



gettyimages®

# Getty Images Search Guide



How to find the best content for your project



2019

▶ Getting started

▶ Search results

▶ Refining results

▶ Picking your image

▶ Boards

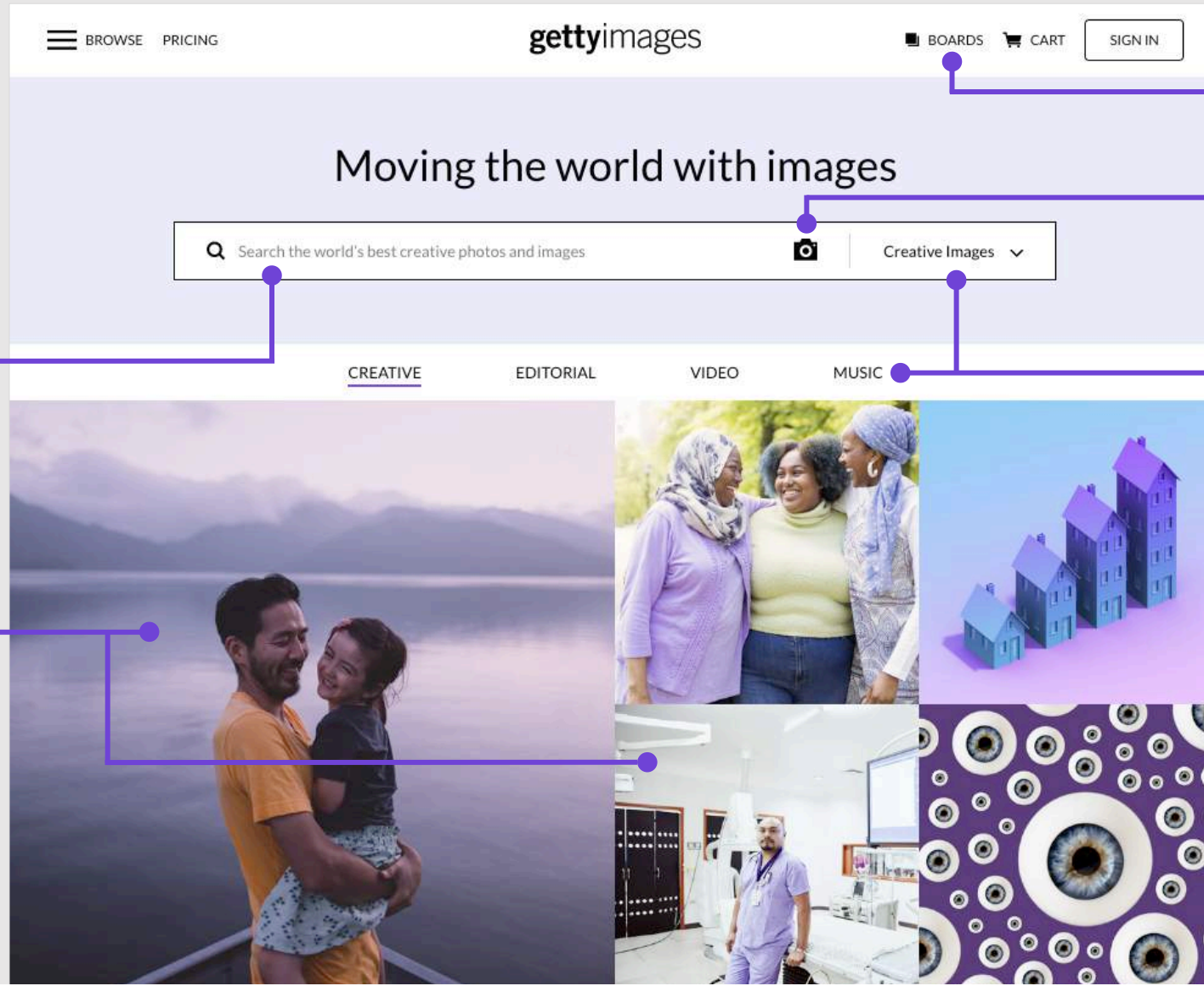
▶ Creative content

▶ Editorial content

# Getting started

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Begin your search on the homepage for creative content, editorial coverage, and videos.



