

HOT STOCK PHOTO TRENDS FOR 2014



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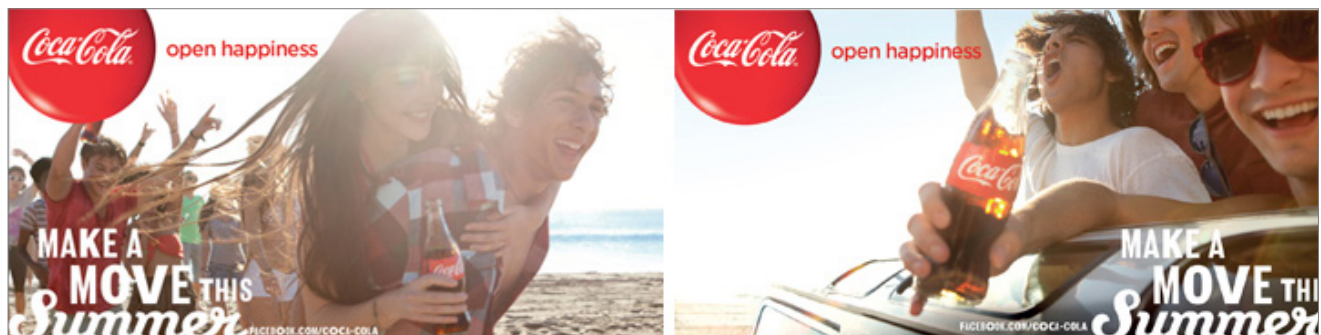
HOT STOCK PHOTO TRENDS FOR 2014

The stock photography industry has changed from what it was a few years ago. Today, customers are looking for more candid, local, and authentic images (even with some imperfections in lighting and composition).

What does that mean?

With the growth and popularity of social media like Facebook and Twitter, customers are looking for images that resemble the photos turning up on those sites. Images where people don't look posed, where the subject doesn't look perfect, where the shot was taken with natural light... but most importantly, they are looking for images that feel real and show true emotion.

For example, here are some images that have been used in recent Coca-Cola ads:





As you can see, the light is not perfect in these images. They are tightly cropped on purpose. The models are not posing, they look authentic. They are just young people enjoying the moment with a Coke in their hands. These images have *emotion*.

Shooting Styles for 2014

One of the trends today is to create *local* images. Today, customers are looking for images that show their own countries or cities and their own cultures.

How can you incorporate that into you own photography?

Try to use a recognizable landmark or architecture related to that city to create your images. For example, if you're photographing a couple in Paris, include the Eiffel Tower somewhere in your shot.

Shooting local photos doesn't just mean photographing in your home town. It means incorporating recognizable, iconic elements into your photos.

Here are some examples that illustrate what it means to shoot "local." Notice how, in each image, there is something that shows where the image was made, whether it's California, Germany, or London. A landmark of each of these specific places is shown in each image.

As you can also see, the people are not posing, but are instead interacting or doing their own thing.



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See more examples in this lightbox I created for you, [here](#).



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Of course, you can still also create your images for a broader group of customers. Instead of creating your images with a specific, recognizable landmark, use a background that could represent a place anywhere in the world — a global and unrecognizable environment.



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See more examples [here](#).

These images could have been taken anywhere. There is no landmark or anything that represents a specific location. Some of these images were shot in Canada, South Africa, and California.

While you're out shooting, it won't hurt to try to get a little bit of each — some photos that reveal the location, and some more general shots that don't.

WHAT SUBJECTS WILL BE HOT FOR 2014?

Small Business

The stock photography market is saturated with traditional business images of people in dark suits and ties looking at the camera and smiling in a perfectly-lit location.

Today, customers are in need of photos for a new market: small businesses like florists, tailors, bakers, etc.

See more examples [here](#).

As you see, the models are not posing, they are working. They are concentrating on doing something and the background of the location is used to illustrate their profession and where they work.



©istockphoto.com/Gerenne

Authentic Lifestyle

The most popular lifestyle images these days are un-posed, authentic, and full of energy. They are shot in natural light, instead of a studio, and show happiness and true emotions.



