



Presents

STOCK PHOTOGRAPHY WORLD



*Welcome to the world of Stock Photography.
Made simple !*

Stock Photos - What are they ?

Lets first undo the Stock Photo Myth

- Is it something about the Stock market ?
- Nope !
- It is probably a photo of the stock exchange, the bull the bear .. May be ?
- Nope !
- Does it mean extra photos in albums ?Attic ? Tucked away ?
- Nope !

Simply stated ..

Stock Photos

- Stock photos are copyright protected digital photographs/images used for creative and business purposes.
- Images are typically segregated into two segments digital and printable usage.
- Users retrieve stock photos from stock photo websites, which are e-commerce marketplaces.
- These image banks license images for a designated time usage ranging from a day to a few years, or sell royalty-free rights to photos that can be purchased once and used repeatedly.
- Images vary from people doing things to concepts to travel related images.

Stock Photos

- Stock Photos enable communication professionals to get on with their work without having to worry about the creation of images thus reducing the turnaround time and increasing productivity.
- Stock photos are typically seen in print advertising, brochures, hoardings, pamphlets, websites, book covers, packaging of products, with editorial articles, in educational books, exhibitions signage and so on.
- The quality and the size of the images match professional standards or as specified by each stock photo website's submission guidelines section.

Great ! Hope this was useful.

Keep coming back for more information on
Stock photography.

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Have a good day