Enter keywords describing the content you need

Find inspiration for your searches by exploring the latest visual trends and discovering curated imagery on our homepage

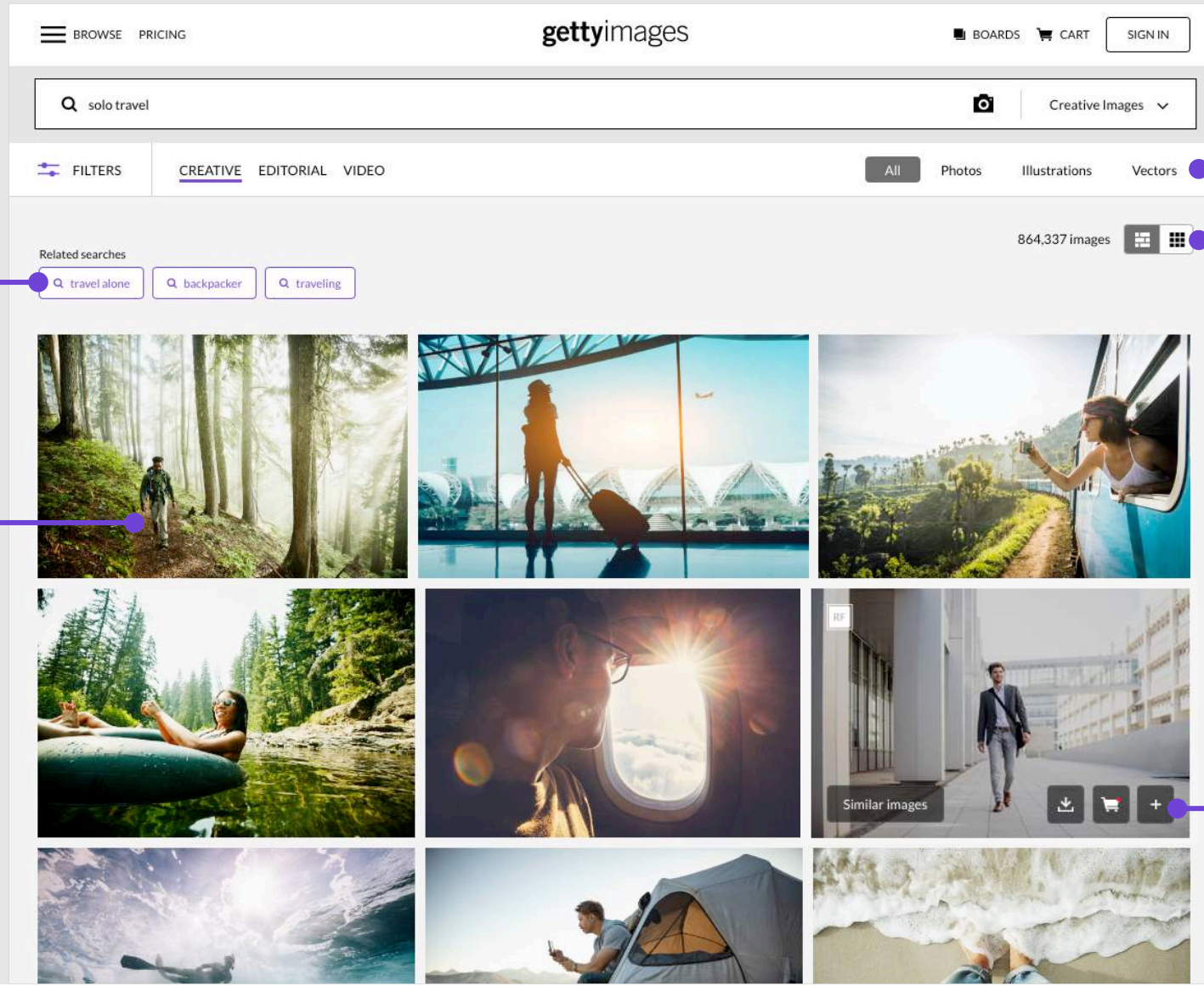
Create, edit, and manage Boards, which allow you to save, organize, and share content that you find in your searches

Use Search by Image to upload a photo, to find a pre-existing asset, or find visually similar content

Select from the Creative, Editorial, Video, or Music tab, or use the dropdown menu to be more specific in your search

# Explore search results

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Related searches show popular results similar to yours

Click image to view a larger size and see all details

See all results or filter for Photos, Illustrations, or Vectors

Choose a different display style when viewing search results

Hover to show actions: save to Board, add to cart, or view similar images



# Refining your results

Focus your results on content that fits your specific needs.