©istockphoto.com/YanLev



©istockphoto.com/Itsskin



Each shot looks like a real moment in the person's daily life. It feels like the images are taken not by a photographer but by someone with a camera passing by at that exact moment and *capturing the emotion*.

As I mentioned earlier, many of these photos have imperfect light or composition... but the emotion is there. And that's the most important part. Stock agencies won't want imperfect images if the emotion... the **MOMENT** is missing.

See more examples, [here](#).

Technology in Motion

Fast is the key. Everything goes fast today... technology and people alike.

See more examples [here](#).

To create images like these, which convey motion with blur, use a slow shutter speed and a tripod. These images have to show the speed of technology, the *motion* of people on the go. They require a little practice; however, you will be amazed by the results.



EVOLVING TRENDS

Mature People

©istockphoto.com/GlobalStock



©istockphoto.com/Funstock



©istockphoto.com/Rootby



See more examples [here](#).

Customers are still looking for happy retired people exercising, learning new technology, and enjoying life. Happiness and *vitality* are the keys with these images. Show healthy, happy baby boomers on the move.

Green





See more examples [here](#).

The environment is still a great topic for stock. Think conceptual. The key is *green* and *simple*.

TRENDS THAT ARE HERE TO STAY

Macro Photography



©istockphoto.com / OGphoto



©istockphoto.com / Fotoadrenalina

See more examples [here](#).

With macro photos, you want to concentrate on details, simplicity, and composition. Use a wide open aperture (a small f-stop number) to get a beautiful, *shallow depth of field* and focus only on the *details*.

Health and medicine



©istockphoto.com / Idtruttu



©istockphoto.com / Dmbaker

See more examples [here](#).

Health and medicine are still very popular topics. *Authenticity* and simplicity are essential.

Minimalism



©istockphoto.com / Lisegagne



©istockphoto.com / IvanWuPI



©istockphoto.com / Liesgagne

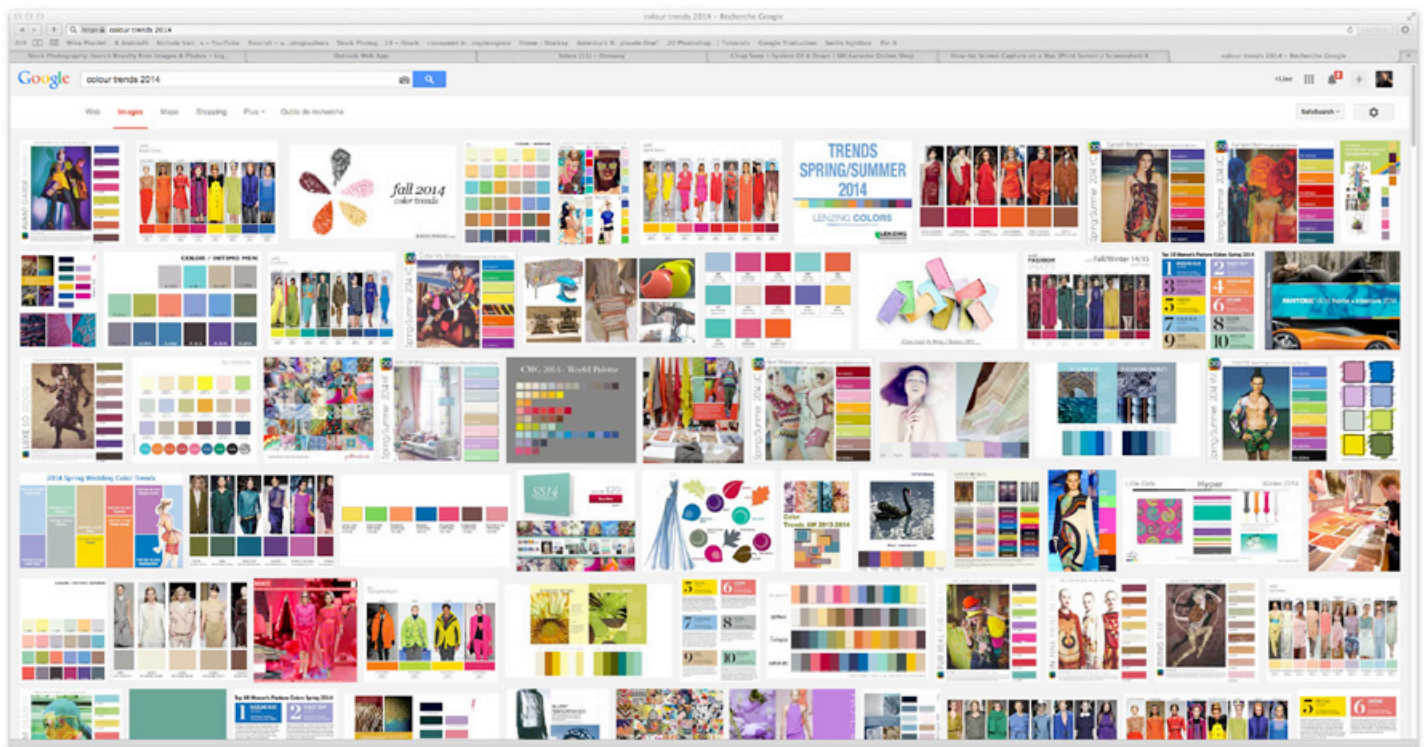
See more examples [here](#).

