

# Chill Out

**By Marilyn Nieves**

Tethered to our mobile phones and their pinging reminders to respond to something or someone in some way, we're living very busy lives moving from one task to another. So, needing time to relax and recharge our internal batteries is something we all can relate to. It's probably safe to say that taking time to Chill Out is on the top of everyone's to-do list, so it's a theme that makes for great stock photography opportunities.

This month's Challenge is centered around capturing those few, rare "chill-out" moments.

Let's think about the many things we do to relax. A good place to start is with your daily and weekly rituals.

What are regular things you or those around you do to keep balanced in a busy day and help to unwind?

Do you start or end your day with meditation, or perhaps you enjoy the aroma of coffee or tea?



## Let's explore more ideas for Chill Out as stock



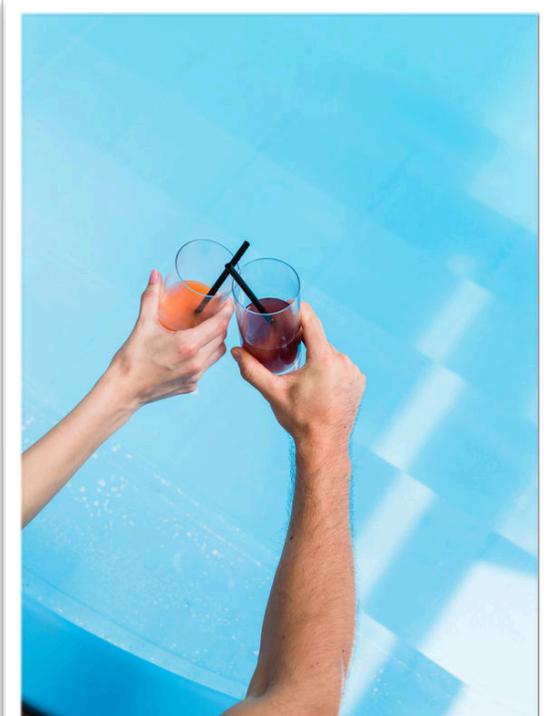
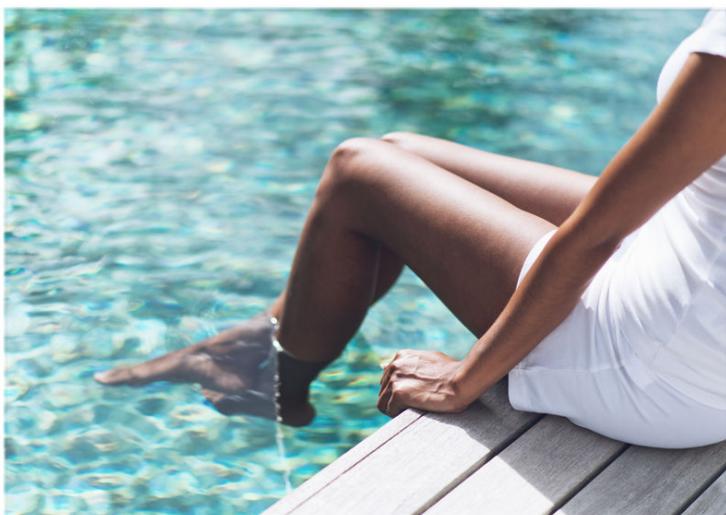
### **Water**

Water, being a natural element, is very relaxing to the body. It's also a great way to "chill" in terms of cooling off during hot summer weather.

This photo to the left of a mom and daughter enjoying time at the pool brings you right there.

Try getting in close to your subject like this photo below of two people making a toast to a relaxing time with savory drinks.

Keep in mind that simple moments, such as this shot below left of a woman dipping her feet into the pool can express the same idea.





### **Sleep**

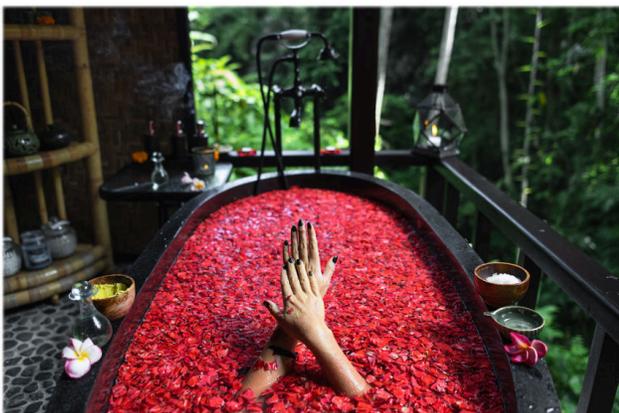
We all need it and want it. Above, a woman completely at rest and sleeping definitely conveys the Chill Out theme.

In the top photo on the left, we only see feet covered in vibrant socks, but in a restful position and that is just enough to convey the feeling we want.



### **Animals**

Don't forget to include your furry friends that are full of personality, too. Animals are known to lower stress and blood pressure in humans. Besides, when they are not playing, they are usually resting and could be striking a perfect pose for you.



