

500px

Lifestyle

A 500px Photography Style Guide

Version 1.1



Content Subjects, Style and Requirements

Photo buyers have the greatest interest in images that capture people. We at 500px believe it is important to provide our clients with new Marketplace content that accurately – and authentically – reflects the shifting demographics, values and the aesthetics of our current reality. We pride ourselves on being a diverse community of creative individuals, including, but not limited to: families that are multi-racial, adopted or blended, same-sex families and couples, millennials, adult children who may be living with or caring for senior parents, etc.

Whatever your world, we ask you, our community, to capture that. Capture and show us your reality - use what is right in front of you.



Subjects

People

Lifestyle photography is all about people. The goal is to tell a story in each photograph about how humans interact in natural and authentic ways. A buyer is always searching for a photo that captures that real moment in time.

Activities

Showing people in everyday activities is key. Families reading together or playing in the park, friends laughing over a good meal in a restaurant, or couples in recreational activities in beautiful settings are just some of the examples of what buyers need.

Real life

The best lifestyle photos always feel real. They aren't staged and it is important, as a photographer, to recognize the fine line between "stock" photography and "real moments." In all situations, aim for authenticity with real people in real situations. In other words, real life.



Style

Warm

Bright, warm tones, natural light

Natural

Casual, friendly feelings

Authentic

Real people doing real things

Everyday

Relatable locations and activities

Personal

Feeling part of the moment

Creative

A unique and refreshing perspective

Unexpected

Realistic, non-staged reactions

Diverse

A variety of ages, genders, and nationalities



Editing Tips and Requirements

Editing

Keep the edit simple

Avoid filters and excessive editing. Keep edits to exposure, contrast, tone, and temperature.

Avoid unrealistic editing

The photo should look natural, so avoid HDR, over-sharpening, and other techniques that give an unrealistic effect.

Multiple angles

Try capturing the same scene with different angles and framing. Try capturing both landscape and horizontal shots with different horizon lines.



Avoid

Looking at the camera

Get your subject to focus on the task they've been given, or give them a spot to look at that is away from the camera. Try to get them to look more toward your light source to catch that unique moment.

Big, fake smiles

Try asking your subject about themselves or tell them a story in order to get the real reaction that you're looking for. Keep shooting until you feel you have captured that real moment.

Posing

It's best to let your subjects go about their business and then engage them when the time is right. Give direction, but let the subjects do what they feel is right for that scene.

Contrived circumstances

Buyers are looking for real moments, or in other words, nothing too staged. Avoid shooting scenes that feel too set up and too perfect.

Artificial lighting

Using daylight and staying away from the camera flash is one of the best things you can do for a subject. Try shooting in the soft light of early morning or the warm light of a late afternoon.



Releases

Model Release

In order to license photography for commercial use, every recognizable person in a photo is required to sign a model release. These releases ensure that the model is aware of and has consented to their likeness being used for commercial, advertising, and editorial use. [Download a blank model release](#)

Property Release

Similar to model releases, property releases are required for some specific locations. Major landmarks may require a signed property release in order for their location to be used in commercial photography. Additionally, most shops, restaurants, and locally owned properties also require a signed release. [Download a property release](#)



Keywords

Adding information

Once your photos are uploaded, it's best to tag them with plenty of meaningful keywords. These keywords should describe the subject, details, location, actions, and emotions of the photo. The more relevant the keywords on a photo, the more likely that photo will be discovered.

Examples

Subjects: “girl”, “man”, “father”, “nurse”

Details: “brunette”, “teenager”, “20’s”, “close up”

Location: "San Francisco", “beach", “city", "office"

Actions: “cycling”, “making dinner”, “pool party”, “baseball game”

Emotions: “happy”, “adventure”, “candid”, “inclusive”, “pride”



Photography Themes and Examples

Themes

Moments

Family and Friends

Travel

Sports

Food



Moments

Capture the unique moment between friends. It could be playing in a park, having a picnic, or just exploring the city. These are the events that happen every day that make life so enjoyable. Think carefully about natural light, along with unique cropping and composition, to help make each photo a realistic point in time. All of these moments should feel natural and authentic, not posed and contrived. The viewer should feel engaged with the scene, as if they are participating with the subjects in the photo.