Minimalist images are those images shot with lots of *copyspace*. They are *brightly lit* and — of course — *simple*.

COLOR TRENDS FOR 2014

What colors will be popular in 2014?

It's quite easy to find out on the internet. Just do a Google Images search with "color trends 2014" and look at the images.



Even at first glance, you can see what colors will be hot for 2014. Pastel and neutral palettes will be predominant next year.

It's a little bit of a mix of 70's and 80's color styles. These colors will be used in home furnishings, textiles, and wallpapers as well as in the automobile industry, fashion, and, of course, graphic design.

Pantone is also one of the best sites for designers to stay up to date with colors in the graphic design industry.

<http://www.pantone.com/pages/index.aspx?pg=21129>

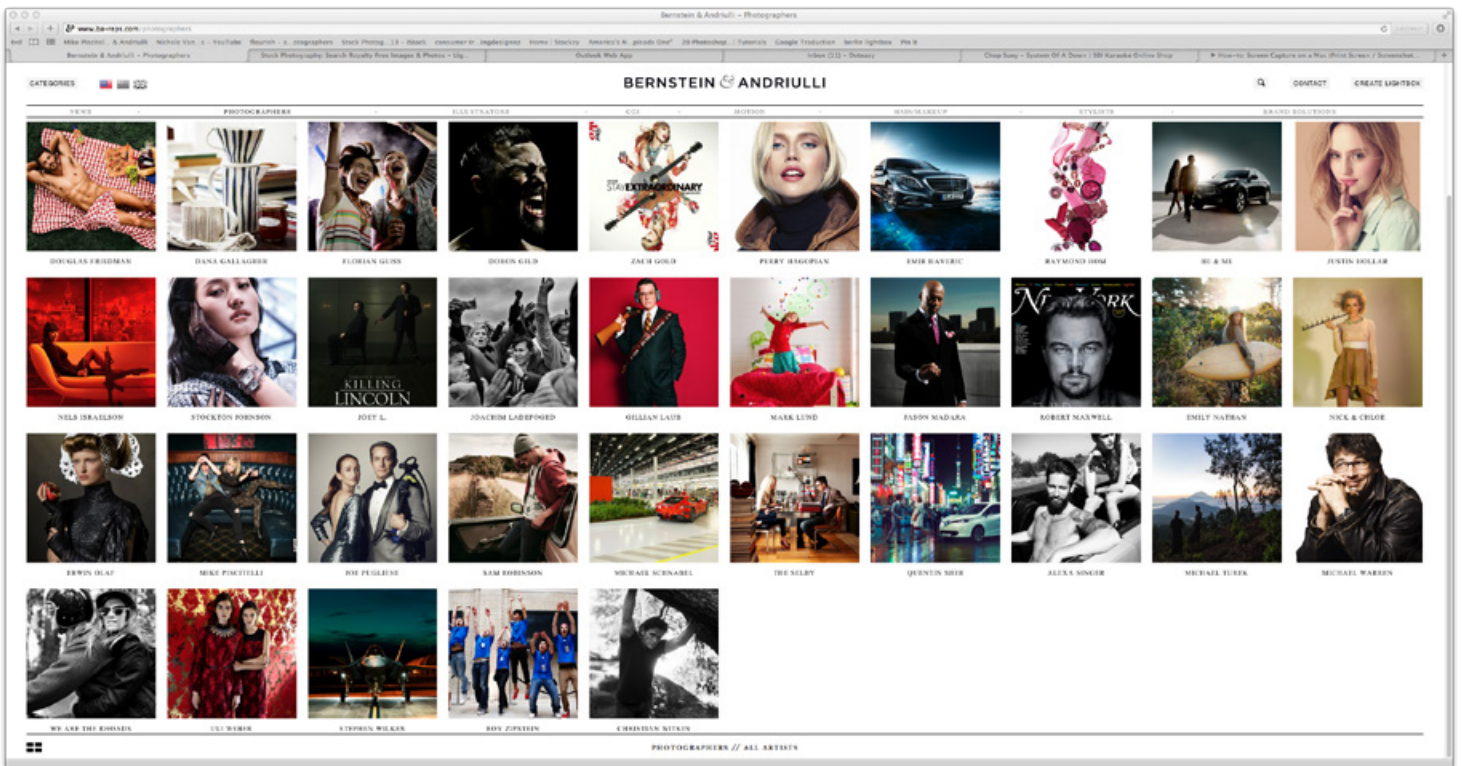
How to Keep Up with Photo Trends

As I always say, if you want to stay updated on what is trendy, *BE CURIOUS*. Look around you. Browse the internet. Look at ads in magazines — what images are used the most?

I get inspiration mostly in magazines and on the internet. One of my favourites is [HOW Design Magazine](#). I love to look through it to see what's hot at the moment. They always have photography trends and designers who post their work, and, at the end of each year, they have a special article on color trends.

For me, that magazine is one of the best for staying up-to-date. It helps me create the right images by showing me who our buyers are, what they want, and how they want it.

Another great site to get inspiration and see what's trendy is [Bernstein & Andriulli](#). They are the most renowned artistic directors in the industry. If you want to see the best images and how they are being used, have a look at this site whenever you get a moment.



