

Introduction to Adobe Photoshop
Mr. Faltinoski

Stock Photography

Stock photography is simply photos taken "on spec". This means the photographer takes pictures of various objects, people, or situations, and sells them after the pictures have been taken. They are not on a specific photography assignment, instead they are taking photos of subjects they'd like to take pictures of.

Stock photography is primarily used in printed advertisements, brochures, magazines, and websites, though there are many other ways stock photography can be used.

Stock photography is licensed in several different ways. The two most popular are **Rights Managed Stock Photography**, and **Royalty Free Stock Photography**.

Rights Managed photography is the use of stock photos that are licensed for a specific, limited time and purpose. If an advertiser for instance, needed a stock photo for one specific ad campaign, they could license a photo for that specific use. And they'd be limited to using the photo only for that campaign. They'd also be charged based on the size of the ad campaign they intended to use the stock photo for. If they wanted to use the same photo again, they'd have to pay another fee. And that fee might be different, if the campaign use and sizes are different. These recurring fees are called royalties, and with rights managed stock photography they can be quite hefty. Ranging from hundreds to thousands of dollars for the limited use of one photograph.

Royalty free stock photography allows you to pay a license fee once, then use the photo multiple times. There are usually limitations on this form of stock photography, however the restrictions are not nearly as narrow as rights managed photography is. A designer or advertiser could license one photo for instance, and use it in hundreds of different ad campaigns, without incurring additional fees. In other words: No royalty fees need to be paid. Generally royalty free stock photography can be licensed for as little as \$50 up to several hundred dollars depending on the licensing source and rights given.

Getty Images (www.gettyimages.com)

Getty Images is a supplier of stock images for business and consumers with an archive of 70 million still images and illustrations. It targets three markets — creative professionals (advertising and graphic design), the media (print and online publishing), and corporate communication departments for other businesses. We can use Getty Images as a source for projects we do in class. We can download comps (images) at a low resolution, but this does not grant permission (licensing) to use these images in any production work. For our class projects, we can use comps freely, but for any work that is going to be reproduced, you must pay a licensing fee.

Go to Getty Images and register yourself. This will allow you to download comps without the "getty-images" watermark. This registration does not obligate you to any purchases, nor does it give you any licensing permission. Once registered, go to the "Creative" tab and choose "Royalty-free." You can then type in words or phrases to search for specific images. When you find one you want, click on the image and then choose "Download preview image." you can then rename this file, save it to your flash drive and use in your project.