### **Wellness**

A spa treatment will immerse you into a restful state. This photo's perspective makes you feel as if you, as the viewer, are experiencing the warm, petal-filled bath. A facial treatment or a closeup of feet about to step in to soak will also convey Chill Out very well.



## Nature

Go outdoors and shoot in nature. This photo above of a young woman reading at the park, propped against a tree, is tranquil. She has a blanket and some snacks to add to the feeling of comfort. Even though she's using an electronic device, it's in a very relaxed setting and her body language conveys that.

This couple in the top right photo is out for a hike and taking in the spectacular scene.

You can also capture the "Chill Out" theme without actually showing a person. For example, this still life photo of tropical drinks gives you a cool, refreshing vibe.



And these colorful beach chairs look comfortable and warm as they are illuminated by the sunrise, making you feel as if you're about to step into them. Notice how the photographer chose a low camera angle here, making the image really stand out with a unique perspective.



### **Some more Chill Out ideas to explore:**

**Activities:** Listening to music, enjoying a dessert, watching TV, swinging on the hammock, and creative activities such as knitting or painting.

**Locations:** Bedroom, cozy couch, a quiet corner at the coffee shop, parks, waterfalls.

**Things:** Palm trees, books, a burning fireplace, candles, towels.

## Tips for taking “Chill Out” photos for stock:

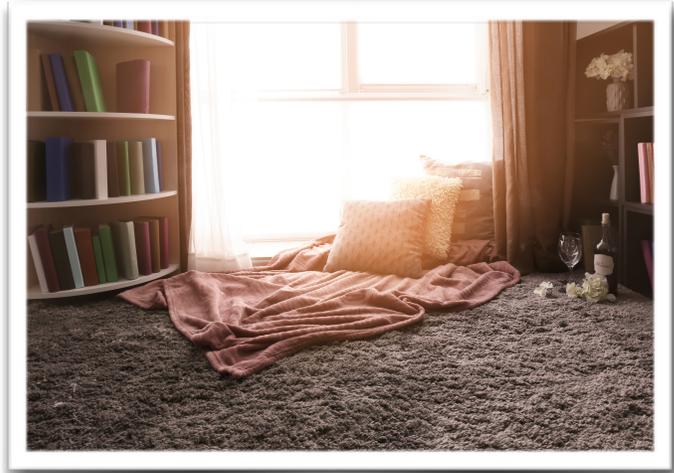
**Include people.** Photographing people is the best way to capture the emotion for this theme because it instantly makes it relatable and more personal. The world is a melting pot so be inclusive and capture people of all ethnicities, ages, shapes, sizes and abilities.

**Keep it authentic.** You are capturing an experience. You want to capture the realness of the moment. That moment when your model’s face and body settle into the state of rest. This authentic feel is what connects with the viewer and sells as stock.

**Choose props carefully.** This theme can also be photographed effectively without using models. Remember, you are conveying a concept through one picture so pay attention to the details.

An arrangement of items on the bed can indicate packing for a fun vacation ahead or a steaming cup of tea can make you feel at ease.

**Find relaxing light.** Look for warm light. It adds to the feeling of relaxation and comfort we aim for when we chill out. For example, the sun shining in through the window at sunrise or the warm glittery light sparkling in the pool.



## How the “Chill Out” theme could be used by buyers:

Chill Out as stock can be used in so many ways.

- ▶ Hospitals and medical practices
- ▶ Restaurants and bars
- ▶ Travel insurance
- ▶ Airlines
- ▶ Hotels and resorts
- ▶ Fitness centers

The list is endless. Just recently, “burnout” was recognized as an official syndrome. We’re living in a very busy society that’s also growing to realize how important it is to take time to chill out in order to live a happy, balanced life, and companies are using that messaging to connect with their customers. The timing couldn’t be better to add these types of images to your portfolio’s.

## Keywording Tips for Chill Out

Good keywording is the most important part of uploading your photos for sale on any agency website. With proper keywording of each photo, you have a higher chance of customers finding your images.

Customers don't want to be spammed and they want to find exactly what they are looking for quickly. They don't expect to see a delicious hamburger when they search for tomato, despite that hamburger possibly having a tomato layered somewhere inside it. So, make sure you keep your keywords relevant.

Here are some possible keywords for the Chill Out theme: *relaxation, rest, comfort, peaceful, health, break, carefree, wellness.*

Let's look at a few photo examples and how these shots could be keyworded:

The top right photo: *Hammock, woman, resting, outdoors, serene people, serene location, park, content, happy, smiling.*

The center photo: *Candles, zen, wellness, tranquil, still life, spa, no people.*

The photo to the right: *Sleeping, travel, pillow, woman, airplane, resting, window, peaceful, serene people.*

I hope you are inspired to get out and shoot for this Chill Out themed stock photo Challenge. It's a theme that should sell very well. After shooting, be sure to set some time aside for yourself to chill, too.

