

## Getty Images keyword guide

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## Keyword guide Tools to help you find that perfect image or clip

### Choosing the right search terms is the key to finding the right images and footage.

Our site offers millions of images and hundreds of thousands of footage clips, and hundreds are added every day. So how do you find just the right asset for your project?

Use this keyword guide, which shows just a sampling of our keywords and phrases, to discover different ways to search. You might have some idea of what you want, but can't quite describe it. Or, you might know exactly what you want – right down to the angle of the shot.

Either way, getting familiar with our keywords and phrases will help you find the perfect images and clips on [gettyimages.com](https://gettyimages.com).

You can visit our keyword guide online at:  
[gettyimages.com/keywordguide](https://gettyimages.com/keywordguide)

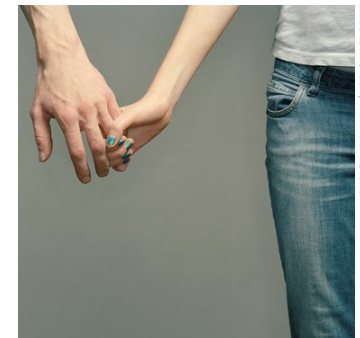
### Concepts

Find keywords related to emotions, moods and ideas.

Innovation	Serene people
Exhilaration	Slow
Failure	Solitude
Friendship	Success
Gratitude	Cooperation
Happiness	Health
Humor	Modern
Innocence	Abstract
Intelligence	Luxury
Journey	Mischief
Leadership	Tranquility
Miserly	Vitality
Mystery	Simplicity
Nightlife	On the move
Out of context	Togetherness
Repetition	Zen
Resourceful	Environmental conservation
Retro revival	Wasting time
Revenge	Luck
Risk	
Safety	



Keyword: **Retro revival**



Keyword: **Togetherness**

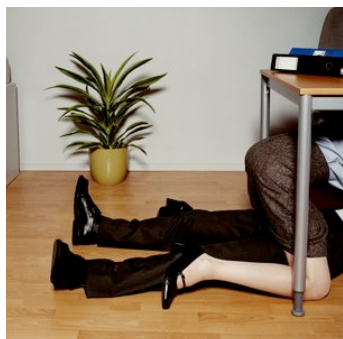


Keyword: **Miserly**

## Topics

Find keywords related to events, issues and interests.

Après-ski	Retirement
Business travel	Travel destinations
Capital cities	Vacations
Childbirth	Working overtime
City break	Traditional culture
Eco tourism	Banking
Life events	Population explosion
Global business	Recession
Lifestyles	Education
Work romance	Finance



Keyword: **Work romance**



Keyword: **Traditional culture**



Keyword: **Après-ski**

## People

Find keywords by these sub-categories: characteristics, generations, relationships, or combinations.

### Characteristics

Asian  
Caucasian  
Latin American  
Mixed race person  
Balding  
Brown hair  
Fat  
Green eyes  
Muscular build  
Redhead  
Toothy smile  
Obscured face  
Real people  
Newlywed  
Elementary student  
University student  
Working mother  
Teacher  
Nobody  
Three people  
Medium group of people  
Multi-ethnic group  
Crowd  
Human Pyramid  
Biker  
Macho

### Generation

Toddler  
Child  
Early teens  
Teenager  
Young men  
Young women  
Mid adult  
Mature adult  
Senior adult  
Senior couple

### In combination

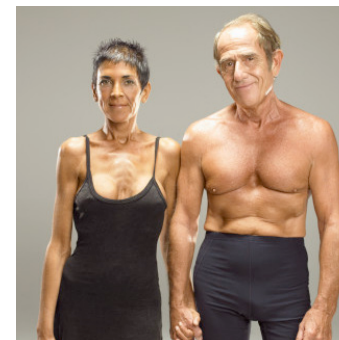
Young couple  
Multi-generation family  
Two generation family  
Young family  
One mid adult man only  
Only women  
Only mid adult women  
One mid adult woman only  
One mature man only  
Only senior men

### Relationship

Parent  
Mother  
Father  
Daughter  
Son  
Sibling  
Brother  
Sister  
Twin  
Grandparent  
Grandson  
Family with one child  
One parent  
Heterosexual couple  
Homosexual couple  
Neighbor



Keyword: **Twin**



Keyword: **Senior couple**



Keyword: **Brown hair**

## Age

Find keywords related to age ranges, milestones and stages of life.

