



21ST ANNUAL STOCK VISUAL SURVEY

# MORE IS MORE

FOR CREATIVES

BY GORDON KAYE

# MORE platforms



The demand for stock imagery, traditionally driven by print design, is now also being propelled by new platforms like websites and mobile phones. Indeed, more than half of the survey respondents say they have used stock images — stills or footage — for web and interactive purposes. That raises many questions, but for this survey’s purposes we were especially curious as to whether it will affect the the level of quality that creatives might seek in stock images. The consensus: the creative and production quality of stock images will not (or, at least, should not) be compromised appreciably. This is especially true when the aforementioned stock visuals are utilized, as is so often the case, across multiple media.

## HERE ARE SEVERAL REPRESENTATIVE COMMENTS:

The demand for stock images on new platforms will continue to rise. Creatives will still be interested in getting high quality images that tie in well to the concept and message. The new platforms should be considered when shooting photography. Composition will be effected.

— Julie Showers, Vanguard, Valley Forge PA

The quality of images will always be important. We do see an increase in the amount of stock being used on websites. Since we are dealing with low-resolution, 72 dpi images, it would be nice to see prices reduced to reflect that.

— Albert Oh, Gimga Group, Washington DC

New platforms are on the rise. However, I believe that the demand for high quality images will only continue to grow.

— Russ Gazzara, Gekko Group, West Chester PA

We love CD collections and rarely, if ever, use rights managed stock. It must be easy to find, easy to acquire and reusable. In today’s do-more-with-less workplace, we have neither the time nor the budget for anything else.

— Jennifer Flocco, Amtek, Paoli PA

New platforms are becoming more important. As for image quality, I certainly hope it will not diminish! Images carry so much weight in most projects. A poor image can easily mean a poor design.

— Patrick King, Imaginedesign, Fairfax VA

Since we foresee much of our artwork crossing from one medium to another, there will most often be a need for higher quality images.

— Dan Stebbings, Fresh Oil, Pawtucket RI

I see stock photography being used in new media. However, image quality had better not sway towards faster and cheaper. The more dynamic, the more effective.

— Tyler Honey, Capital Blue Cross Vigor, Harrisburg VA

**DO YOU USE STOCK FOR WEB OR INTERACTIVE DESIGN?**

**57% YES**