

Still Image Management

Production Deliverables Best Practices



Technical Requirements

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.

WE WILL NOT ACCEPT PHOTOS THAT

- Have not been shot by your production company
- Have crew members / participants without signed releases
- Are out of focus, under or over exposed, or not framed properly
- Are video/frame grabs
- Contain irrelevant content to the production (avoid too many camera / crew)
- Are purchased stock images

Technical Requirements

EDITING

- Narrow down images to the best selects.
- Adjust exposure and color balance.
- Square up lines, rotate, and/or crop as needed
- Process out only JPGs with proper naming and metadata (below).

METADATA CAPTIONING

Apply metadata in Adobe Bridge, Lightroom, etc. Make sure to spell & punctuate correctly, and write the metadata exactly as provided below. All info below is required.

- CREATOR <Production Company Name>
- CREATOR JOB TITLE “Production Company”
- DESCRIPTION Specific description of photo, as seen on Show Name, Season #

Technical Requirements

- 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.
- Note that the Talent/Celebrity Name & approval status and Copyright fields must be completed
- 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

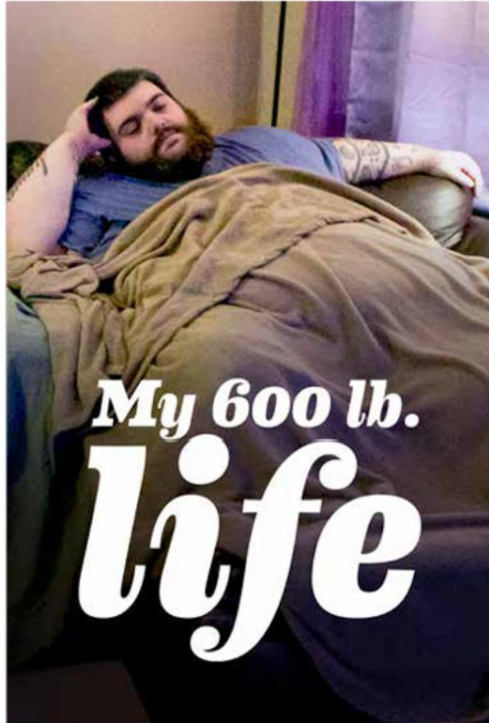
Email PMD_Deliverables_Team@discovery.com for any issues or questions submitting to Producer's Portal.

Where Can Production Stills Be Used?

- Press Releases
- Key Art
- App and digital platform thumbnails
- Social Media Posts

Key Art Made From Production Stills

BEFORE



Low resolution grainy still frame image

AFTER



Network provided a new image to rework design

Key Art Made From Production Stills



App Thumbnails

discovery+ Home Browse My List Search

GOLD RUSH

Hard-working gold miners risk their lives for a chance at striking it rich.


New Episodes Every Friday


TV-14


▶ Watch Now +


Episodes Extras About the Show You May Also Like


Season 12 ▾

- 

Ground War
S12 E1
- 

Battle of the Greenhorns
S12 E2
- 

Crash and Berm
S12 E3
- 

\$9 Million Mistake
S12 E4
- 

Crank It Up
S12 E5

App Thumbnails

The screenshot shows the Discovery+ app interface for the show 'Celebrity You Joyride'. At the top, the navigation bar includes the Discovery+ logo, 'Home', 'Browse', 'My List', and 'Search'. The main header features the show's logo and a large image of a car covered in a red cloth. Below the logo, the text reads: 'Celebrities show gratitude to deserving folks with custom car restorations.' and 'Cars & Trucks • Restoration & Repair'. A 'Watch Now' button and a plus sign icon are visible. The bottom section has tabs for 'Episodes', 'Extras', 'About the Show', and 'You May Also Like'. Five episode thumbnails are displayed, each with a title and season/episode number.

discovery+ Home Browse My List Search

CELEBRITY YOU JOYRIDE

Celebrities show gratitude to deserving folks with custom car restorations.

Cars & Trucks • Restoration & Repair

TV-PG

▶ Watch Now +

Episodes Extras About the Show You May Also Like

- I Love To Drive! I Love It
S1 E1
- All Belt, No Buckle
S1 E2
- This One's For You, Keanu!
S1 E3
- Loooow and Sloooow
S1 E4
- Including the Kitchen Sink
S1 E5

Top Tips For Effective Stills

Refer to Brand specific style guides available on the Producer's Portal

- 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 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
- Photos of host from behind are generally not usable
- **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**

Photography Coaching Services

Photo Coaching services are available! Our team of skilled producers and photographers have created photo training documents designed to help production companies achieve higher quality images.

If you would like to take coaching to the next step, we offer Coaching Consultations. Typically, a 30 minute call to review a handful of images captured during a production day. We will offer constructive feedback and recommendations based off the individual show/talent and desired image outcomes. We are happy to discuss a range of topics from light set-ups and image framing to equipment and camera settings. Jargon or laymen's terms!

Contact Us!

Questions about deliverables: Kay Mena; kay_mena@discovery.com

Request coaching services: Sarah Busby; sarah_busby@discovery.com

General Photography questions: Leslie Podrasky; leslie_podrasky@discovery.com