

PRODUCTION STILLS

GUIDELINES

FACTUAL

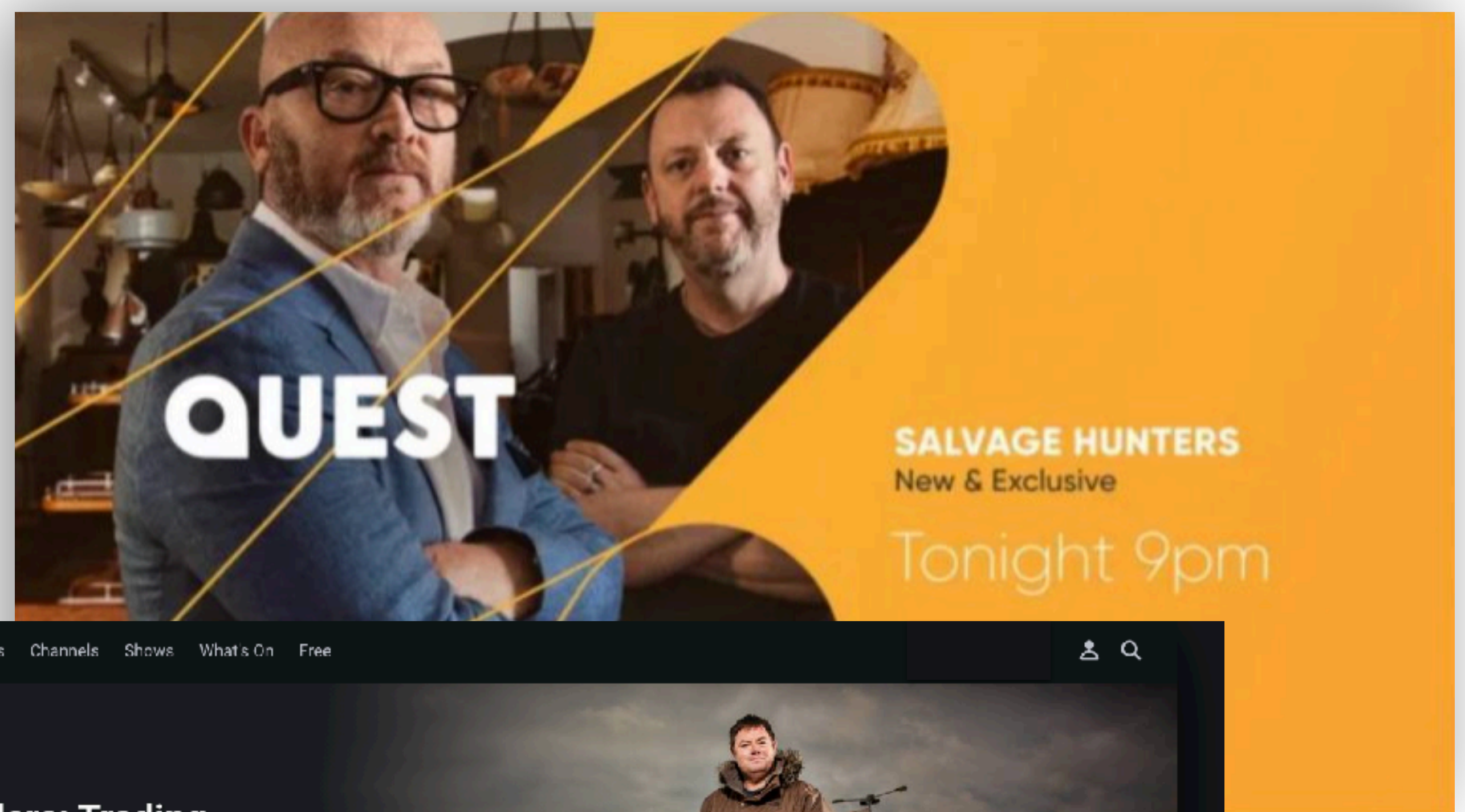
WHY ARE STILLs IMPORTANT?

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.



discovery+ Categories Channels Shows What's On Free

Wheeler Dealers: Trading Up

Auto expert Mike Brewer navigates his way through the culture and idiosyncrasies of the international used car trade.