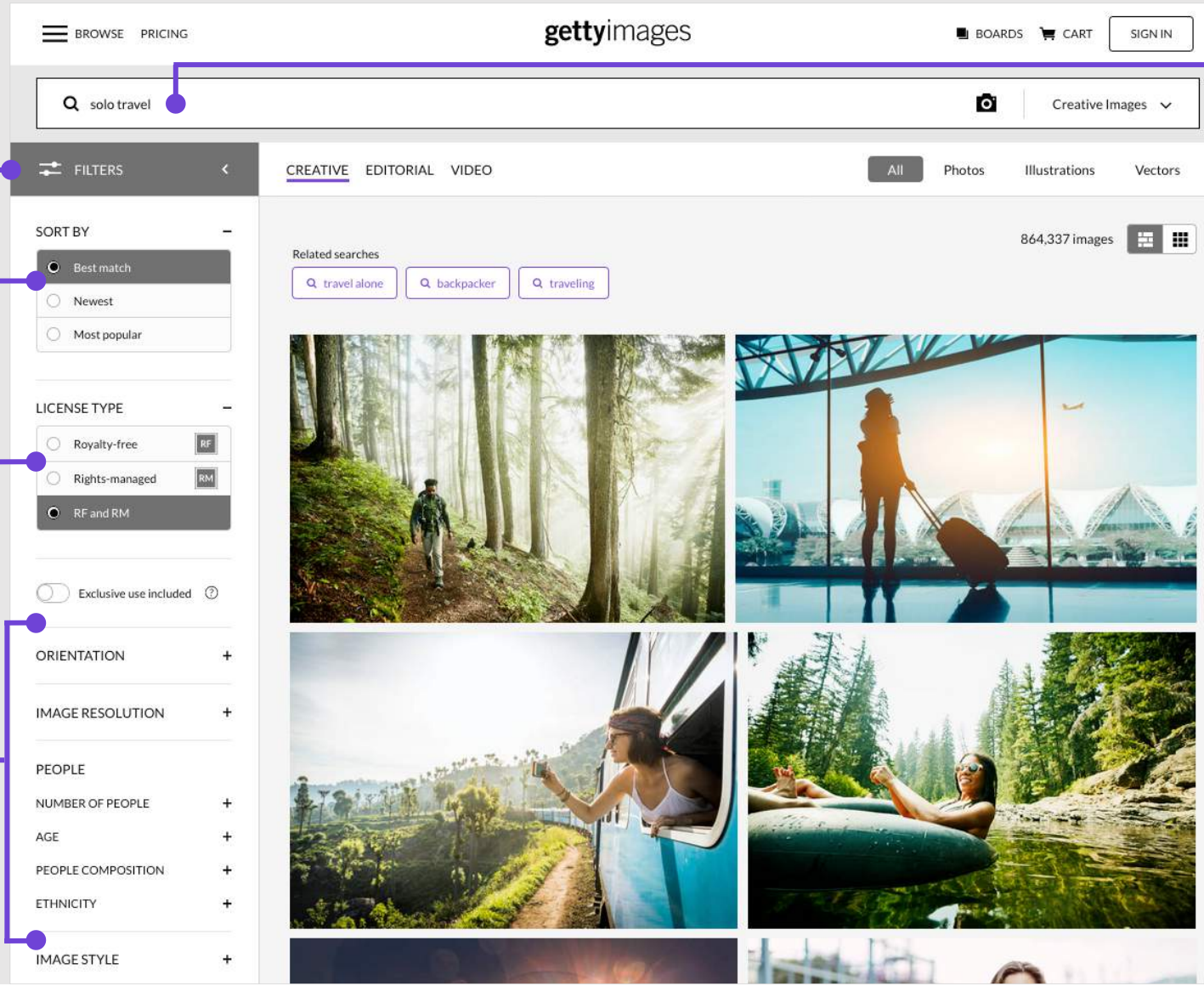
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Open the filters panel here to explore all the ways you can refine your results

Sort by Best match, Newest, and Most popular to serve up the most relevant content

Select the ideal license type for your next project

Filter by orientation, resolution, number of people, age, ethnicity, color, and more



Add or remove keywords to search within and refine your results

# Filtering creative results

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The image shows a screenshot of the Getty Images search filters interface. It is organized into several sections:

