

Multicultural Australia: A Day in the Life

This brief is focused on imagery portraying an ethnically diverse Australia through a 'lifestyle' lens.

What do we mean by lifestyle?

Think people doing everyday things, like taking the kids to school, spending time at the beach, relaxing after work or BBQing in the park.

What is your Australian lifestyle?

How do you spend your weekend, your evenings, leisure time, family time?

Now, consider the ethnic diversity in our society including the modern indigenous culture, and capture those real-life moments on camera.

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688783096, kate_sept2004



594480365, Klim Berezutsky



595844531, Oscar Wong



507034727, PeopleImages

Repicturing Gender

This brief aims to smash down gender stereotypes that have existed in stock photography previously.

When it comes to portraying women and girls, think about empowerment: at work, in education, exercise and travel.

Create images where women are depicted as leaders and being active rather than passive participants.

Think all body shapes and ages and reflect the wonderful female diversity in all its realness.

When it comes to men, it is also time to discard dull, destructive male stereotypes.

Let's swap competitiveness with community, silence with support and make room for vulnerability and diversity.

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531390473, Phillip Suddick



917206588, stock_colors



854459516, pixdeluxe



894940802, xavieramau

Conceptual Realism

Our clients are always in need of imagery that of seemingly banal everyday activities like commuters running down the street for a bus or couples and families enjoying an afternoon in the park.

There is an increasing need however within this space to create imagery that is quirky and conceptual.

How can these everyday scenes be shot in a way that uses current photographic technology, colour, lighting and space to accentuate the real story within the image?

In a day and age where anybody can pick up a camera and take a photo, this brief is about setting yourself apart from the crowd.

We want our Canon contributors to use their learned photographic skills to create visuals that are staged and considered yet still feel relatable and authentic.

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Age is Just a Number

Baby boomers are largely underrepresented in stock imagery.

Our older generations of Australians are more fit and healthy than ever and they lead exciting lives.

They're working and living longer and they participate in social activities as well as regular fitness, they embrace current technologies.

We want to break away from the older man or woman shut away from society in a nursing home.

We want to represent mature Australians through a collection of lifestyle imagery that reflects their actual lived experiences: think shopping for pleasure, traveling solo and with friends, working post-retirement age, focusing on wellbeing and entertainment, being active with kids and grandkids, using technology.

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