



Stock Foundry Model FAQ

Modeling for stock photos is a different from other types of modeling. The purpose of this FAQ will help to explain these differences and provide you with a better idea of what to expect when working with us.

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What is Stock Photography?

According to the Wikipedia entry, "Stock Photography" consists of existing photographs that can be licensed for specific uses. Book publishers, specialty publishers, magazines, advertising agencies, filmmakers, web designers, graphic artists, interior decor firms, corporate creative groups, and others use stock photography to fulfill the needs of their creative assignments.

Types of Licenses

There are many types of licenses governing the use of stock photos. Images created for Stock Foundry Images are usually acquired under a Rights-Managed or Royalty-Free license. Rights-Managed images are licensed under very controlled circumstances, which may include limits on the length of time the image can be used, territory, publication type, size and type of businesses. Pricing is determined by a formula that takes all of these factors into account. Royalty-Free images can be used under a much broader license that does not expire. A one-time license fee usually applies to this type of licensing model.

How are stock photographs acquired?

Stock photos are typically sold online through web sites such as Artzooks.com and any of 200-plus online image distributors located around the world. Using keywords, image buyers can easily locate images and pay for them using a credit card, check or other approved form of credit.

Protection for You

As a condition for acquiring use of any Stock Foundry image, customers must agree to the terms of our EULA (End User License Agreement). There are several restrictions on usage, but the language that most affects you as a model appears as follows:

"Licensee may not use any image in a pornographic, defamatory, libelous or otherwise illegal manner, whether directly or in context or juxtaposition with other materials."

Stock Foundry is sensitive to the concerns of our models who worry about how and where their likeness may eventually appear. We want you to know that we take these concerns very seriously and will defend the integrity of your likeness (and our brand) against unlawful use to the fullest extent allowable by law.

Differences between Fashion and Stock Photo Modeling

In most commercial or fashion photography your job is to showcase a particular product or piece of clothing. Often you are required to do little more than pose and smile. In Stock Photography however, you are the star. Whether it's a scene taking place in an office or outside with a group of friends, your reactions to the environment, situation and other models are what is most important. Think of our shoots as movie vignettes designed to tell a little story.

Attire and What to Wear

Most of the time, you will be responsible for your own attire. Prior to each shoot, the creative director or photographer will provide you with suggestions for what to wear. In general, attire should be bright, colorful and reflective of what is currently in style. Our favorite colors are bright hues of white, red, pink (fuchsia), orange (peach), green, light blues and yellows. If unsure about your attire, bring a change of clothes with you to the shoot (just in case).

Hair and Make-up

Most of the time, you will be responsible for your own hair and make-up. Prior to each shoot, the creative director or photographer will provide you with suggestions on how to wear your hair and what make-up to use. In general, we prefer our models to have a natural look, so light shades are preferable for makeup. Bring a hairbrush or comb with you as sometimes we shoot in breezy conditions and you may want to be able to freshen up between takes.

Props

Stock Foundry supplies basic props on each shoot, but it is always advisable to bring along personal possessions of your own to feature in some shots. Examples of great items to have on hand are: cell phones, PDAs, iPods (earbuds or headsets), briefcases, etc.

Model Release

All models are required to sign a Model Release (usually on the day of, but prior to, the actual shoot). The purpose of this document is to extend your legal permission for us to use your likeness in our stock photo products. The creative director or photographer will be happy to answer any questions you might have about our model release.

Compensation

All models are compensated for their participation in our photo shoots. Forms of compensation consist of monetary payment, exchange for images (on CD or DVD) or a combination of both. These options will be explained to you prior to the shoot. At the conclusion of the shoot, we will require you to submit to us a physical invoice for your time (at an hourly rate of compensation agreed to prior to the shoot). The invoice will be collected by a representative on site and submitted to our accounting department on your behalf. Invoices are paid by Stock Foundry Images within thirty (30) business days. If you are unaccustomed to this procedure, we will supply you with an invoice blank on set. Please note, you are solely responsible for collecting any taxes that may be owed as part of a requirement to work in your jurisdiction.

Do I receive copies of the images?

If you wish to receive a CD or DVD containing high-resolution copies of the images featuring your likeness, you may request this as part of your compensation arrangement or by paying a small shipping and handling fee to Stock Foundry at a later date. If you agree to this arrangement, you will be provided with a limited end user license that allows you to display these images as part of your personal portfolio only.

Am I restricted from working for other photographers or stock photo publishers?

Nothing in our working agreement with you prohibits you from working with other photographers or stock photo publishers. In fact, we encourage you to leverage your experience working with us to find additional work for yourself, and are happy to serve as a reference for you in most instances.

Day of the Shoot

Prior to the shoot, the creative director or photographer will provide you with detailed instructions on where and when to meet. Please be on time (or if possible, show up a few minutes earlier). This gives us a chance to get acquainted, complete paperwork and answer any questions you might have. If for any reason, you are going to be late or are unexpectedly prevented from attending, please contact us by phone (cell phone) to let us know.

On the day of the shoot, try not to be nervous. Our shoots are very informal and usually a lot of fun. Feel free to ask questions throughout the shoot, and if you have suggestions, by all means bring them to our attention. Stock photo shoots are a creative and collaborative process where everybody's input is always welcome and appreciated.

In the Event of Postponement

If conditions preclude the likelihood of a successful shoot, such as rain, please check with the creative director or photographer to see if the shoot is still on. If it looks unlikely a shoot can take place, we will endeavor to get in touch with you, so please do not assume a shoot has been automatically cancelled without confirmation. If we are unable to shoot on the date planned, we will usually try and reschedule the shoot as soon as possible.

Any extra questions? Please email info@stockfoundry.com