- FILTERS** (Header)
- SORT BY**: Radio buttons for Best match (selected), Newest, and Most popular.
- LICENSE TYPE**: Radio buttons for Royalty-free (RF), Rights-managed (RM), and RF and RM (selected). There are also small RF and RM icons next to the first two options.
- Exclusive use included**: A toggle switch (currently off) with a help icon.
- ORIENTATION**: Buttons for Vertical, Horizontal, Square, and Panoramic h... (partially visible).
- IMAGE RESOLUTION**: Radio buttons for All (selected), 12 MP and larger, 16 MP and larger, and 21 MP and larger.
- PEOPLE**:
  - NUMBER OF PEOPLE**: Buttons for No people, One person, Two people, and Group of peo... (partially visible).
  - AGE**: Buttons for Baby, Child, Teenager, Young adult, Adult, Adults only, Mature adult, and Senior adult.
  - PEOPLE COMPOSITION**: Buttons for Head shot, Waist up, Three quarte..., Full length, Looking at ca..., and Candid.
  - ETHNICITY**: Buttons for East Asian, Southeast A..., South Asian, Black, Hispanic/Lat..., Caucasian, Middle Easte..., and Native Amer... (partially visible).
- IMAGE STYLE**: Buttons for Abstract, Portrait, Close-up, Sparse, Cut out, Full frame, Copy space, Macro, and Still life.
- COLOR**: A color wheel picker, a slider, and a # HEX input field with a color selection icon.
- LOCATIONS**: Buttons for USA, Europe, Asia, Spain, Serbia, and Italy. A link "See more locations >" is at the bottom.

## Types of creative search filters:

- Best match, Newest, or Most popular
- License type\*
- Orientation
- Image resolution
- Number of people
- Age of people
- Composition of people
- Ethnicity
- Image style
- Color picker or enter your own Hex color
- Locations in the current results

## Creative video filters

- Video resolution: 4K, HD, SD
- Date range
- License type\*
- Frame rate
- Released for commercial use
- Film technique and viewpoint

### \*License type

**Royalty-free (RF):** Refers to purchased content that can be used without restriction—within the terms of your license.

**Rights-managed (RM):** Refers to a license where you only pay for the exact use specified, providing you a degree of exclusivity and control of your chosen image for the duration of your project.

# Picking your image

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Open the details page for any image or video to see pricing, similar images, related keywords, and more.

The screenshot shows the Getty Images details page for a photograph of a man hiking on a forest trail. The main image is a man in a green jacket and backpack walking on a dirt path through a misty forest. Below the image are buttons for 'Embed', 'Comp', and 'Save to Board'. To the right, the 'PURCHASE A LICENSE' section shows a table of license options: Extra small (\$50.00), Small (\$175.00), Medium (\$375.00), and Large (\$499.00). The Large license is selected, showing dimensions of 5500 x 3667 px. Below the table, the price is listed as \$499.00 USD, with a button 'GET THIS IMAGE FOR \$450' and an 'ADD TO CART' button. The 'DETAILS' section on the right lists the credit as Thomas Barwick, Creative ID as 1056062042, License type as Royalty-free, Collection as DigitalVision, Location as WA, United States, and Release info as Model released. Below the main image, there are sections for 'SAME SERIES' and 'Similar images'. At the bottom, there are several keyword tags: Outdoors, Enjoyment, Washington State, African Ethnicity, Lifestyles, One Person, Dirt Road, Forest, Hiking, Vacations, Ethereal, Footpath, Healthy Lifestyle, Dedication, Growth, Individuality, Morning, Motivation, Off The Beaten Path, Similarity, Transcendence, Adventure, Adults, Adults Only, and Adventure.

PURCHASE A LICENSE	
<input type="radio"/> Extra small	\$50.00
<input type="radio"/> Small	\$175.00
<input type="radio"/> Medium	\$375.00
<input checked="" type="radio"/> Large	\$499.00

5500 x 3667 px (18.33 x 12.22 in)  
300 dpi | 20.2 MP

\$499.00 USD

GET THIS IMAGE FOR \$450

ADD TO CART

DETAILS

Credit: Thomas Barwick  
Creative ID: 1056062042  
License type: Royalty-free  
Collection: DigitalVision  
Location: WA, United States  
Release info: Model released

