INTRODUCTION

Great pictures are essential for driving an audience to your programme. They must capture attention and sell the primary qualities of your show in a very competitive marketplace.

Impactful images tell a story and need to be of excellent technical quality.
WHERE WILL YOUR PICTURES BE USED?

Premium imagery is integral to driving reach to your show on BBC iPlayer.

BBC Pictures release images for press use online and print, as well as for the BBC’s digital platforms, social media activity and third party spaces.

Images have the longest life span of all promotional assets, staying on the programme pages of bbc.co.uk, on iPlayer and in press libraries/online pages for many years.
TYPES OF PICTURES

The BBC generally requires a range of images to be delivered including an iconic image, portraits and unit (episodic) stills.

However these requirements can alter depending on the programme format and genre, so please speak to your BBC Pictures contact before filming commences. For more specific details about delivery requirements for each genre please click here.
<table>
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<tr>
<th>01. KEY ART</th>
<th>02. PORTRAITS</th>
<th>03. EPISODIC</th>
<th>04. BTS</th>
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</thead>
<tbody>
<tr>
<td>An image that encapsulates the programme brand. Used as the lead image on iPlayer, in the press, across social media at the start of the series.</td>
<td>Portraits of key characters/contributors used in editorial features, social media and programme pages.</td>
<td>Key action shot from an episode, used on iPlayer to identify the episode, in the press on a weekly basis and on social media.</td>
<td>Candid shots from set, used by the press in editorial features and by social media throughout the series run.</td>
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</table>
01. KEY ART (ICONIC)

This is your show’s lead image, encapsulating the programme brand and defining the content.

Key Art has powerful promotional value through press use at the start of a series and on the BBC iPlayer homepage in line with wider marketing campaigns.

Key Art can be a purely photographic image captured on location, on a set, in a studio or….
01. KEY ART (ICONIC)

...you may choose to create a more conceptual artwork. This type of image can help you be more explicit about the context and tone of your show which is hugely important for the audience, especially on new titles. This type of treatment also creates impact and conveys high production values for appropriate programmes.

If submitting a layered file like this please also submit the original assets so that they can be optimised for all uses.
01. KEY ART - LOGOS

To ensure that your Key Art can be used as the lead image on iPlayer please ensure that the composition allows room for the logo to be added within the iPlayer safe areas (shown above).

It may be that you wish to deliver two versions of your Key Art - a cropped version for editorial use and a wider version with room for the logo.

Please deliver the logo as a separate file.
02. PORTRAITS

Please deliver a selection of portraits of each key character/contributor individually as well as in small groupings.

Recognisable close ups of talent are highly effective in drawing in audiences on BBC iPlayer and are used extensively in press features.

Shooting portraits on the set or location of your show is highly effective and shooting in the same style as your Key Art helps to create a cohesive campaign.
02. PORTRAITS (SEAMLESS)

Portraits shot on a plain white or coloured seamless background are useful for magazine front covers and for our design team to use as a basis for Key Art, marketing and social imagery. Seamless image delivery should include full length, 3/4 and head and shoulders portraits.

However, plain background shoots should be delivered in addition to not instead of location based portraits.
02. GROUP PORTRAITS

If you have an ensemble cast or group of contributors it’s useful to include a group shot either in the style of your Key Art or if more relevant as an episodic.

This helps the press create a “who’s who” at the start of the series and is useful for your programme page on bbc.co.uk.

However, group shots aren’t suitable for Key Art…
02. GROUP PORTRAITS

... as, when scaled down for mobile, talent are unrecognisable and the impact is lost.

Mobile is BBC iPlayer’s second most popular platform after TV, so it’s important that your Key Art features fewer cast members to ensure that it can be used and have impact across all platforms.
03. EPISODIC (UNIT)

This type of picture reflects a compelling moment in an unfolding storyline. The composition should be less posed and instead give the sense that something is happening or about to happen.

Each episode must have its own episodic so that the on-demand audience can clearly follow the series and the press can illustrate the programme on a week-by-week basis.
04. BEHIND THE SCENES

Backstage pictures should feature key cast and a unique filming story.

