

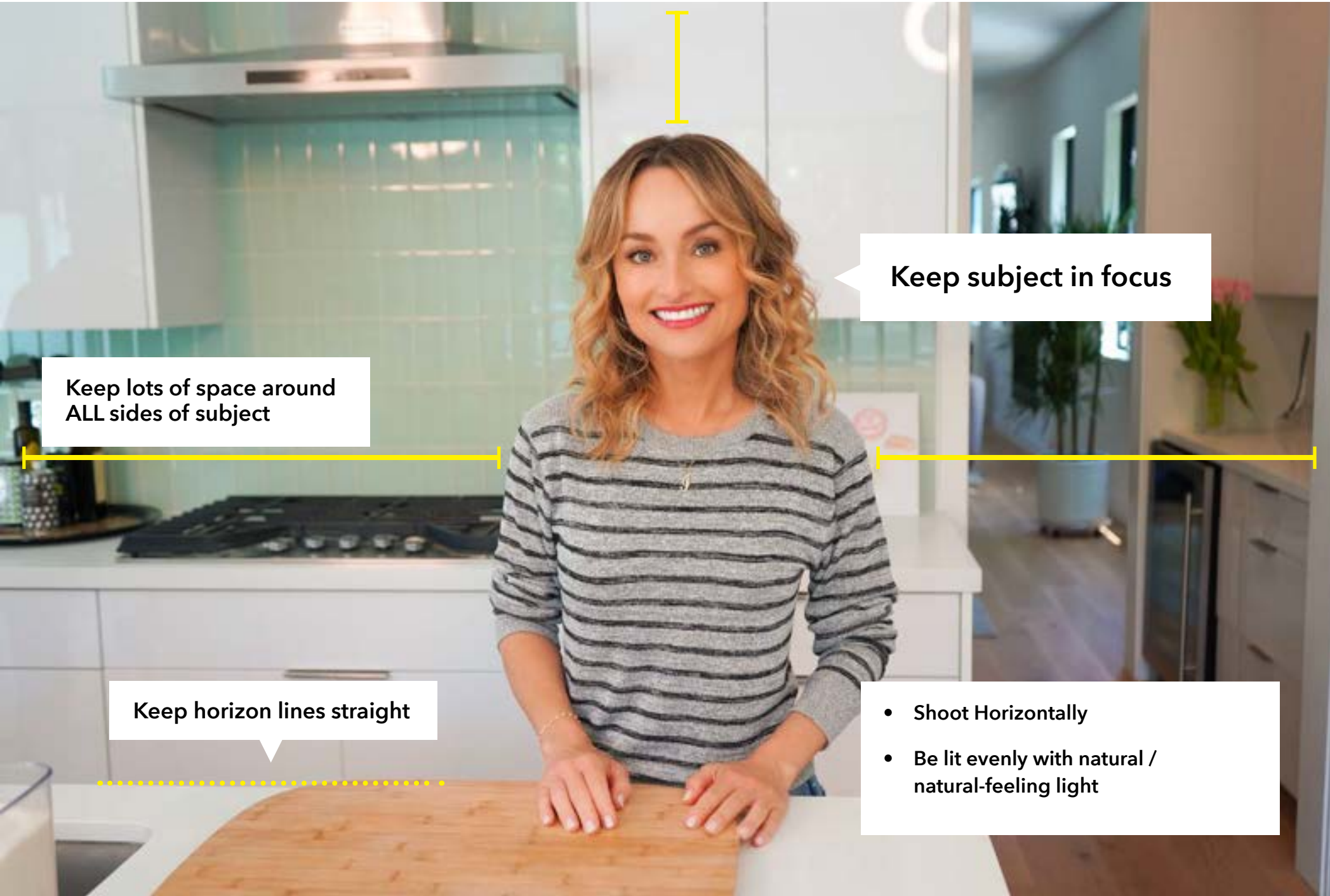
**Food Network  
& Cooking Channel**

# **Still Photo Deliverable Requirements**

*Updated December 2023*

# POSED PORTRAITS Photography Guide

Solo and group shots of hosts and/or guests smiling looking to-camera.