SAME SERIES  
View all >

Similar images  
View all >

Outdoors, Enjoyment, Washington State, African Ethnicity, Lifestyles, One Person, Dirt Road, Forest, Hiking, Vacations, Ethereal, Footpath, Healthy Lifestyle, Dedication, Growth, Individuality, Morning, Motivation, Off The Beaten Path, Similarity, Transcendence, Adventure, Adults, Adults Only, Adventure

View similar images and videos, or more from the same series, if available

Explore relevant keywords associated with the content

Choose size, add to cart, license, and download your asset

Use the Asset ID Number to quickly find your image again and to properly credit the asset



# Save images with Boards

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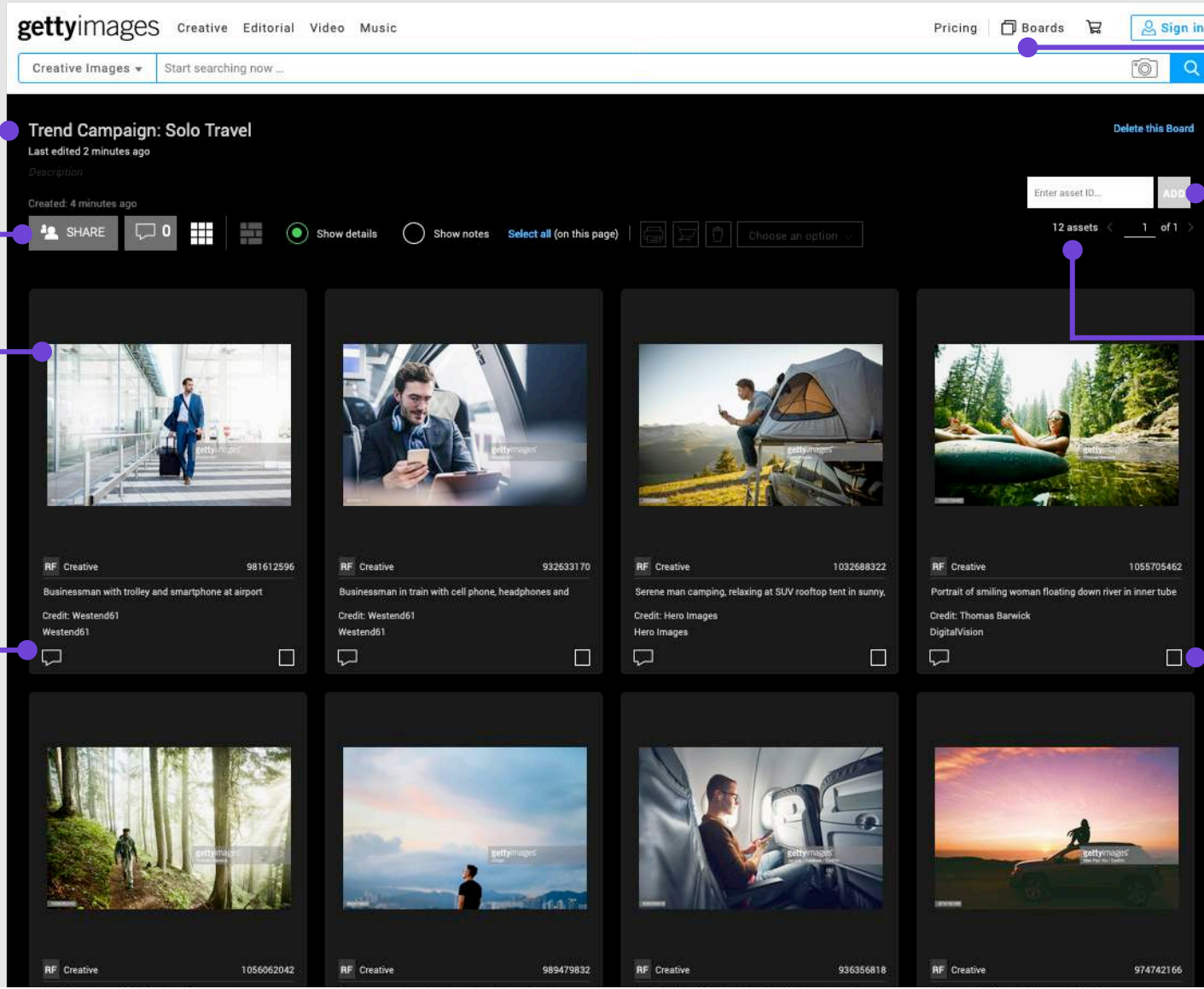
Collaborate with ease by saving content you love to Boards and sharing them with your team.