Whilst the press and our social teams use this type of imagery, the bulk of your stills delivery should be portraits and episodics.
CREATIVE DIRECTION - BY GENRE

Audiences, especially those in the younger demographic, are extremely visually literate, they understand how to read an image and certain rules can be applied to help your imagery attract a larger audience to the show. The following advice relates mainly to the Key Art and portraits but should be taken into consideration for all photography on the series.
COMEDY

Photography for this genre needs to clearly indicate that this is a comedy as many comedies can look like dramas.

A simple way to do this is to prioritise the main character/comedian over the context of the show. Ensure that they are predominant in the image and make it bright, colourful and energetic.

Exaggerated facial expressions, body poses and camera angles also help connote the genre.
Presenter-led documentaries should prioritise the talent, bringing them to the foreground and ensuring recognisability.

The audience need documentary images to be authentic to the story being told, so the talent should be placed in the context of the programme subject and the tone should be naturalistic whilst reflecting the emotion of the piece.
If there is no lead presenter then context is even more important.

Again, the audience need documentary images to be authentic to the story being told, so the subject of programme should be clearly represented in an engaging and dynamic way. The tone should be naturalistic whilst reflecting the emotion of the piece.
ENTERTAINMENT

Talent is the main priority for Entertainment imagery, with the format of the show only necessary to reflect the genre - this can be represented through using the production sets or backdrops.

Pictures for your entertainment programme should have high production values, be bold and have a ‘feel-good’ mood.
For a new Drama series it is vital that the Key Art gives a clear indication of the context and style of the show, ensuring the audience can make their decision to view with a clear understanding of what they will be watching.

The image needs to both showcase the talent and place them in the world of the show. The lighting and composition should reflect the tone of the programme e.g. dark and scary or light and romantic.
DRAMA (ESTABLISHED)

For later series imagery can be more conceptual and reflective of the programme brand with less reliance on talent and context.

For new and established Drama, photography and any post production should be of the best quality reflecting high production values and making the programme feel big budget (where relevant).
SPORT

Sports images need to clearly show the context of the sport featured, either through props, location or by featuring a sports star, team or BBC Sport talent associated with that sport.

Showing the key emotional theme of the main protagonist(s) works well to attract viewers. Likewise, featuring a key moment in the competition captures the audience's imagination and increases excitement about the show.

**Match and competition results must not be depicted.**
GENRE BREAKDOWN

We have broken down the main characteristics of Key Art into four themes:

**CONTEXT**: What the show is about

**CHARACTER**: The characters in the show.

**TALENT**: The actors/presenters

**BRAND**: The look/style/tone of the show

This table shows the hierarchy of each characteristic per genre.
CREATIVE DIRECTION - PHOTOGRAPHY TIPS

The following are some general points to think about when taking publicity images for your programme.
COMPOSITION

Consider the unique selling points of your programme. Simple representation of these key elements in an uncluttered composition often works best. Remember, these images need to have impact across all devices from mobile screens to huge televisions.

The press needs portrait images for front covers and landscape images for online and editorial features. Please ensure you take a variety of both formats.
TALENT

Presenters and people should be prominent and the inclusion of other elements should be considered and purposeful.

Consider what the talent’s key role is in the show and represent this in your photography.

You will often achieve a better photograph of a person by lowering the camera position. Try to fill the frame and get close to the subject.
PRESENTERS

It’s important to capture presenters and/or key contributors engaging with each other in context.
LOCATION

If the setting is important, build it into the shot. Weather, seasons and time of day can all set the scene.

Consider putting people to one side of the image and fill the other half with an interesting backdrop.
PROPS

These will give context to an image and can create an instant visual reference to the programme subject.
TONE

The mood of the pictures must reflect that of the programme.
EMOTION

Aim to capture the expression of feelings. The strength of emotion shown in a simple portrait can raise it from good to arresting.

If shooting a scripted programme it can be useful to ask actors to run a scene whilst being photographed.
MOVEMENT

Dynamic shots can be more striking than a static pose.

Is there any action that could be photographed?
DIVERSIFY

The BBC represents everyone – all the cultures and diverse voices that make the UK what it is.