Family and Friends

Capture the love, emotion, and laughter between family members. Let the viewer get a glimpse into family life including couples, parents with children, siblings, and grandparents. Show the special moments that families share, including recreational and educational activities, home life, meals and cooking, and everyday errands and events. Crop part of a person within the frame of the photo, photograph through window glass, or use props in the scene to help solidify a realistic moment.





Travel

Every new city is a chance for new adventure. Capture a sense of exploration and the unknown. Instead of focusing on monuments and landmarks, try to photograph everyday people in their natural environments. Focus on not only the events that make a city well known, but those hidden gems that only locals can help you discover. Local restaurants, bespoke shops, and beautiful public areas speak heavily about a community's flair and hospitality. Photograph local cuisine, public events, and the parts of a location or neighborhood that make every place home to someone.





Sports

When photographing sports or recreational activities, be sure to use angles that mask logos and trademarks on sports gear or clothing (or remove them prior to submitting to the Marketplace). Look for unique moments where the weather is perfect for the activity and the sun, water, snow or other elements help to create a realistic and active scene. Attempt to capture the movement that is inherent in any physical activity while photographing both still and slightly blurred scenes.





Food

Scrumptious, delicious food and drinks. The goal is to capture a mix of thirst-quenching drinks and carefully crafted meals in detail while also showing the process by which these amazing creations are made and consumed. Find local cuisine, restaurants, snacks, and eateries. Capture friends, families, and the neighborhood partaking in the delectable flavor of a community. Try to capture those local food markets, friends enjoying craft cocktails, or dinners at home to best represent that authentic moment.





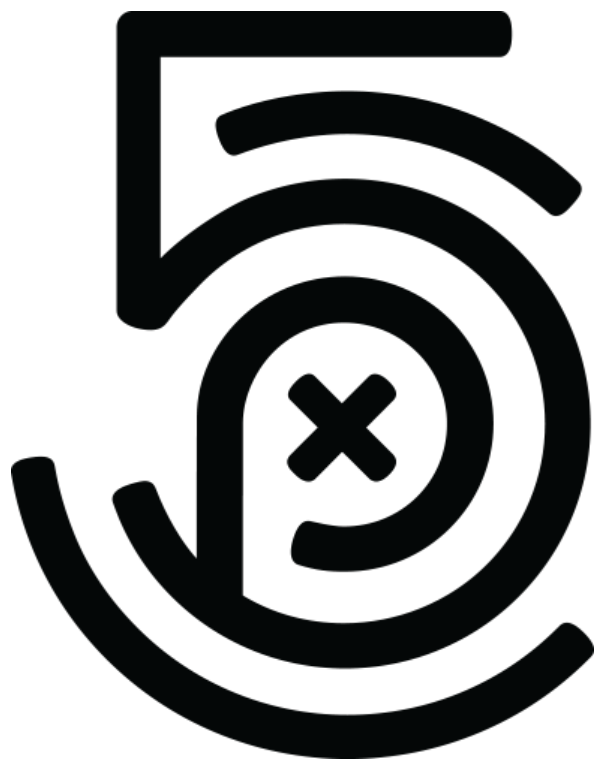


Photo Credits

Cover

500px.com/photo/145289123

Moments

500px.com/photo/106412625

500px.com/photo/86597513

500px.com/photo/109514861

500px.com/photo/133911191

500px.com/photo/154473221

500px.com/photo/132617379

Family and Friends

500px.com/photo/128437829

500px.com/photo/97781517

500px.com/photo/149007827

500px.com/photo/125768533

500px.com/photo/97048085

500px.com/photo/108777287

Travel

500px.com/photo/130892441

500px.com/photo/116376225

500px.com/photo/129971681

500px.com/photo/106477539

500px.com/photo/139859713

500px.com/photo/127220095

Sports

500px.com/photo/40723366

500px.com/photo/147221221

500px.com/photo/89797453

500px.com/photo/156620117

500px.com/photo/147855623

500px.com/photo/149515005

Food

500px.com/photo/138721981

500px.com/photo/132610477

500px.com/photo/111073743

500px.com/photo/86417763

500px.com/photo/154473129

500px.com/photo/150471649