Keep lots of space around ALL sides of subject

Keep subject in focus

Keep horizon lines straight

- Shoot Horizontally
- Be lit evenly with natural / natural-feeling light

**Examples** **POSED PORTRAITS** Solo and group shots of hosts and/or guests smiling looking to-camera.





# EPISODIC / CANDID Photography Guide

Action shots of hosts during filming, interacting with guests, etc. following the action of the show.



Keep subject in focus

Keep lots of space around  
ALL sides of subject

- Shoot Horizontally
- Be framed similar to show camera - shoot next to camera, or step in and recreate scene during stop-downs



**Examples** **EPISODIC & CANDID** Action shots of hosts during filming, interacting with guests, etc. following the action of the show.





## Examples **FOOD BEAUTIES** Shots of each final finished dish.



### Overhead

- » **Great angle for:** pasta, soup, sliced toast, platters and recipes styled in a casserole dish
- » Good for tablescapes
- » Showcases the texture/shape, elements and ingredients within a dish

### 3/4

- » **Great angle for:** desserts (ex. cakes, pies, cookie stack), burgers, shallow plated bowls, salads, etc.
- » Allows us to see ingredients
- » Allows for us to see the front of the surface and sides of bowls/plates
- » Aprox 30- 45 - degree angle

### Head-On

- » **Great angle for:** tall, layered or stacked foods ( ex. parfaits, pancakes, waffles, burger, sandwiches, breads, etc.)
- » Emphasizes height
- » Highlights a dishes layers and details
- » Shallow depth of field with focus on the recipe in the foreground



- Neutral backgrounds are best
- NO Wide Angle
- Leave some space around the final dish
- Horizontal & Vertical preferred for each dish
- Minimal props to support the final recipe and ingredients
- Natural Diffused light is best

**Examples**    **ENVIRONMENT**    Shots of the location, interior/exterior, without any cast/crew in them.





**Examples**

**BEHIND THE SCENES**

Funny, unique, and engaging moments with the Talent and/or Guest.





## Delivery Specs

### **CAMERA**

Professional SLR camera is required - set to the highest quality, lowest compression, and highest resolution.

### **FORMAT**

- JPG format only: minimum of 4000 pixels on the shorter side. Do not upsize.
- No frame grabs or cell phone photos. Hi-def video exports will be accepted in certain circumstances.

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## Editing and Post Processing

Narrow down images to the best 30-40 selects.

- Adjust exposure and color balance.
- Square up lines, rotate, and/or crop as needed
- Process out only JPGs renamed in consecutive order according to time / scene shot.

## Required Metadata / Photo Caption Log

Image uploads must be accompanied by a *Photo Caption Log (PCL)*, which can be found on Producer's Portal.

- File name and caption description are required for each image in the photo caption log. Adding Keywords is optional.
- Only add information to File Name, Description, and Keyword columns. Do not add information to any other columns.

- Images and photo caption log should be included in a single zip file, with no sub-directories
- Filenames in photo caption log should match exactly the image file names, including file extension
- Number of images in zip file and number of records in photo caption log should match
- Avoid special characters in the file names

### **DESCRIPTION / CAPTION EXAMPLES**

The description is *one single complete sentence* ending with a *comma* followed by "as seen on Show Title, Season Number." Identify every person in frame with their FIRST AND LAST NAMES. Use the following examples as a template:

Host Tyler Florence, as seen on The Great Food Truck Race, season 14.

Host Roger Mooking posed outside of Georgia Pig's firebox , as seen on Man Fire Food, Season 4.

Exterior of Lucky Sevens, as seen on Restaurant Impossible, season 18.

Contestant Rosa Smith's round 1 dish, Rosemary Blondies, as seen on Chopped, Season 50.

Host Guy Fieri and guest judge Alex Guarnaschelli taste Chef Barnes Shrimp Scampi dish, as seen on Tournament of Champions, Season 2.

*The following must be called out in the description whenever applicable:* Talent full name(s), guest's full name(s), contestant's full name(s), completed dish name(s)

Email [Production\\_Ops@discovery.com](mailto:Production_Ops@discovery.com) for any issues or questions submitting to Producer's Portal.

# D+ SAFETIES

For talent

## Safeties for Talent:

Keeping images with lots of space in each side and adding props around helps with the strict safeties for D+ templates as well as different Banners.

