

A photograph of two women. One woman, wearing a dark blue beanie and a dark jacket, is smiling and covering the eyes of another woman. The second woman is laughing, her head tilted back. They appear to be outdoors in a city setting with buildings and a red pole in the background.

Shoot Brief for Contributors:

FAMILY

DISSOLVE™



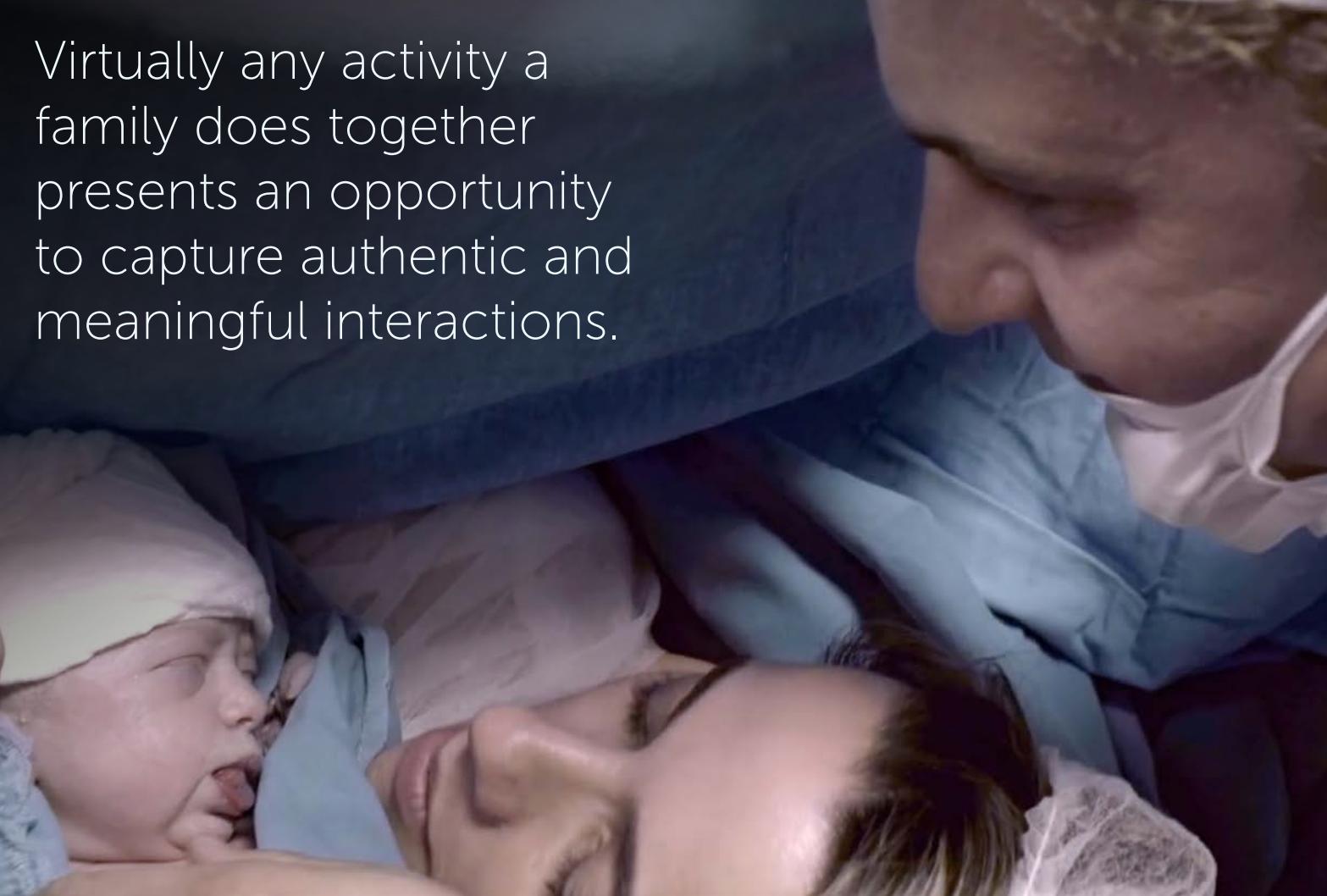
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INTRODUCTION

The concept of family is universal, no matter one's heritage, background or orientation. Dissolve is seeking footage that accurately reflects families of all shapes and sizes.

The definition of family is expanding. Gone are the days of stereotypical, white picket-fence, *Leave It to Beaver*-style depictions. Customers are rightfully seeking real, accurate depictions of the way families live and interact today. This brief explains the kind of family footage we're looking for.

Virtually any activity a family does together presents an opportunity to capture authentic and meaningful interactions.