Mixed ages	Late teens
Newborn	16-17 years
6-11 months	Young adult
Toddler	18-19 years
Preschool age	20s
2-3 Years	Mid adult
Elementary age	30s
6-7 years	Mature adult
Pre-adolescent child	40s
10-11 years	50s
12-13 years	Senior adult
Teenager	60s
14-15 years	80-plus years



sb10065927-a-002, Hans Nielsen/Stone

Keyword: 80-plus years



sb10065927-a-002, Hans Nielsen/Stone

Keyword: Pre-adolescent child



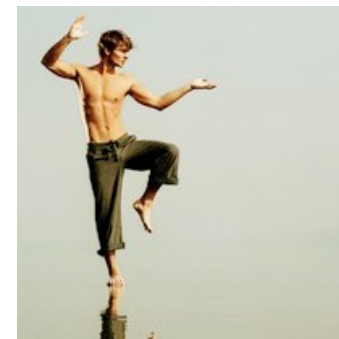
a0149-000351, Johner/Johner Images

Keyword: Mid adult

## Sayings

Find keywords related to common expressions, catch phrases and clichés.

Calm before the storm  
Key to success  
Love at first sight  
Money laundering  
Surfing the net  
Tearing your hair out  
The seven deadly sins  
Time is money  
Walking on water



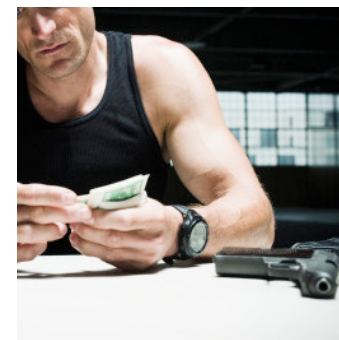
200012586-001, David Trood/The Image Bank

Keyword: Walking on water



sb10067398-a-001, Shuji Kobayashi/Stone+

Keyword: The seven deadly sins



200509529-003, Chase Jarvis/Stone

Keyword: Money laundering

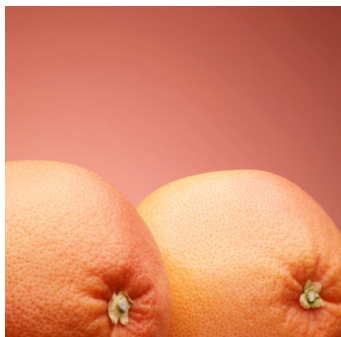


## Image and footage styles

Find keywords by these sub-categories related to styles, techniques and industry-standard terms.

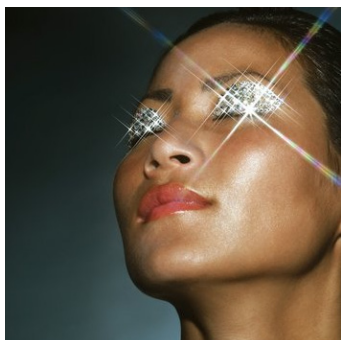
### Photography terms

Aerial view	Multiple exposure
Background	Outdoors
Black and white	Rear view
Close-up	Scenics
Cross-processed	Single object
Copy space	Spiral
Full frame	Studio shot
Full length	Surface level
Horizontal	Urban scene
Indoors	Vanishing point
Isolated color	Vertical
Lens flare	Wide angle
Long exposure	X-ray image
Low angle view	



