

PRODUCTION STILLS

GUIDELINES

LIFESTYLE & ENTERTAINMENT

PHOTO OPERATIONS EMEA



WHY ARE STILLS IMPORTANT?

Production photography generates
PUBLICITY FOR YOUR PROGRAMME

It's important that the production stills
you produce reflect the same
QUALITY and **CREATIVITY** you put into
programme production.

Images you provide are used for
marketing, press, digital PR, on-air
campaigns, EPG listings and
Discovery+ and other affiliate VOD
platforms, rights permitting they can
also be used for merchandising.

Please refer to this guide
throughout production.

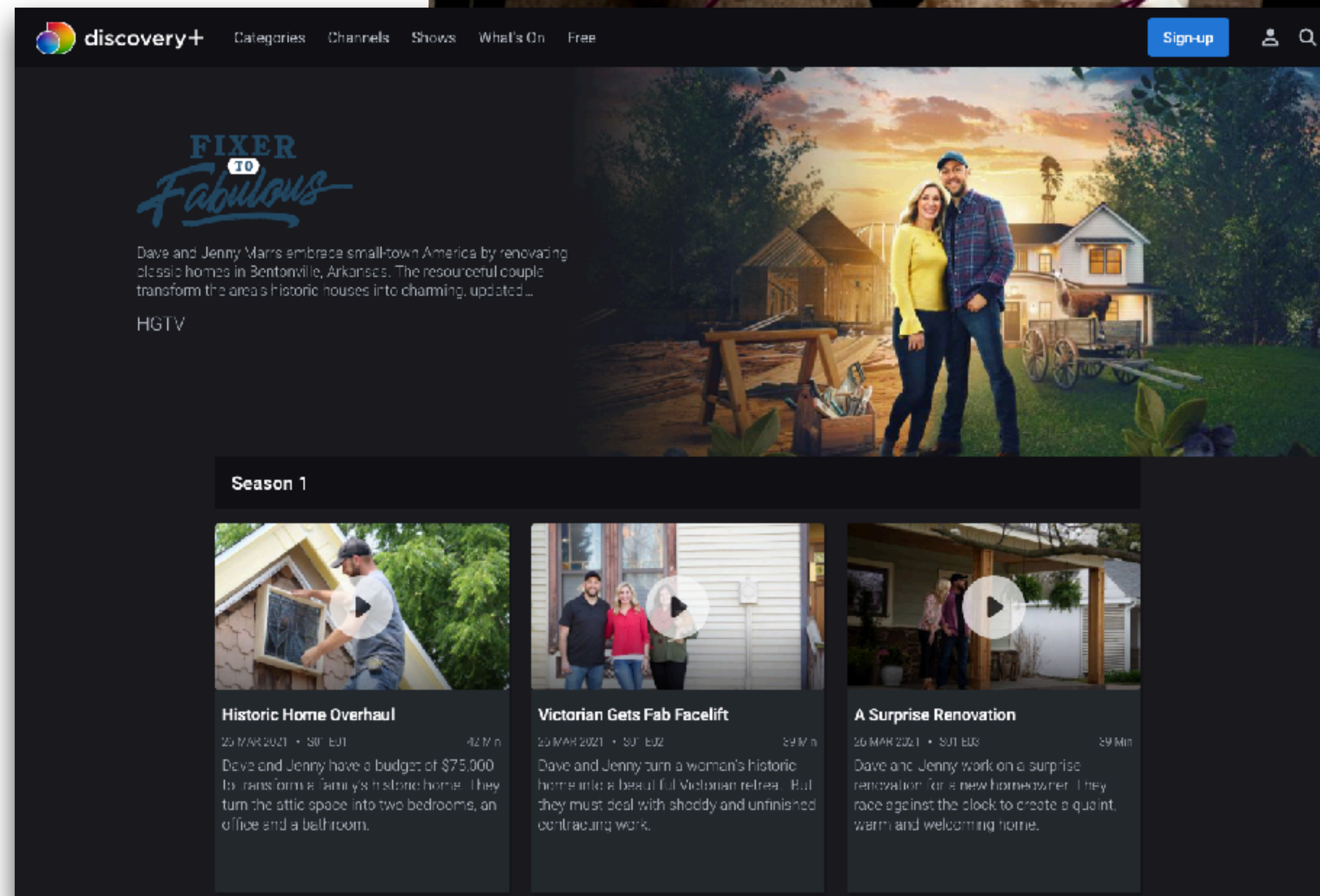


IMAGE REQUIREMENTS

CAMERA SPECIFICATIONS

Use a **Digital SLR camera**.