CONTEMPORARY FAMILY LIFE

Once you've found a family to work with, there's almost no limit to the kind of footage you can shoot and submit to Dissolve. Don't sweat the concept too much – scenes of everyday domestic activities are just as valid and useful as scenes of big adventures like road trips or holiday get-togethers. The mundane binds families together as much as the exceptional.

Perhaps you could go through an entire day's worth of activities with your subjects – eating meals, readying for school, driving the kids, doing homework, watching TV, playing board games with the family, brushing teeth, and going to bed.

You could also work with couples that are expecting a child, or bringing home their child from the hospital. Consider the many appointments that parents must take their children to – the dentist, the doctor, daycare, etc. Consider the pivotal or "teachable" moments in a child's life – like getting chicken pox, striking out at their baseball game, or winning a swim race. And don't forget the family pet!

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SINGLE-PARENT FAMILIES

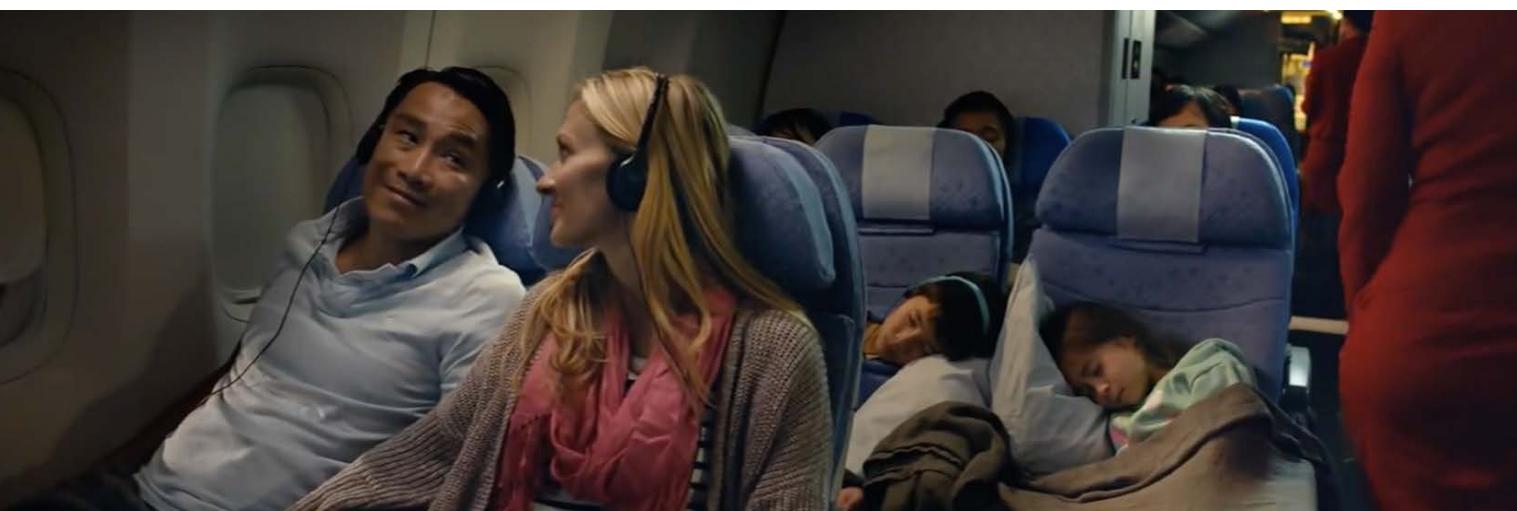
Single-parent families are extremely common. According to the US [Census bureau](#), 23% of children live with a single parent. Though single-parent families may be the result of events like death or divorce, more and more people are making the decision to have children on their own. While it's important to showcase the struggle of balancing work and life (juggling multiple tasks), it's also key to portray single parents as empowered and autonomous.



MIXED-RACE FAMILIES

Mixed-race families are becoming increasingly common in modern society, and are a staple in modern advertising. According to *Mic*, the U.S. Census Bureau first allowed Americans to select more than one race on the census in the year 2000, at which point more than 6.8 million people obliged. By 2010, the number had grown to nine million people.

In addition to showcasing the growing trend of mixed-race families, such footage may also be useful to clients looking to illustrate blended families without the use of dialogue.



LGBTQ+ FAMILIES

Thanks to positive steps forward for equality, LGBTQ+ families are becoming more and more common. If you know of a family that includes a transgender or same-sex relationship, ask if you can film them doing everyday activities — making meals, getting the kids ready for school, extracurricular activities, etc. We are looking for relaxed, everyday situations that showcase LGBTQ+ families in a natural, non-exploitative light.