Edit the names of your Boards to better organize them, and edit the description as a reminder of why you've saved these images

Click this button to share your Boards with your team

Reorder the images on your Board by simply dragging and dropping content from one slot to another

Click on this icon to add comments about individual images on a Board



Hover over the Boards icon to create new Boards, or to view existing ones

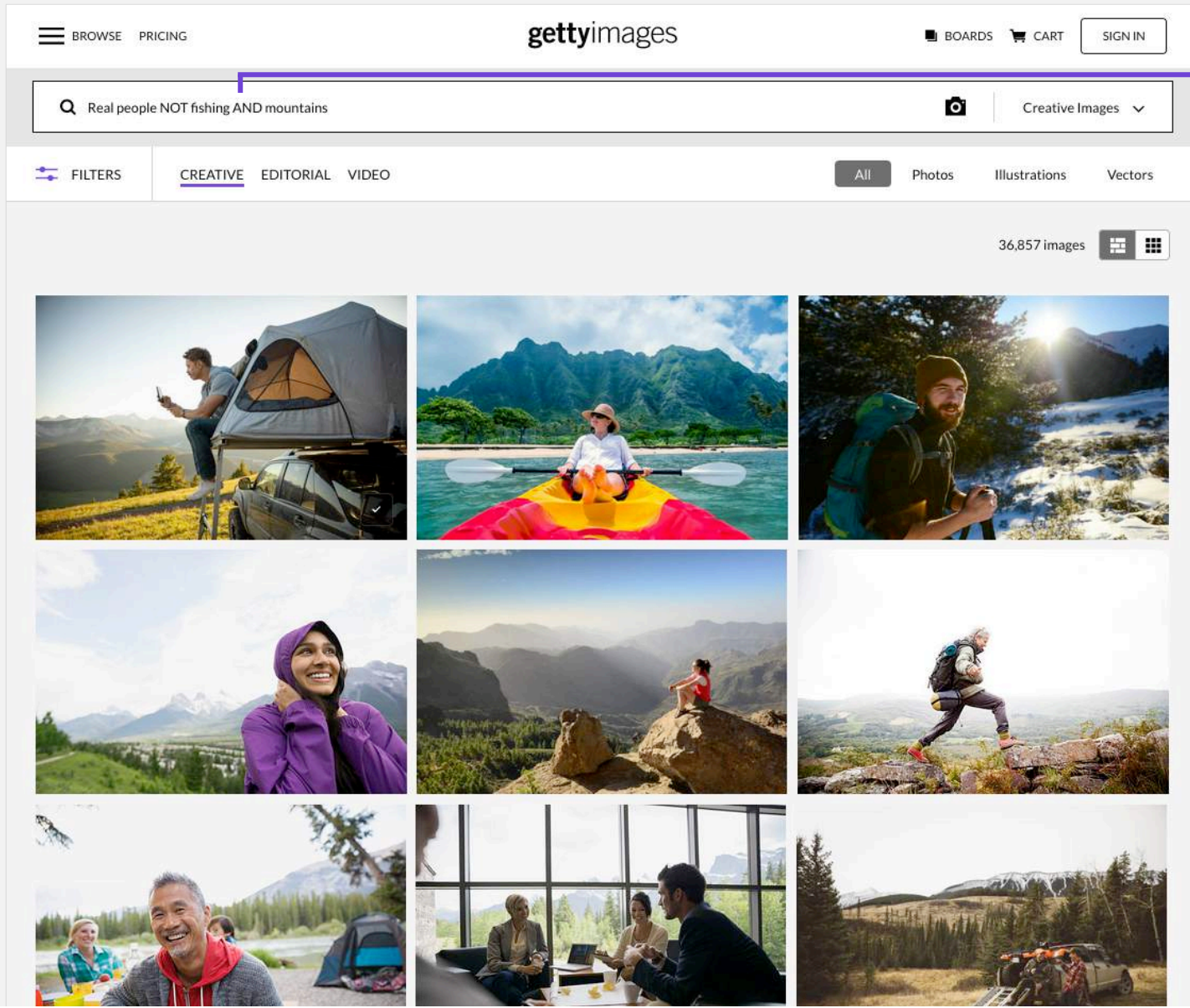
Add saved imagery from previous searches with an Asset ID Number

