

PRODUCTION STILLS GUIDELINES

OVERALL - TALENT

- Posed shots - **facing camera, face visible**, centered in frame
- **Variety of distances - full body in frame, mid range, and up-close portraits**
 - For mid range and portraits, keep full shoulders/arms in frame
 - Full body shots should keep all appendages in frame
- **Action/candid** shots of talent interacting with equipment they use on the show, camera unaware
 - ex) using a wrench in a Motor show, using a net on a fishing show
- **Think creatively on angle, low angle looking up/high angle looking down, similar POV as footage captured for the show**
- **Solo and Group** – capture talent alone and with other key talent
- **Wardrobe** – consistent with what they wear on the show
- **Environment** – consistent with where the show is filmed
 - ex) in a garage, in a jungle, in an animal shelter
- **No crossed arms**
- Photos of host from behind are generally not usable
- Crew shots are not usable
- Keep talent clear of foreground objects, allowing clean view of body

FULL BODY



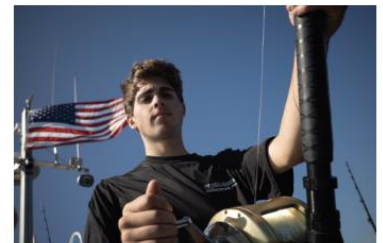
MID RANGE



ACTION / CANDID



INTERESTING ANGLE



GROUP



UP CLOSE PORTRAIT



OVERALL - LOCATION / OBJECTS

- Capture important settings to the show, inside and out
 - ex) outside view of a ship as well as onboard, exterior and interior of a garage
- Wide shots that have a lot of room on the sides. **No people in frame.**
- **Location plates of geography** in the episode
- Capture important objects to the show / episode – specific tools the cast uses, specific parts of a car that cannot be replicated because they are unique to the show, beauty shots of subject matter
 - ex) a car at multiple angles, the crab catching process
- If the show is restorative, capture before and afters – a homestead, a car, etc.
- **If the location is a structure, try to shoot as much of it in frame**
- **Shots with crew/cameras generally not usable**



DISCOVERY

- Motor programming - need shots of the cars, **keeping the entire vehicle in frame.**
 - Think **dramatic angles, working around the car in high and low angle**, similar to video captured in the show. No cropped off sections of car.

ANIMAL PLANET

- **Treat animals as talent – variety of angles and distances**
 - **Get on the animal's level. Get close and show their personality.**
- **Solo shots of animals as well as key talent interacting and posing with the animals**
- **Human talent should appear happy, natural, friendly. Talent should be smiling.**
- Human talent - please follow instructions per overall talent section



SCIENCE

- Capture shots of the subject matter of each episode – robotic arms, mega ships, mysterious warehouses, etc. **Keep as much in frame as possible.**
- **Macro and micro shots – a shot of a massive machine in full, as well as the small bolt that holds the machine together**
- If size matters, include an object in frame to show scale.
- If show involves CGI, please provide stills of the building / structures that cannot be replicated with photography
- If hosted, please follow instructions per overall talent section



IMAGE QUALITY

- Images must be high resolution jpegs captured with an 8 megapixel or higher SLR camera
- Image resolution must be at least 300 dpi
- Image file size must be a minimum 2700 pixels on the shortest side.
- All images must include required metadata
- **NO SMARTPHONE PHOTOS OR SCREENGABS OF FOOTAGE**