For me, their site is precious. I get great inspiration there. Search in the Photographers section — you will find amazing images that are the most trendy around the world right now.

On the first page, they present the best work that's been created using the most powerful images. It is very inspiring for photographers, and it shows us what kinds of images designers are looking for and what colors, emotions, and composition are popular right now.

TIPS FOR TAKING SALEABLE STOCK IMAGES

- Use natural light as much as you can. Find a place where there is open shade. Never shoot in direct sun, it is so unflattering!
- Find an appropriate background. It can be a wall or whatever you find outside. But try to avoid clutter and distractions.
- Shoot with an open aperture (small f-stop number) to get a beautiful, shallow depth of field. By doing so, you will avoid a distracting background and have the focus only on the subject.
- Always pay attention to the light and keep the main focus on the subject to give a high commercial value to your image and attract buyers.
- As usual, take care of copyright and trademark issues. Make sure the location where you are shooting is not copyrighted or trademarked. And watch out for logos.
- Avoid recognizable people in the background. (If you shoot at a wide aperture, that should take care of the problem of people and logos that are recognizable by blurring them out in the background.)
- Keep your images simple. I can't stress this enough. Avoid busy backgrounds and distracting colors, focus on your subject, and create a shallow depth of field.

- Get your message across. Your images should have a clear message and should be attractive to everyone.
- Go for true emotion. Remember that the keys for 2014 are not perfect light and composition, but *authenticity* and *real emotion*.

Finally, as I always say, take your camera wherever you go, experiment, and have fun!