For those shooters wanting to stay at the front of societal trend curves, note that the polyamorous family (where people have more than one committed life partner) is on the rise. A 'Singles in America' study concluded that 21% of the participants were in a polyamorous or otherwise non-monogamous relationships. This is a demographic that is underrepresented in the media and in stock footage.



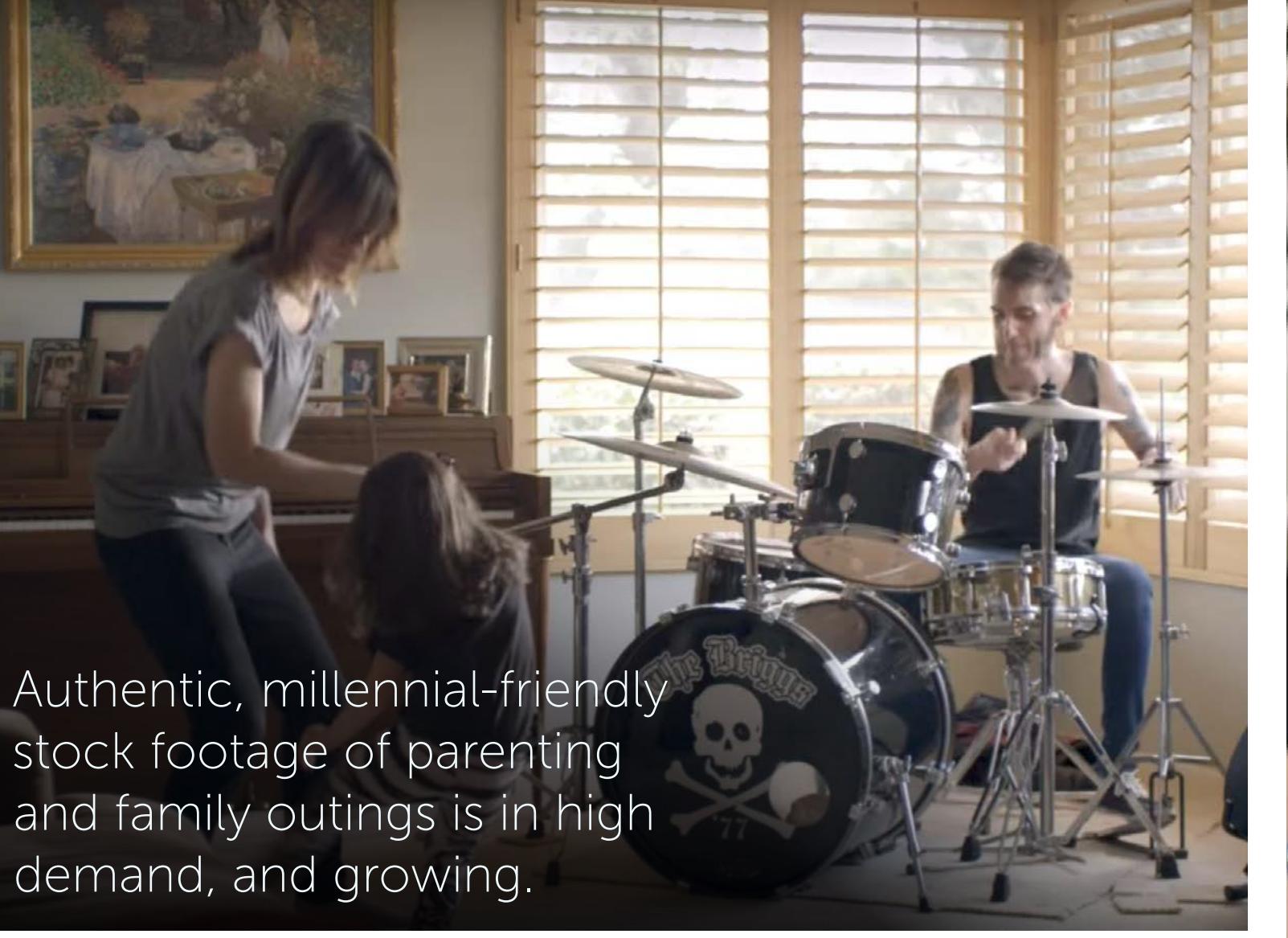


ALL INCOMES

Most shooters of stock footage depict well-groomed, middle-class families that are seen so prevalently in ads and pop culture. However, advertisers and filmmakers also need to represent families that are living less picture-perfect but still fulfilling lives in lower-income circumstances and neighborhoods.



There is also demand for footage of families of privilege, such as those living in high-end mansions, whose children attend private schools, showing the trappings of wealth.



Authentic, millennial-friendly stock footage of parenting and family outings is in high demand, and growing.



