
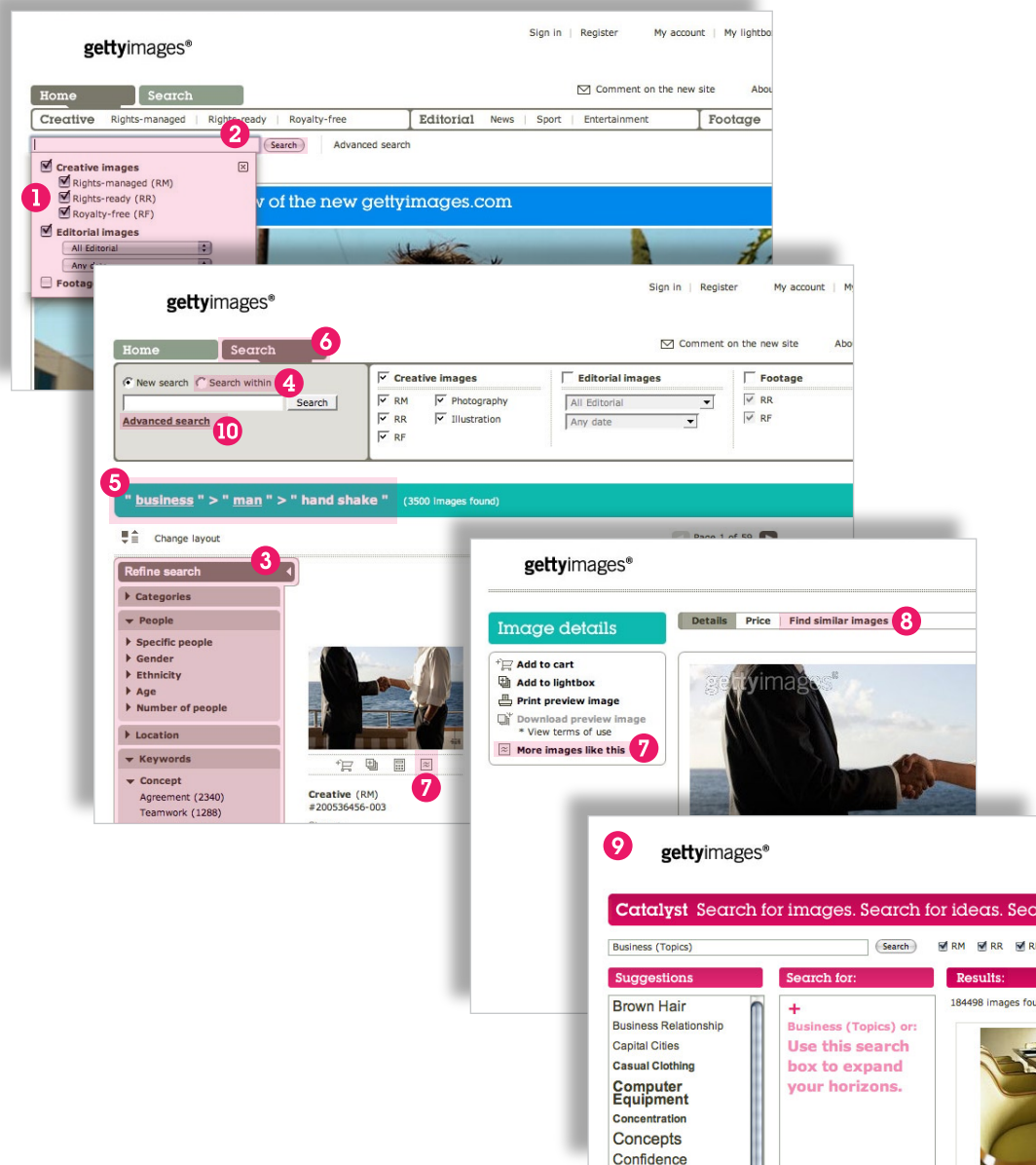


- 1 Click the search box and select the following:
Creative images – for the kind of conceptual shots used in advertising and marketing communications.
 And/or **Editorial images** – for award-winning news, sports and entertainment images.
 Or **Footage** – for high-definition and broadcast-quality footage clips.
- 2 Enter descriptive terms (e.g., business, dog) or concepts (e.g., brainstorming, friendship), and click **Search**. For editorial images, use the kind of words that might appear in a photo caption.
- 3 **Refine search** provides prompts and keywords to focus your current results.
- 4 Use **Search within** when you already know what search terms will help focus your current results.
- 5 Click a word in the **search path** to backtrack to a previous list of results.
- 6 The **Search** tab takes you back to your latest search results from anywhere else on the site.
- 7 Use **More images like this**  to find images that share themes and keywords.
- 8 **Find similar images** provides all the keywords for an image so you can better target your next search.
- 9 Get inspired with **Catalyst** – an interactive tool that suggests additional concepts and keywords.
- 10 Use **Advanced search** filters to increase accuracy. For example, select *specific people* for your Editorial search, *high definition* for Footage, or choose to search within specific collections.



In the search box, type one or more specific, descriptive terms or concepts, and click Search.

Make your search more specific by using multiple terms – if you're looking for people in a meeting, try "business meeting" rather than only "business" or only "meeting." Also, try broad subjects or concepts such as "brainstorming."

For Editorial images, use the kind of words that might appear in a photo caption.

Combining keywords (Boolean searching)

Use	For example	To find images ...
Space (same as AND, &, or comma)	cats dogs	With both cats and dogs
OR	cats OR dogs	With either cats or dogs
NOT	cats NOT dogs	With only cats

Troubleshooting

Issue	Do this
Too few results	Make sure you have the correct content types selected. Then, click More images like this , backtrack on your search path or try Catalyst .
Too many results	Use Refine search prompts and keywords, select Search within and enter a different term, or use Find similar images to get keywords for a more targeted search.
Start over	Click New search .
Get inspiration	Try Catalyst for keyword and concept suggestions.
Lost on the site	Use the Search tab to get back to your latest search results.

Useful Keywords

A sample of terms that can get you what you want:

	Use	To find images ...
Creative	nobody cutout looking at camera scenic multi ethnic group studio shot copy space background real people	Without people That are easy to outline or silhouette With eye contact from the model Where landscapes are the main focus That show diversity Shot in a studio environment That have room for text or other images That can be used behind text or other images Of people that don't look like models
Editorial	Press Conference Election A sport or event name A celebrity name Film Premiere plus the name of a film Awards Ceremonies general view *	Of public figures at press gatherings Of elections around the world. Combine with country or names to get more specific. Of that sport or event (e.g., tennis, Wimbledon). Of that celebrity (e.g., David Beckham, Paris Hilton). Of stars of the film and other celebrities attending. Covering everything from the red carpet to after-parties. Showing a wide-angle view of a stadium or arena, or action from a wider perspective. When you're not sure how to spell a search term (e.g., "Arnold Schw*").
	Use	To find clips ...
Footage	thirty seconds or greater audio available aerial slow motion real time time lapse / day to night / night to day panning / swish pan tilt up / tilt down zoom in / zoom out handheld moving process plate Other industry-standard terms	Longer than thirty seconds With audio on the master Clips taken from helicopters, airplanes and remote devices Shot in slow motion Shot in real time That appear to make time go faster With camera movement left/right With camera movement up/down That zoom in and out Taken from a handheld camera For green-screen compositing (often a view from a moving vehicle) That relate to those terms