



Snap & Sell — Photo Club —

Premium Challenge #129
Summer Fun
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Summer is here! This is the season of endless outdoor activities, road trips, and dinner parties on the deck.

This is the time of year when photo buyers need content that celebrates the freedom, fun, and adventure of the warmer months. It's a hopeful, happy time — especially this year with Covid restrictions lifting in many parts of the world and the vaccine becoming more widespread.

So let's embrace the season and create some stock images with that lighthearted, cheerful vibe in mind.

Summer Fun Images as Stock

Summertime images are perfect for stock because they inherently combine several key elements that photo buyers love:

- 1.) **People.** In the world of stock photography people sell. Buyers want images of people doing things, engaged in the world and each other. For this reason, shots of people enjoying summer are perfect for stock.

- 2.) **Activity.** If you can combine people with activities, it's even better for stock. Summer is the perfect time to highlight people out and about, doing things.
- 3.) **Positivity.** Stock photo buyers gravitate towards happy, upbeat images. It's pretty hard to be down on a bright, sunny summer day.

The list of possible subjects is endless for this theme. Here are just a few ideas to get you started:

- Outdoor gatherings and picnics.
- Pool parties.
- Outdoor music events and festivals.
- Sports and outdoor games.
- Road trips, camping, and family travel.
- School break. Showing kids enjoying their time off.
- Summer food and drink.
- Watersports.

For inspiration, let's take a look at some specific "Summer Fun" stock images:

This simple stock photo works great because the photographer chose to get under the dock and shoot from a unique angle. It's fun and playful... the type of image that is perfect for this month's theme!



Of course, it's not just kids that have fun during the summer months. This is a theme for all ages! Just find some colorful props, happy smiles, and a fun activity to shoot.



Although summertime is often busy, it's also nice to capture some downtime too. Whether it's chilling in a hammock or hanging out in front of a fan, think of ways to show the mellower side of summer, like this pup keeping cool. This image is simple yet highly relatable, making it a top seller in the summertime category on iStock.



Here's another simple, yet effective take on the summertime experience! The pastel blue background compliments the color of the ice cream while also providing the perfect copy space for text. This is a very well designed summertime image.



It's worth keeping an eye out for summertime scenes that can make great background photos as well, such as this pool water reflecting sunlight. These types of images are always useful for designers and photo buyers. The key is to look for interesting patterns and get close or zoom in to completely fill your frame.



Photographing people doing classic summertime activities is perfect for this theme. Going out at sunset to capture some nice golden light will take your shots to the next level. This image conjures the long, carefree summer days we all love.



Another feature of summer is enjoying outdoor spaces at our homes. Our experience with Covid has brought an even greater awareness to the importance of comfortable outdoor areas for relaxing and socializing.



Last but not least, keep an eye out for iconic summertime landscapes. In this shot to the right, the dock is a perfect leading line to draw us into this inviting, summer scene. The goal is to create images that make the viewer want to be there.