Double-click for a list of Asset ID Numbers of all the images on a Board

Click these boxes to select images to copy or move to other Boards, or to download your selected assets

# Creative search tips

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## Find what you need faster

Refine your search with these words:

- No / Not: exclude items with this keyword (Sky NO Clouds)
- Or: include either of the keywords (Sky Night OR Day)
- And / commas: whether you use "and", a comma, or a space between two terms, you'll get the same search results.  
(Sky AND Clouds = Sky Clouds = Sky, Clouds)

## Easily find similar images

Find images or videos with characteristics similar to the selected concept by exploring image tags and suggested similar images. Incorporate these tags into your search to serve up even more relevant imagery.

## Get curated results

After you type in your keywords, use the term *Bestpix* (for Editorial) and *Choicepix* (for Creative) to see our Editorial and Creative team's favorite images.

## Search by contributor and collection

Searching by photographer helps narrow down your search by helping you focus on content from the same set, series, models in use, and creative style. Search by collections to find similar styles within a collection across a breadth of photographers.

## Exclude images with nudity

By default, images with nudity are excluded from results. There is a setting in the filter panel to include or exclude this content.

## Bookmark your results

Easily return to any search results page by bookmarking it in your browser.



# Creative keyword inspiration

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Below is a sample of different types of keywords that are used to describe characteristics of creative content. Explore these keywords and look at keywords on images you like for more ideas.



## Style and composition

Abstract  
Retro styled  
Instagram filter  
Personal perspective  
Defocused  
Blurred motion  
Close-up  
Black and white  
Double exposure  
Lens flare  
Aerial view  
Wide angle



## Emotions and actions

Affectionate  
Shy  
Furious  
Worried  
Cheerful  
Bossy  
Sulking  
Running  
Swimming  
Cooking  
Dancing  
Drinking  
Sitting  
Reading



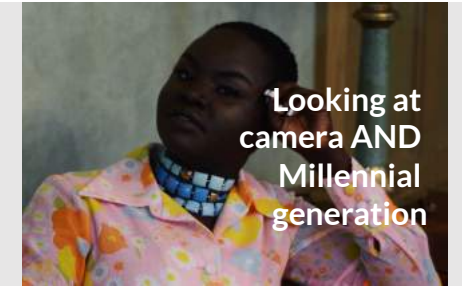
## Concepts

Innovation  
Exhilaration  
Friendship  
Happiness  
Humor  
Innocence  
Journey  
Leadership  
Mystery  
Nightlife  
Resourceful  
Mastery  
Serene  
Dreamy  
Simplicity  
Zen



## Setting and location

Outdoors  
Bedroom  
Sidewalk  
Chicago  
Hong Kong  
Dusk  
Night  
Morning  
Moody sky  
Scenery  
Illuminated  
Skyline  
Wedding  
Business office  
Restaurant  
Car interior



## Authentic or posed

Real people  
Candid  
Hipster  
Lean In Collection  
Indie  
Lifestyles  
Looking at camera  
Posed  
Studio shot  
Beautiful people  
Millennial generation  
Portrait

# Creative keywords

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Creative searches include professionally photographed and art-directed images, videos, and illustrations for use in commercial or non-commercial projects. Check out some creative keywords below to expand your search vocabulary.