200672567-001, Max Oppenheim/Stone+

Keyword: **Copy space**



200116326-001, Justin Punney/Stone+

Keyword: **Lens flare**

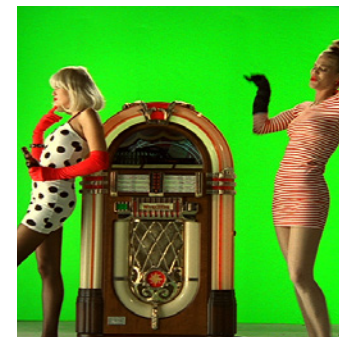


85197168, 4 Eyes Photography/The Image Bank

Keyword: **Full length**

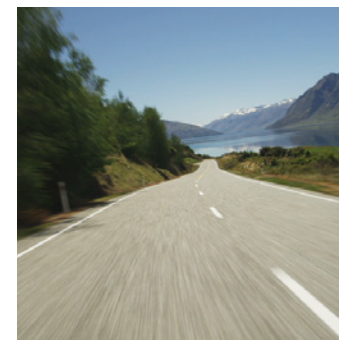
### Footage terms

Audio on all assets	Rack focus
Audio on master assets only	Real time
Audio on tape masters only	Shaky
Crane shot	Slow motion
Chroma key	Tilt down
Establishing shot	Tilt up
Handheld	Time lapse
Lockdown	Zoom in
Medium shot	Zoom out
Moving process plate	Driver's point of view
Point of view	Aerial view
	Scenic view
	Studio shot



20247, Pigeon Productions Inc/Archive Films

Keyword: **Chroma key**



84225985, WDWStockfootage/Image Bank Film

Keyword: **Driver's point of view**



818172897, Universal Studios/Universal Studios

Keyword: **Aerial view**

## Editorial-specific terms

Find keywords by these sub-categories for editorial images with terms that appear in the captions.

### Archival

Prince Harry  
Michael Jordan  
Henry Kissinger  
Watergate Scandal  
American Civil Rights Movement  
Cuban Missile Crisis  
Battle of Gettysburg  
Noel Coward  
Bosnian War  
Pablo Picasso

### News

Barack Obama  
Election  
Hillary Clinton  
Lehman Brothers Holdings Inc.  
Citigroup  
Mahatma Gandhi  
NATO  
Economy  
Press Conference  
Unemployment  
OPEC

### Sports

Lewis Hamilton  
Busch Series  
David Beckham  
Formula One Racing  
Sebastien Loeb  
Rafael Nadal  
New York Mets  
Celtic  
Stock car racing  
Sport of cricket  
Cristiano Ronaldo  
Fabio Capello

### Locations

10 Downing Street  
White House  
Gaza Strip  
Democratic Republic of Congo  
Afghanistan  
Taj Mahal  
Oval Office  
Greenland  
Phuket  
Beijing  
South Ossetia  
Pakistan  
Sadr City

### Entertainment: Music

Music festival  
Rihanna  
Madonna  
The Killers  
MOBO Awards  
Bob Marley  
Amy Winehouse  
Kanye West  
Katy Perry  
Grammy Awards  
Stevie Wonder  
MTV Awards  
The Beatles

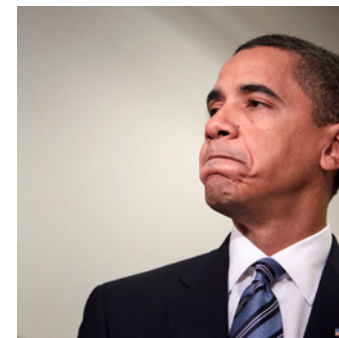
### Entertainment: Film

Academy Awards  
Charity benefit  
Fashion Week  
Film premiere  
Johnny Depp  
Brad Pitt  
Quantum of Solace  
Angelina Jolie  
Cate Blanchett  
Guy Ritchie  
Warner Brothers