Always set camera to capture **RAW/NEF** images,
If camera doesn't shoot RAW – use highest quality JPGs
in landscape **16x9** format, **300 dpi**.



Do not use a mobile phone or compact camera.

QUALITY

Use a separate **light source** if shooting in low light.

Make sure to capture **sharp & stable** images.

Consider the **composition** of the image.



Do not shoot with light behind the subject
or in a very low light.

CONTENT

Supply images that include talent, contributors,
objects & places that are **key to the episode story**.

Capture **various angles** and viewpoints.



Do not include crew or equipment in any shots unless for
purposeful behind the scenes images.

QUANTITY

A **MINIMUM** of 20 high quality images per episode.

A **MINIMUM** of 10 high quality images to
promote the show as a whole
(see stills brief for specific requirements for these).

LESS IS MORE – focus on quality of the images.

PROVIDE A VARIETY OF ANGLES AND VIEWPOINTS.

Shoot wide shots of a whole scene, as well as mid-range and close-up shots. Compose the images with the subject central as well as to the left and to the right of the frame to allow for text placement. Shoot both landscape and portrait shots.

WIDE / FULL LENGTH



MID-RANGE / 3/4



CLOSE UP / HEAD & SHOULDERS



POSED

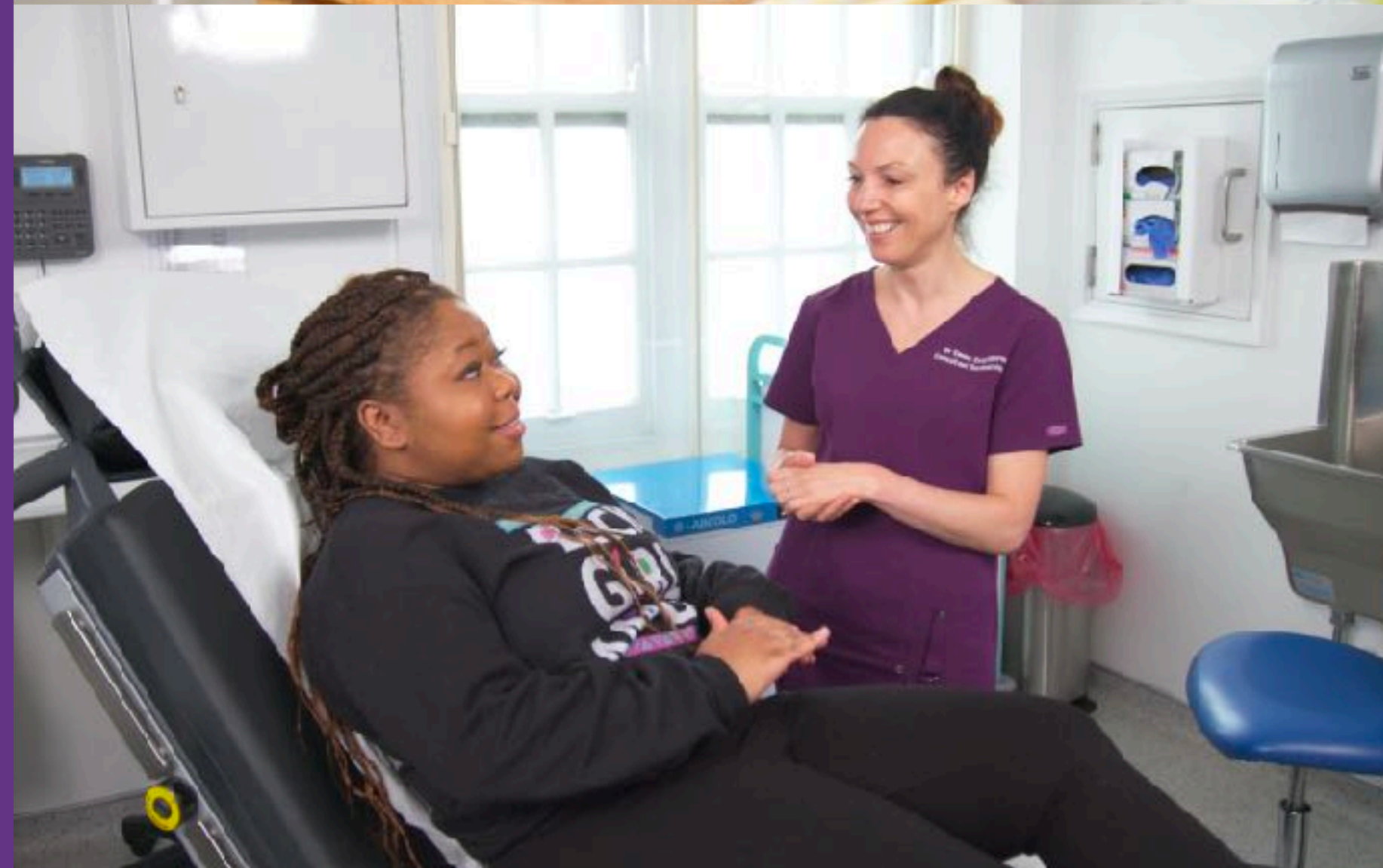


ACTION /
CANDID

SUBJECT MATTER

Whether your programme is about home renovations, choosing the perfect wedding dress, or delicious recipes, we need images of the presenters and/or contributors and the subject matter, location or event for each episode.

Supply 'action' shots of the presenters/contributors showing the subject matter of each episode.



TALENT

If your programme is talent or presenter-led, supply posed pictures of the talent and presenter/s in the context or setting of each episode.

Remembering that any images taken should reflect the overall style and subject of the programme.



BUILDINGS, TRANSPORTATION, OBJECTS & FOOD

If particular buildings or vehicles are key to the narrative of the episode, capture images showing both the inside and the outside.

Capture images of key objects on their own and in use, providing before and after images where restoration is involved.

When photographing food, capture the finished dish as well as the ingredients used.



RIGHTS

- Only supply images of contributors who have signed an appearance release for the programme.
