

# ID UNIT STILLS GUIDELINES

Production photos play a vital part in getting press and publicity for your program. Images should reflect the same high quality and creativity put into the program itself. We need great photography to promote the show.



## NUMBER OF IMAGES REQUIRED

FOR ONE-OFF PROGRAMS OR SPECIALS:

**Send a minimum of 60 images.**

FOR SERIES:

**Send a minimum of 30 images per episode.**

All stills delivered must be cleared for all such uses, pursuant to the terms of production agreement. If any still is being delivered with a restricted element (e.g., people, graphics, artwork, trademarks, locations, etc.), a rights waiver request for that element must be submitted to DCL. For images containing talent please clear photo approval with talent before delivery.

## FILE RESOLUTION

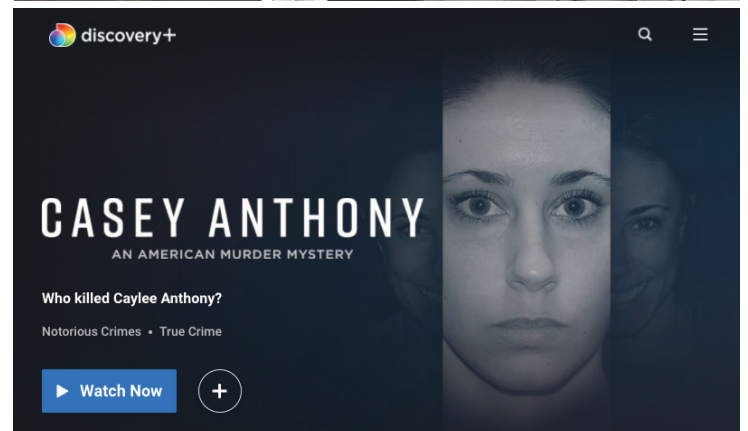
- Images must be high resolution jpegs captured with an 8 megapixel or higher SLR camera.
- Image resolution must be at least 300 dpi.
- Image file size must be a minimum 4000 pixels on the shortest side.
- All images should be pre-screened to include only the best of the best.
- All images including talent should be talent approved before delivery.
- Post-production is required for all selects. Please color correct, burn down highlights and square-up lines.
- All images must include required metadata.

## ARCHIVAL & NON COMMISSIONED IMAGES

If there are any archival OR licensed images that **CAN** be used for promotion of the series, please deliver with production stills. List them on the log and email their Discovery Acquired Release form or the correlating release documents to your Discovery contact.

We are looking for:

- Family Photos
- Victim Photos
- Liscensed Stock
- Newspaper Covers and Clippings
- Evidence or Artifacts (including autopsy paperwork)
- Mugshots and Headshots



## QUESTIONS OR CONCERNS CONTACT:

**MICHELE MARTUSCELLO**

Senior Brand Photo Manager

Phone: (631) 903-4256

Email: Michele\_Martuscello@discovery.com

## GENERAL RIGHTS

As outlined in your production agreement, any still photos taken for a DCL Commission will be fully owned by DCL and available for use to promote the program, network and DCL in all media worldwide, and to create ancillary products related to the program (such as home video packaging, merchandising and publishing), throughout the universe, in perpetuity. Any still photos taken for a Co-Production or Acquisition will be used, in accordance with the terms of your production agreement, to promote the program and/or network and/or DCL in all media worldwide, and to create ancillary products related to the program (such as home video packaging, merchandising and publishing) if permitted under your production agreement.

# ID UNIT STILLS GUIDELINES

From Discovery+, Facebook, iTunes, Amazon, press kits to show promos, the images shot during production should retain the same high quality and creativity put into the program itself. Unit stills are a powerful tool used for ID's websites, social media, press, marketing and promotional collateral.

## TALENT

- Talent alone, mix of close up, medium & full frame shots (center of frame works for these shots). Extreme angles — high or low.
- Talent to right of frame (horizontal) so that the designers can drop type/title to the left of the host.
- Talent together.
- Talent at location.
- Talent with locals/show guests.
- Talent investigating, examining artifacts, holding badge or issued/appropriate weapon, holding a notebook or notepad for an interview. Sitting at their desk or in their office.
- Please only deliver images talent has **APPROVED**.



## INTERVIEWS

- Interviewee looking at camera, please deliver multiple selects.



## LOCATION

- Images illustrating the building or geography of production location.
- Location details that relate to the crime or story.
- The town the crime or story takes place in, if



## SOCIAL

- Please be mindful to take some vertical shots of talent for social team to use on digital platforms such as Instagram stories.



## REENACTMENTS & RECREATED SCENES

- Images documenting subject matter that gives a sense of the story arc of the episode, including key and pivotal moments. Emphasis on suspense scenes that pertain to story or episode.