Keyword: **Prince Harry**

824213140, Toby Melville/WPA Pool/Getty Images



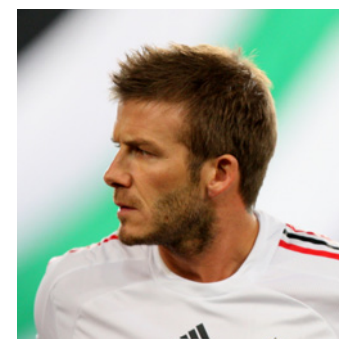
Keyword: **Barack Obama**

82425456, Pool/Getty Images News



Keyword: **White House**

84403177, Mark Wilson/Getty Images



Keyword: **David Beckham**

84393247, Stuart Franklin/Staff/Bongarts



Keyword: **Quantum of Solace**

84031657, Jun Sato/WireImage



Keyword: **Music festival**

84417706, Don Arnold/WireImage

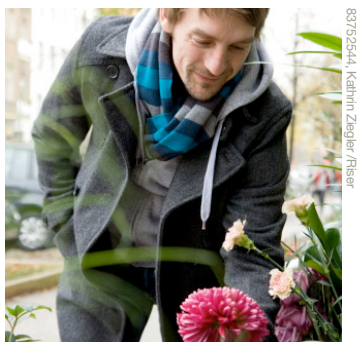
## Human emotions

Find keywords related to feelings, attitudes and frames of mind.

Affectionate	Loving
Bossy	Nosy
Cheerful	Playful
Content	Serious
Displeased	Shy
Distraught	Sulking
Ecstatic	Tantrum
Furious	Terrified
Ignoring	Worried
Impatient	



Keyword: **Playful**



Keyword: **Affectionate**



Keyword: **Sulking**

## Tips and tricks

Here's some advice on using keywords to refine your search.

### Combination of terms

The following examples illustrate how to combine terms to get more specific results. These are also known as Boolean operators:

To find images of...	Use
With both cats and dogs	A space between words (words like AND or a comma)
With either cats or dogs	OR
With cats, but not dogs	NOT

### Creative

Include the following creative terms in your search to find the right variation of an image:

To find images of...	Use
Without people	"Nobody"
That are easy to outline or silhouette	"Cutout"
With eye contact from the model	"Looking at camera"
Where landscapes are the main focus	"Scenic"
That show diversity	"Multi-ethnic group"
Shot in a studio environment	"Studio shot"
That have room for text or other images	"Copy space"
That can be used behind text or other images	"Background"
Of people that don't look like models	"Real people"

## Editorial

Include the following editorial terms in your search to find the right variation of an image:

To find images of...	Use
<b>Of public figures at press gatherings</b>	"Press conference"
<b>Of elections around the world—combine with country names to get more specific</b>	"Election"
<b>Of that sport or event (e.g., tennis, Wimbledon)</b>	"Wimbledon"
<b>Of that celebrity (e.g., David Beckham, Paris Hilton)</b>	A celebrity name ("Paris Hilton")
<b>Of stars of the film and other celebrities attending</b>	Film premiere plus the name of a film ("Quantum of Solace premiere")
<b>Covering everything from the red carpet to after-parties</b>	"Award ceremonies"
<b>Showing a wide-angle view of a stadium or arena, or action from a wider perspective</b>	"General view"

## Footage

Include the following footage terms in your search to find the right variation of a clip:

To find clips of...	Use
<b>Longer than thirty seconds</b>	"Thirty seconds or greater"
<b>With audio on the master</b>	"Audio available"
<b>Taken from helicopters, airplanes and remote devices</b>	"Aerial"
<b>With blue screen, green screen, alpha channel, or luma matte</b>	"Chroma key"
<b>Shot in slow motion</b>	"Slow motion"
<b>That appear to make time go faster</b>	"Time lapse" / "day to night" / "night to day"
<b>With camera movement left/right</b>	"Panning" / "swish pan"
<b>With camera movement up/down</b>	"Tilt up" / "tilt down"
<b>That zoom in and out</b>	"Zoom in" / "zoom out"
<b>Taken from a handheld camera</b>	"Handheld"
<b>With background elements</b>	"Moving process plate"
<b>That relate to those terms</b>	Other industry standard terms