- Any CGI, animation or archival/third party images that are used in the program should only be delivered if cleared for promotional use.
- **When supplying 3rd party images, please complete a rights waiver document available from the producers portal.**
- Clearance for all promotional use is required as standard for commissions and includes unpaid and paid promotion to help us promote the programme. **If archive images delivered cannot be used for all promotional usages, note specific usage clearance via the rights waiver.**
- If using a photographer rather than crew, ensure the photographer is aware that the images will be used for all promotional usages and if they own the copyright note this in the stills log.
- As detailed in the body of your contract, any images taken on a DCI commissioned show shall be fully owned by Discovery or Discovery entities, who will have the full rights to exploit all images without exception for show promotion, all consumer products and the promotion of DCI in all media, worldwide and in perpetuity. Other than contracted co-producers and third parties, no further use of these images is granted without prior clearance by Photo Operations EMEA.

DELIVERY

See the producers portal for instructions on what & how to deliver here:
<https://pmd.discovery.com/production-stills/>

Contact your Production Management team or assigned Photo Producer for delivery questions/support.

Organise the images into folders according to episode.

PHOTO CAPTION LOG

- Complete a photo caption log for all images delivered.
- **Fill out all sections in the log**, including captions and the rights waiver column. Include the correct spelling of subject matter, full names, animal type, machine model, episode name and number, location, production company name and any other relevant information.
- **If talent contract requires photo approvals, please supply approved images only.**
- **DO NOT** supply images of contributors who do not want their images to be used especially where covering sensitive subjects like medical conditions

TITLE LOGO

- We require the programme title treatment to be delivered along with the stills. This is the programme title graphic that you use for the opening sequence of the programme.
- Please provide in a **psd** format and **png**. Colour version and white version with transparent background.

EXAMPLE:





**WARNER BROS.
DISCOVERY**

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