Techniques and Tips

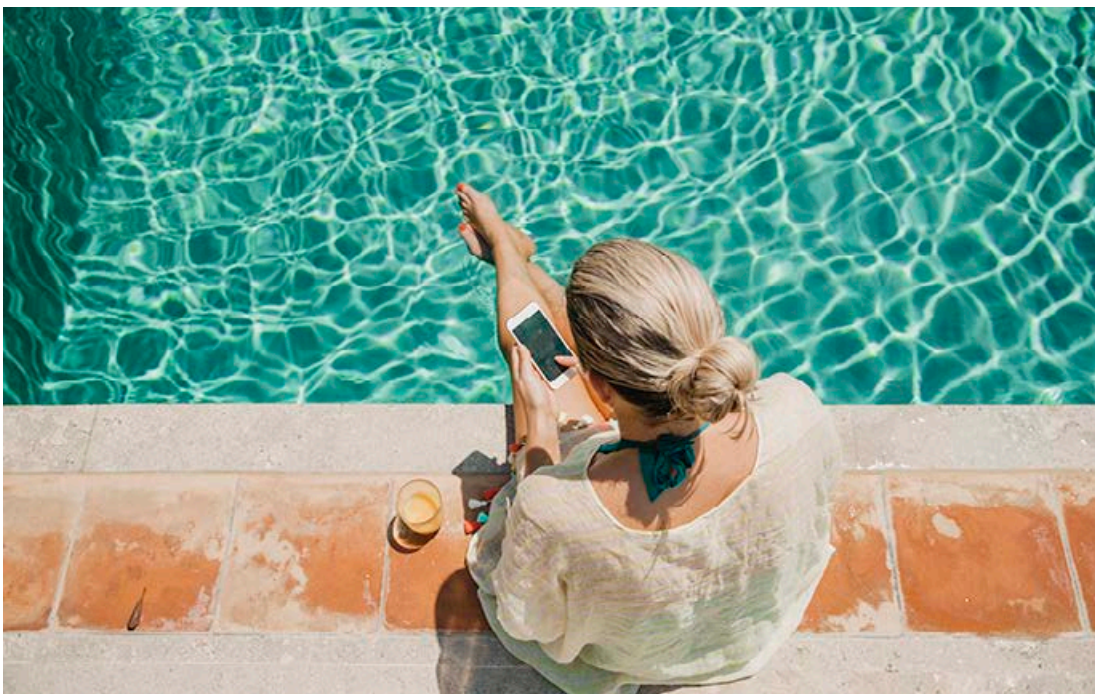
Go for high key. Light and airy pairs really well with summertime subjects. The way to get this “high key” effect in your photos is to photograph in bright, sunny conditions and intentionally overexpose your image ever so slightly. Don’t worry if this means that the sky or water is losing detail since this is part of the look. High key photos tend to feel very uplifting and positive. You can almost feel the Vitamin D coming through the photo.



Find pops of color. Look for vibrant colors which you can use as a point of interest in your photos. Saturated colors really draw the eye and we also associate bright colors with fun, so it's perfect for this Challenge.



Find unique perspectives. Anytime you can change your camera angle, do it! Shooting everything at eye level is kind of boring. If you get in the habit of changing your angles, you'll come away with a much greater variety of images for your stock photo portfolios.



Use a fast shutter speed. Since so many fun, summertime activities involve motion, this is a good time to use a fast shutter speed to freeze the action. You'll need at least 1/500th of a second or faster shutter speed to freeze water droplets like this photo to the right. Using high speed burst mode will also help. This is a setting that tells your camera to shoot multiple shots when the shutter button is pressed, rather than just one.



Important Things to Keep in Mind

Capture nostalgia. Summer Fun images can represent more than just the activity portrayed. For example, many people have fond summertime memories from their childhood, so photos that capture a sense of nostalgia work great for this theme. Think back to what you loved about summer as a kid and brainstorm ways you can recreate that feeling in an image. This is one way to create photos that will resonate with people.



Show emotion and interaction. Human emotion, interaction, and engagement is what will bring these images to life. Rather than being focused on the particular activity, try to convey the experience taking place. There are stories unfolding all around us; the trick is to capture them in an authentic way.



Don't overdo it. No need to overdo the setup for these types of images. It's easy to go a little too far and add too many props which will make the photo feel contrived or cheesy. Your best bet is to capture real summertime activities as they are happening. Ask your family or friends if they would be willing to let you tag along with your camera.

Capture simple, relatable moments. Sometimes the simplest photos will be the ones people most easily connect with. For example, who can't relate to the feeling captured in this image? Whether you're a dog lover or not, everyone can appreciate the desire to soak in the summer breeze on a long drive with nothing but the open road ahead.



Keywording

Keywords are the “key” to helping buyers find your photos.

Be sure to include important descriptive words such as the who, what, when, where, and why. You also want to include any words that describe the main emotion or actions in the photo.

Don't forget to include the keywords that are often associated with summer (if they apply to your photo). Here is a quick list of possibilities:

- Carefree
- Optimism
- Freedom
- Happy
- Lighthearted
- Cheerful
- Adventure
- Relaxation

Now let's look at a couple of examples along with suggestions for keywords:



summer, fun, water, sunny, lake, people, splash, carefree, happy, swim, watersports, friends, hot, activity, recreation, outdoor, swimwear, vacation, jump, nature, togetherness, young, adventure



summer, fun, family, together, sand, beach, child, ocean, sunny, recreation, watersports, outdoor, vacation, young, happiness, daughter, lighthearted, adventure, lifestyle, relaxation

I hope this Roadmap gives you a ton of ideas for ways to get out there and capture your summertime activities. Even the littlest of moments can be great sellers as stock. All it takes is to enjoy some fun in the sun!