Discovery

Season 2 **Season 1**

India
12 NOV 2020 00:00 • S01 E01 44 Min
Mike Brewer is on a worldwide mission, to turn a cheap runabout into a supercar, in as few trades as possible. First he heads to India, but can he get the best deals in

UK
12 NOV 2020 00:00 • S01 E02 44 Min
Mike returns home, where he has to find a buyer for his imported Hindustan Ambassador. Later he transforms a Triumph Spitfire and Land Rover Defender.

Sweden
12 NOV 2020 00:00 • S01 E03 45 Min
Mike visits Sweden because there is a big market for American cars. But can he make the leap from pick-up truck to a Volvo sports coupe, and get closer to his

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.

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.

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.

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 cars, fishing, wildlife, or extreme survival, 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 of the programme.



BUILDINGS, TRANSPORTATION & OBJECTS

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.



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.

STILLS 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.
- See next page for logo guidelines and artwork guidelines

EXAMPLE:



GOLD RUSH

SHOW LOGO

Logo is one of the **most crucial aspects** of show communication strategy.

Give it the attention it needs, balancing colour, font design and scaling to integrate it smoothly inside the artwork and to convey a message compatible with the **identity of the show** and with the artwork's overall look & feel.

Create it to be **unique, memorable, easily readable** even on small scale.

REQUIREMENTS

OWN COMMERCIAL RIGHTS FOR FONTS

The production company must own the commercial rights for the use of the fonts contained in the logo

KEEP IT SIMPLE

Too much complexity undermine the readability.

SCALE AND BACKGROUND

Keep in mind, while integrating the logo in the artwork, that the artwork will show on small devices so keep the logo in the right size so it can be readable also on small scale. The logo must be readable on a solid black background



Don'ts

✗ VERTICAL LOGOS



✗ POOR FONT CHOICE



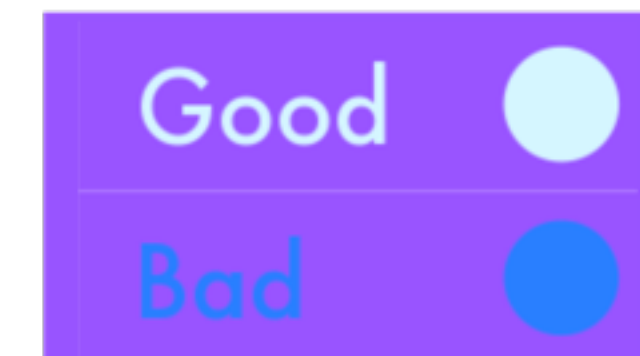
✗ COPYCAT LOGOS



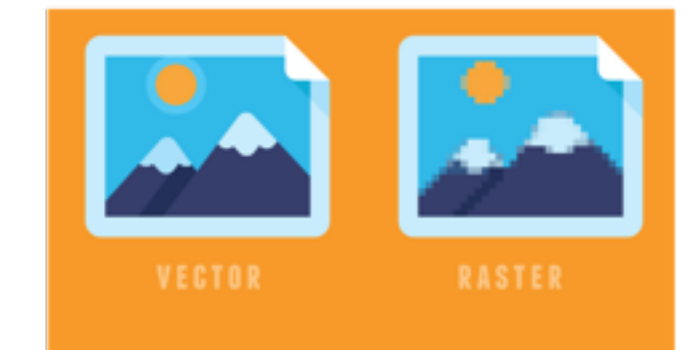
✗ COMPLEXITY



✗ CLASHING COLORS



✗ RASTER LOGOS



ARTWORK CREATION

If you are creating artwork to deliver, the combination of artwork and logo of the program should entice, intrigue, attract the user and **tell a story.**

These materials will be used for posters on platforms, such as cards and stories on social networks, for banners, billboards and any use Discovery deems useful for the best promotion of the program.

REQUIREMENTS

SHOW POSTER WITHOUT LOGO

Size: 3840 x 2160 px - 16 bit depth - RGB - Deliver PSD/TIFF with levels + JPG

SHOW POSTER WITH INTEGRATED LOGO

Size: 3840 x 2160 px - 16 bit depth - RGB - Deliver PSD/TIFF with levels + JPG

VERTICAL SHOW POSTER WITH AND WITHOUT INTEGRATED LOGO (2 sizes)

Size: 1920x2884 px - 16 bit depth - RGB - Deliver PSD/TIFF with levels + JPG

LOGO - BOTH VECTOR & PNG24

Deliver a vector format (SVG, AI, EPS) plus a transparent PNG24 with minimum width of 1080px and no transparent space around (trim). Send the logo both in positive/negative and if available colored version.