Authentic



Real people



Diversity



Studio shot



Lifestyle



The Nosotros Collection



Project #ShowUs



Looking at camera



Instagram filter



Personal perspective



Copy space



The Disability Collection



Aerial view



Wide angle



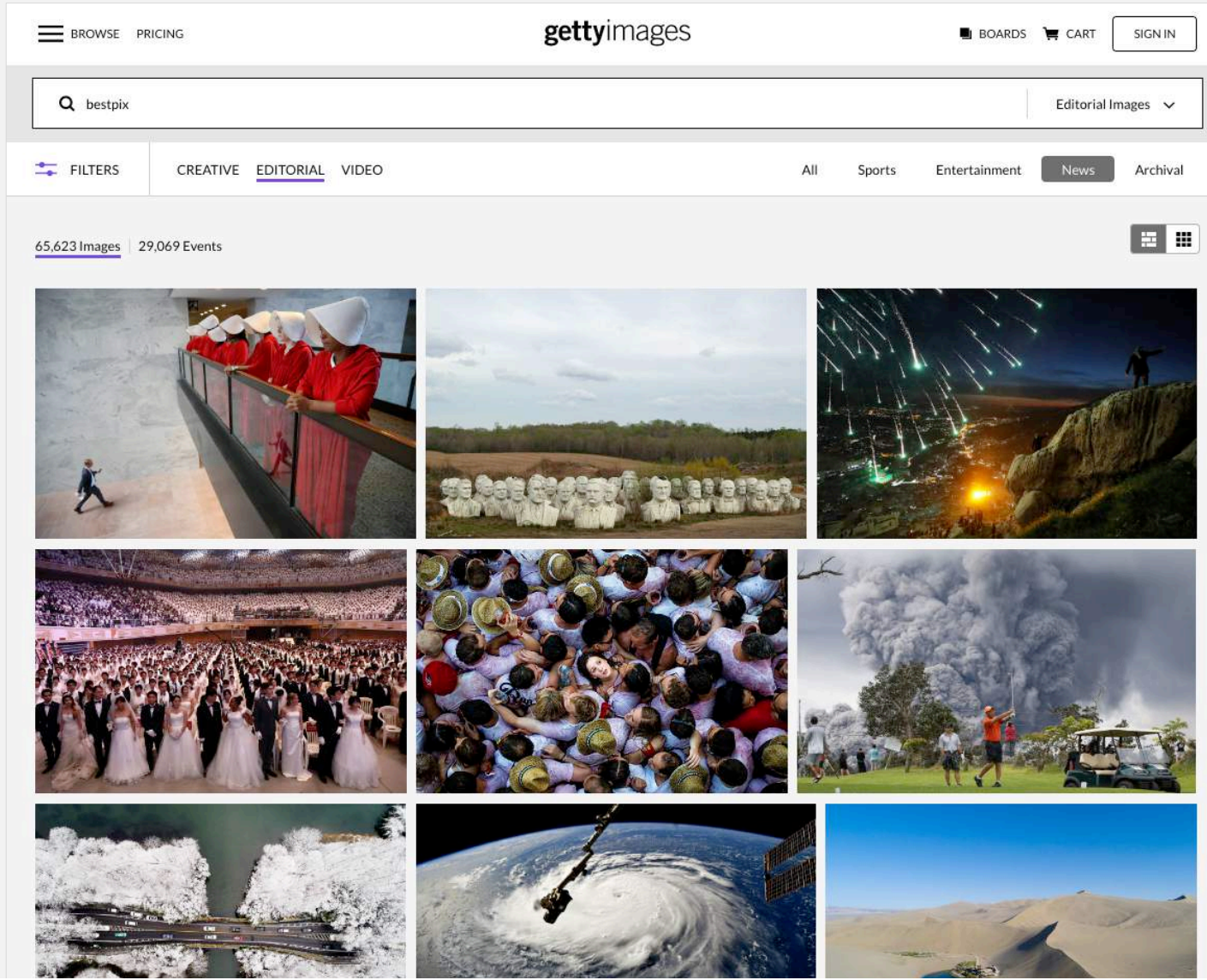
Blurred motion



# Editorial search tips

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Editorial search includes coverage of news, sports, entertainment, and archival images and videos.



## Organize your content by events

Discover photos from the latest news and event coverage. Click on Events on the top of your Editorial results page to arrange your search results by events.

## Explore relevant results

Our powerful search considers keywords, caption text, and credit details while populating results to get you closer to finding what you need.

## Refine your results

Editorial search provides contextual filters which allow you to refine the search based on the contents of the current results. These include:

- Locations
- Specific people
- Events covered

## Search by specific dates

When searching editorial, you can select a specific date range to include (see filters tab).

## Set editorial coverage category

Editorial searches can be targeted to a specific area, such as:

- News
- Entertainment
- Sports
- Archival: which is included in all results, but you can specifically search the archives by selecting this coverage area.

For the most complete results, search all of editorial to see content from all areas.

## Search by photographer, filmmaker, or collection

You can include a photographer, filmmaker, or collection name as part of your search.



# Editorial keywords

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Discover useful keywords to refine your editorial search results.



Celebrity sighting



Backstage



Election campaign



FIFA World Cup



In concert



Fashion show



Press conference



Royal family



Super Bowl



Formula One racing



Bestpix



Red carpet



Civil Rights



Women's Rights



World Series

