

HGTV

Still Photo Deliverable Requirements

December 2023

PRODUCTION STILLS PROMOTE SHOWS

Press, Show Art, Digital Advertising, Social Media, On-Air Promotions, & HGTV.com

People **press pickup**

'Home Town Takeover' Season 2 Is Heading to Fort Morgan, Colorado – with Two New HGTV Hosts



PHOTO: HGTV

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HGTV

streaming platform banner

Featured

show art

Fixer to Fabulous No Demo Reno Celebrity IOU Ugliest House in HGTV Dream Home Good Bones Property Brothers: Forever Home You Live in What?

New Episodes

episode thumbnail

Property Brothers: Forever Home S7 E10 New Generation New Design
Fixer to Fabulous S4 E6 Family Farmhouse Restoration
Celebrity IOU S5 E8 Drew Barrymore's Reno Surpri...
HGTV Dream Home S2023 E1 HGTV Dream Home 2023
Ugliest House in America S3 E1 The Ugliest of the North

POSED PORTRAITS Photography Guide

Solo and group shots of hosts smiling, looking to-camera.

Keep lots of space around ALL sides of subject

Keep subject in focus

Shoot horizontally with natural, even lighting

Shoot full-length and $\frac{3}{4}$ length options



Examples POSED PORTRAITS Solo and group shots of hosts smiling, looking to-camera. Mid-reno & final spaces.



WORKING SHOTS Photography Guide

Action shots of hosts during filming, showcasing their most **interesting** work.

Shoot full-length and medium options

Keep lots of space around
ALL sides of subject

Frame shot next to video camera or
recreate scene during stop-downs

Shoot horizontally with natural,
even lighting

All talent in focus with eyes clearly visible



Examples **WORKING SHOTS** Action shots of hosts during filming, showcasing their most interesting work.



BEFORE & AFTER Photography Guide

Shoot wide from multiple, matching angles. NO people in frame.

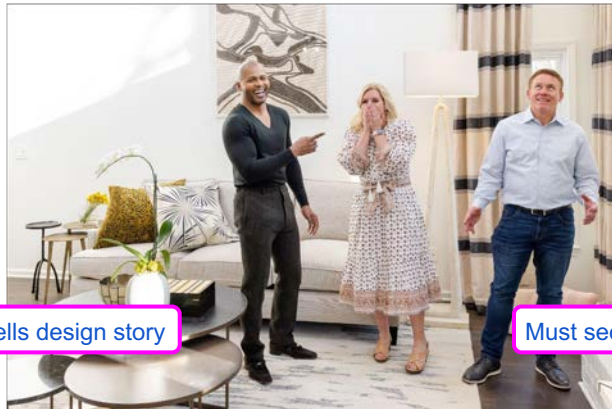
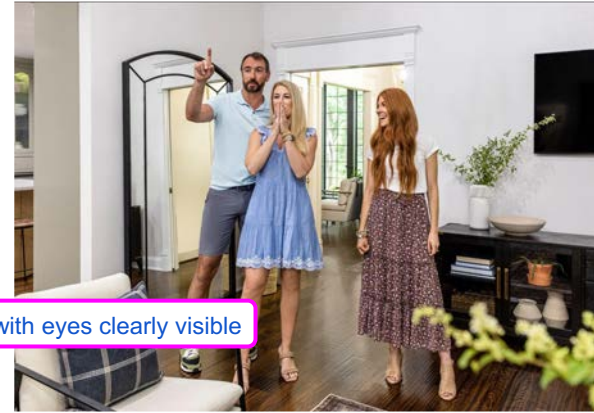
INTERIOR: Wide shot from center of room and multiple angles



EXTERIOR: Front and back of house (only if exterior is renovated)



Examples **BIG REVEAL** Revealing renovated and/or designed spaces to homeowners.



Examples **CANDID Shots** Personable, unique, and engaging Talent moments.



DELIVERY

SHOOT INSTRUCTIONS

- Shoot/deliver all shot types
- Shoot horizontal & vertical options
- NO eye-obscuring masks, hats, or sunglasses on talent

IMAGE SPECS

- Photos taken with an DSLR camera
- No phone pics, frame grabs or stock photos
- Avoid motion blur
- Use max resolution & do not resize
- Minimum 4000 pixels on shortest side

FORMAT

- JPG format only at the highest resolution possible, NO compression

EDITING and POST PROCESSING

NARROW down images to the BEST SELECTS

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

NAME THE FILES

- **Example: EUDV201_Portait_Allison_Victoria_0001**

Each filename begins with the **4-character showcode** and **Episode #**, an **underscore**, a **short description of what the image is including Talent Name**, then an **underscore**, and a **4-digit file number**. The 4-digit file numbers must be in consecutive order (0001, 0002, 0003, 0004, etc.) upon final delivery.

Required Metadata/Photo Caption Log

COMPLETE THE PHOTO CAPTION LOG (PCL)

For each episode, complete a PCL. Listing the file names (*including file extension*) of all images delivering. You may deliver multiple batches of photos to an episode if necessary. Write a caption/image description for each individual image. Keywords are optional.

In each caption describe what we are seeing in the image, including:

- Names/titles of talent, homeowners, celebrity guests, etc.
- The description is one single complete sentence ending with a comma followed by "as seen on Show Title, Season Number."
- Describe the action by telling us what's happening and why
- Before pics, include
 - Name of the room or space (*i.e. kitchen, Jen's bedroom, Smith family back yard*)
 - What's wrong with the space (*i.e. kitchen too small for a family of 8*)
 - A number to match with an after shot (*i.e. before 1, before 14*)
- For after pics, include:
 - Name of the room or space (*i.e. kitchen, Jen's bedroom, Smith family back yard*)
 - What was done to improve the space and (*i.e. wall was removed to enlarge the small kitchen to better accommodate a family of 8*)
 - A number to match with a before shot (*i.e. after 1, after 14*)

DELIVERY INSTRUCTIONS

- For each episode, gather that episode's image files (*must be in jpg or jpeg format*) and the completed photo caption log and zip them together. You will have one zipped file for each episode.
- There should be no subdirectories for the images included in the zip file.
- Filenames on photo caption log (*including file extension*) should exactly match image filenames and are case sensitive.
- Number of images in zip file and number of records in photo caption log should match.
- Avoid special characters in the file names.
- File name (*including file extension*) and caption description is required for each image in the photo caption log. Keywords are optional.
- Upon successful processing you will receive the success email.
- In case of failed processing of the package, an email with a failed reason will be generated.
- If you encounter technical errors, please contact ContentSystemsSupport@discovery.com for support.