AI CONFINI
DELLA
CIVILTÀ

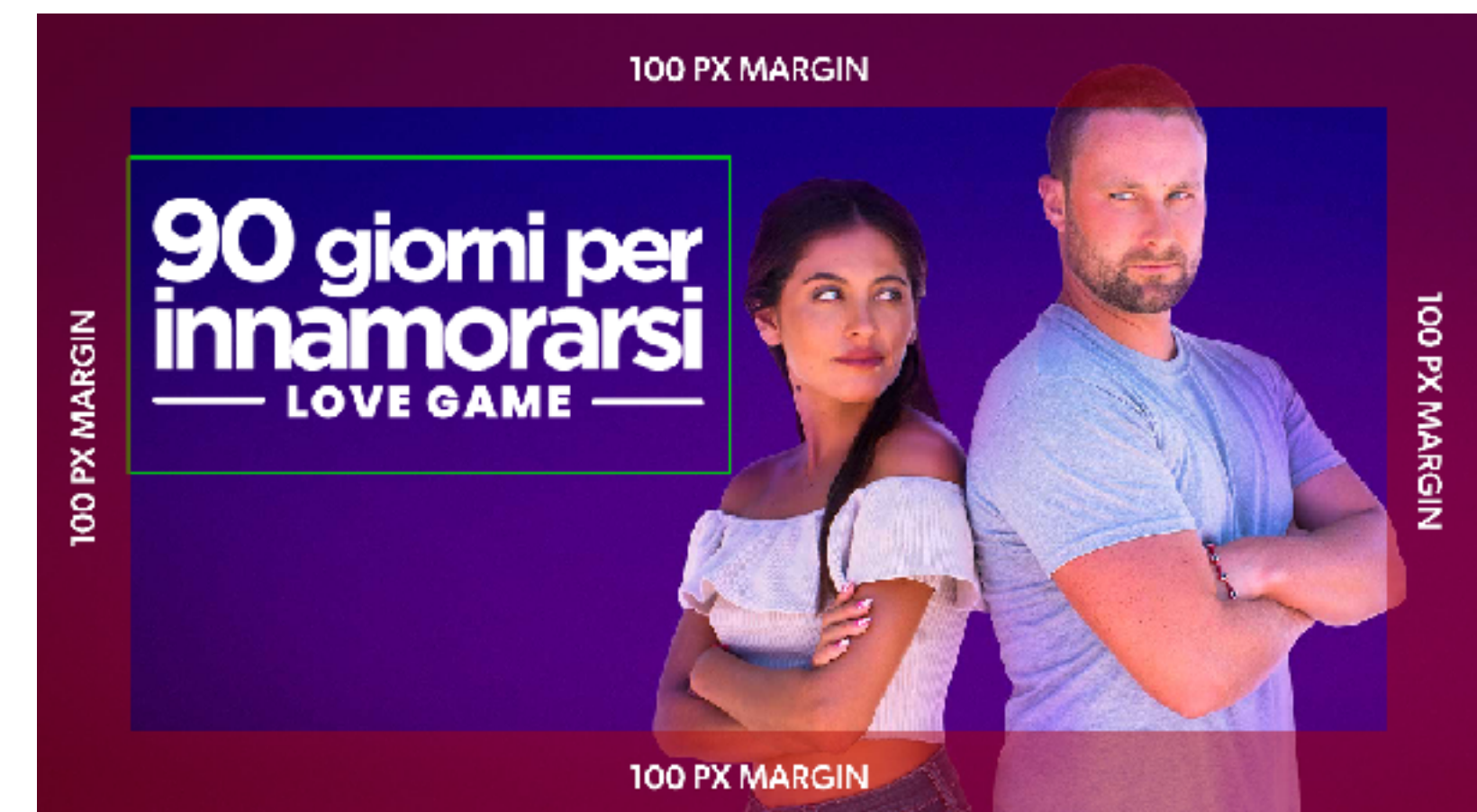


LOGO PROPORTIONS

The logo optimal size is **50% of the width** of the artwork for horizontal sizes and **80% of the width** for vertical sizes. This guarantees a good legibility also on small scale.