Ensure you reflect the diversity of your cast/contributors to attract as wide and varied audience as possible.
DETAILS

Sometimes contributors cannot be shown on screen, or you can’t get access.

Think how else can you represent the narrative of the programme in a compelling way through photographing details of the subject matter.
CREATIVE DIRECTION - LOGOS

When designing a strong brand logo, there are many things to consider to ensure the brand is striking and unique. However, some of these details can work against the brand when displayed on small digital devices.

The following pages cover some guidance on how to ensure your logos work within iPlayer logo images.
When an image appears on iPlayer there are areas that will be overlaid with text and logos once on the platform. The images here show the ‘safe’ areas where the logo can be placed - the logo can not be displayed within the red areas.

Typically, the logo will be located in the bottom right, or off centre at the top of the image.
LOGOS (DESIGN)

A logo/title card can be used to add context and understanding to your programme image, this can encourage viewers to try a programme they haven’t heard of before.
Consider whether a design element could be incorporated into your logo that will help lift your Key Art.

NB: You must ensure that fonts/logos are free for us to use in perpetuity.
A lot of iPlayer content is consumed on mobile devices so images and logos need to be clear and effective on a small scale.

Type faces created using objects can hard to read. Small Type faces surround with GFX and borders can become lost in the image.

Logos containing a large variety of colours can become lost in their background. Consider a strong type face, block colour, and minimal GFX.
CREATIVE DIRECTION - EDITORIAL GUIDELINES

The following are some general points to think about when taking publicity images for your programme.
For full guidelines please visit the BBC Editorial Guidelines page here.
EDITORIAL GUIDELINES

Some BBC programming contains challenging content that must be approached with sensitivity.

All images supplied to the BBC must be factually representative of the content of the programme but they must also abide by the BBC Editorial Policy guidelines.

Imagery that appears on screen may not be suitable to show in a still and caution should be taken when choosing which areas of your content to illustrate.
EDITORIAL GUIDELINES

You may need to get written permission from your subjects to use their image to promote your programme. If photographing children you must gain parental consent - more information on working with children can be found here.

No images can be released to publicise the programme without written consent from the BBC Executive Producer.
There are some simple technical guidelines that will ensure what you deliver to BBC Pictures will be useable across the widest number of media outlets.
FILE SIZE AND QUALITY

To make your programme stand out then the imagery you delivery must be of the best quality. Low resolution, badly lit and out of focus images won't be used by the press or by iPlayer.

As seen in this example the low resolution area (Left) is dull, out of focus and is obviously poor quality - especially when compared to the higher resolution section on the right.
FILE SIZE AND QUALITY

The minimum image size for episodics is 4600 x 3450 pixels (45mb file size) and 5300 x 3975 pixels (60mb file size) for Key Art and Portraits.

Files should be delivered as high quality JPGs and RAW files. This size will work for everything from front covers to posters and pick of the days.

Screen grabs are not acceptable unless agreed beforehand and only in exceptional circumstances.
FILE SIZE AND QUALITY

We always ask that you hire a professional photographer to shoot your publicity stills. However if this impossible due to location/filming restraints here are some technical tips:

<table>
<thead>
<tr>
<th>Use a minimum 8 megapixel resolution camera on the finest setting is used</th>
<th>Shoot RAW files if the option is available</th>
<th>Shoot lots and lots of frames to edit down from.</th>
</tr>
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<tbody>
<tr>
<td>Try to keep shutter speeds above 1/100 second or faster to avoid blur and avoid movement in low light.</td>
<td>The best lighting conditions are good quality continuous light or daylight, as flash can be harder to control.</td>
<td>Be aware that auto focus may focus on the background.</td>
</tr>
</tbody>
</table>
KEY POINTS

• Speak to BBC pictures before filming starts
• Hire a professional photographer
• Think about how to represent your programme through a Key Art image
• Deliver your Logo as a layered file
• Ensure you deliver images that represent each episode
• Be aware of BBC Editorial Policy
• Ensure your images are of the best quality
AND FINALLY…

For all programming, please contact us regarding your stills deliverables before filming starts.

Email us at: BBCPictureDesk@bbc.co.uk.

For further information regarding stills deliverables please click here.