MILLENNIAL PARENTS

The millennial generation is having children, and you can imagine how well-Instagrammed they are. It wouldn't be surprising if the child's first word is "selfie" and one of the first things they learn to do is shoot photos on a mobile phone. According to Goldman Sachs, millennials spend about a trillion dollars a year on their children, not including post-secondary costs, and they research their purchases on social media.

Millennial parents strive to have cool families by dressing their kids in trendy fashions, taking them to concerts, and dragging them along to their favorite hip coffee shops and restaurants (though often with iPads to keep the kids occupied). Authentic, millennial-friendly stock footage of parenting and family outings is in high demand, and growing.

ADULT CHILDREN AT HOME & MULTIGENERATIONAL HOUSEHOLDS

While plenty of millennials are starting families of their own, there's an even larger population of young adults who still live with their parents. Causes include the financial pressures of a depleted job market, living at home longer while they further their education, or personal choice. The BBC reports that the U.S. Census Bureau found there were more 18 to 34-year-olds living with their parents than with a spouse.

Another familial theme to capture in stock is the multigenerational household, where grandparents move in with their children out of financial or medical necessity, or out of cultural tradition. There are now many households where three generations are living under the same roof.

These large and influential family demographics present boundless opportunities for authentic and emotionally nuanced stock footage portrayals, beyond the exaggerated scenes where the grandparents are getting on their children's nerves, or vice versa.





SHOT LIST

FAMILY INDOOR ACTIVITIES

- Baking with kids
- Exercising together
- Getting ready for school
- Making crafts
- Parent and child time together
- Playing board games
- Reading together (and at bedtime)
- Tenderness: hugs, kisses, cuddles
- Watching TV on the couch
- With family pet

FAMILY OUTDOOR ACTIVITIES

- At the pool or beach
- Camping in the woods – family pets
- Enjoying the backyard
- Family in a car
- Family vacation
- Going for a walk outdoors
- Hanging out in a park
- Loading car for vacation
- Parents tying child's shoes, skates, etc
- Playing sports with kids
- Riding bikes

TECH-SAVVY FAMILY

- Doing homework on tablet or laptop
- Kids playing online games
- Kids using 'Smart' home technologies
- Playing video games
- Playing with VR headset
- Putting music on bluetooth wireless speaker
- Using a tablet together
- Video calling
- Watching a 3D TV

BLENDED FAMILY

- Blended family – older and younger siblings
- Ethnically diverse families
- Family portrait outside home
- Grandparents living at home
- Polyamorous marriages

GENERATIONAL MOMENTS

- Birthday
- First date/prom
- First day of school
- Growing – puberty
- Learning to ride a bike
- Learning to walk
- Newborn baby
- Pregnant woman
- Spending time with grandparents
- Theatre/sports recital
- With family: Thanksgiving, Christmas, Hanukkah, etc

FAMILY MEALS

- At the dinner table
- Breastfeeding baby
- Cooking at home
- Family dinner at home
- Going to a restaurant
- Grocery shopping with kids
- Having a bbq at home
- Having breakfast in pajamas
- Picnic in the park

MODERN FAMILIES

- Adult children living at home
- All income families
- Families of a low income level
- Multiple generations living at home
- Old parents
- Same sex parents
- Single parents
- Stay at home mom/dad
- Traditional families – all ethnicities
- Young parents



SHOOTING TIPS

It is of huge value to have diversity in every respect to your family footage: age, race, sexual orientation, socioeconomic class, etc. Always ask yourself and your models if the situation you're shooting feels natural. If the answer is no, it's not going to look authentic and natural to the viewer either. Customers want relatable, authentic footage. Represent your models in a respectful, positive light. Consider their heritage, background, and lifestyle when shooting. Respect them as individuals — don't lump them in with a larger group or oversimplify their traditions. Listen to your models' suggestions for achieving a more authentic shoot.

Obtain a [model](#) and [property release](#) for every shoot.

Shoot [4K](#) whenever possible.

METADATA TIPS

Unless it is directly related to the content and subject of the clip, leave references to the family ethnicity out of clip descriptions. In keywords, when possible include gender, ethnicity, and age group (e.g., "teenagers," "Hispanic," "mature parents"). Do not guess any person's ethnicity or gender — get it straight from your model's mouth and mark it on the model release so the information is accurate and retrievable at the end of a busy day. When keywording ethnicity, be accurate and specific.

For proper terms, refer to the [Glossary of Terms Relating to Ethnicity and Race](#).

When keywording sexual orientation and gender identity, refer to the [LGBT A-Z Glossary](#).

A photograph of two women in an urban setting. One woman, wearing a light-colored jacket, is smiling and reaching up towards the other woman. The second woman, wearing a dark coat and a blue knit hat, is holding a young child and has her hand near the child's face. They appear to be in a good mood.

Questions: contributors@dissolve.com
Submit: upload.dissolve.com

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