BOUNDARIES MARGINS

When integrating the logo inside the artwork, keep the external margin at least **100px for each side**. You can integrate the logo as you prefer inside this safe area, accordingly to the artwork focus needs. The **100px red margin** contained in the example image should **never be crossed** with logo or core visual elements.



ARTWORK CREATION CONTINUED - RECOMMENDATIONS

✘ AVOID TO CUT SUBJECTS ON THE RIGHT/LEFT/ TOP EDGES. IN THE FOLLOWING EXAMPLE THE GIRL ON THE RIGHT HAS BEEN PARTIALLY CUT OFF FROM THE PHOTO



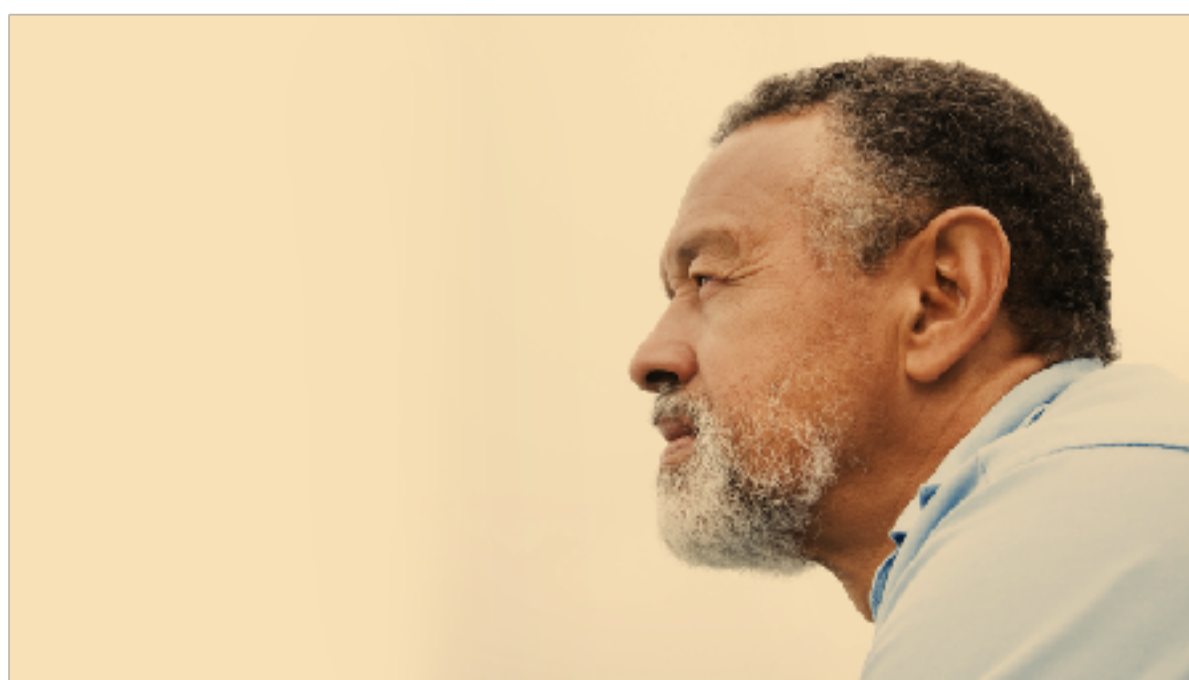
✔ MAKE PHOTOS IN THE WAY THE SUBJECT CAN BE EASILY CUT OUT AND USED IN A DIFFERENT BACKGROUND/SCENARIO INSIDE AN ARTWORK



✘ MULTIPLE DISTANT FOCUS SUBJECTS



✔ SINGLE FOCUS SUBJECT/S



✘ OVEREXPOSURE



✘ LACK OF CONTRAST



✘ LOW QUALITY FOOTAGE GRABS



✘ BLURRED IMAGES



✘ EXCESSIVE FILTER TREATMENT



✘ OVERCROWDED (cleanliness)



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.



**WARNER BROS.
DISCOVERY**

PHOTO OPERATIONS EMEA