIVITIES

After a long day of commuting, work, chores and pet ownership, you may find yourself desperate to relax. On most days, this is just not possible. There are soccer games, piano lessons, dinner dates, hair appointments and errands. These are the kinds of situations we'd like you to shoot.

Maybe the time is extremely tight, and you only have 10 minutes to change when you get home in order to make it to a dance recital. Maybe it's a situation where you rush to get to a movie, only to wait in line for 45 minutes. Then you need to get gas and groceries, or make multiple stops dropping off your kids' friends after school.

There's no end to the banal, everyday activities that everyone goes through, and the beauty of these activities is that they're slightly different for everyone. Don't forget about these mundane activities when you're setting up a shoot.

SHOT LIST

DAILY ROUTINE

- Adults reading in bed
- Baking/cooking (not commercial, but in the home)
- Brushing hair
- Brushing teeth
- Doing makeup
- Getting dressed (buttoning shirt, putting on tie, putting on socks, tying shoes)
- Getting mail/package off step or at the postal counter
- Getting ready for classes/school
- Hugging
- Kissing partner goodbye/hello
- Lending a hand to someone (helping with groceries, helping with baby, etc.)
- Making breakfast/lunch/dinner
- Opening a door and walking in/out of house/store/work
- Opening/closing drapes/blinds
- Opening the door to let someone in/greeting
- Putting kids to bed
- Putting on gym clothes
- Choosing an outfit
- Relaxing on the sofa
- Reading to kids
- Shaving
- Showering
- Sleeping
- Tying shoes
- Unlocking doors
- Waking up
- Washing face
- Washing hands
- Watching tv
- Wrapping gifts/packages

CLEANING

- Cleaning the bathroom
- Cleaning the cat’s litter box
- Cleaning up the kitchen
- Doing laundry
- Hanging up clothes from the floor
- Loading the dishwasher
- Putting away clutter/toys
- Putting away groceries
- Sweeping/mopping the floor
- Taking out the garbage
- Washing dishes
- Wiping down tables/counters

COMMUTE

- Driving
- Kids and family in vehicle
- Killing time waiting for transit
- Looking at phone while waiting
- Picking up/dropping off kids
- Putting in earphones while waiting
- Reading a book on transit
- Sitting in traffic
- Sitting on bus/train
- Sitting in Uber/cab
- Talking to another person on transit
- Waiting for bus/train
- Walking/riding bike

PETS

- Brushing pets’ hair
- Cleaning out pet cages/aquariums
- Dogs barking or being disruptive
- Feeding pets
- Giving pets a shower or bath
- Pets making a mess in the house
- Pets relaxing or sleeping
- Picking up after dog
- Taking dog for walk
- Taking pet to the vet

AFTER WORK

- Carpooling
- Dance recitals
- Dinner date
- Drinks/coffee with friends at a bar/cafe
- Getting a haircut
- Going to a movie
- Going to the beach/lake/river
- Grocery shopping
- Kids and elderly people together
- Taking night classes
- Outdoor activities (bike riding/walking/etc.)
- Paying for meals
- Playing with kids
- Putting a key into a car or home door
- Seniors’ activities
- Shopping at the mall
- Standing in line
- Visiting family
- Visiting a nursing home
- Volunteering
- Watching kids play sports
- Waiting to get seated at a restaurant





SHOOTING TIPS

Always be shooting. We cannot stress this enough. Submitting regularly expands the number of searches you have for content and helps grow your monthly revenue. Your new content will percolate to the top of new content, which makes your entire collection more visible.

Customers want natural and authentic-looking everyday footage, so while you're shooting, ask yourself if anything about it seems forced or staged. Use natural light as much as possible, and try to emulate natural movement instead of having static, locked off shots. Check out our gallery of [clips we like](#) to see what we mean by authentic and natural clips.

Try to always shoot a portrait of your model on location staring into the camera. Many advertisements like to have this as a testimonial option to choose from.

Shoot from as many different angles as you can so there are many clips to choose from.

Make sure there are no logos or visible brands anywhere in your frame. Avoid shooting logos and brands at all costs.

Make sure to obtain a signed [model](#) and [property release](#). For those who don't want to use paper releases, we recommend [Easy Release](#) for iOS & Android.

[Shoot 4K](#) whenever possible.

METADATA TIPS

Be as specific as possible about the location in the description and keywords, without being spammy.

The strongest keywords are specific, cover the entirety of the clip, and do not introduce irrelevant concepts. There is no limit to the number of keywords allowed for each clip, but excessive or irrelevant keywords will harm the retrieval of your clips in search.

We urge you to provide the geographic place name of the location in your clip (e.g., San Francisco, California, United States).

Include roles and/or relationships (e.g., firefighters, mother and daughter) if they are relevant. Keyword only what is depicted.

Include gender, ethnicity, and age group (e.g., infants, teenagers, older adults) if possible.

Savvy users may be searching for clips with a specific cinematographic technique. If the clip depicts a tracking shot, a tilt shot, timelapse, shallow focus, rack focus, etc., include the relevant terms.

If relevant, use qualitative terms to describe the location depicted (e.g., crowded street).

Avoid the temptation to describe a variety of potential moods. Clips with numerous mood keywords, especially conflicting moods, will not perform well in search and may be edited.



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