



Picture Quality Delivery Spec.

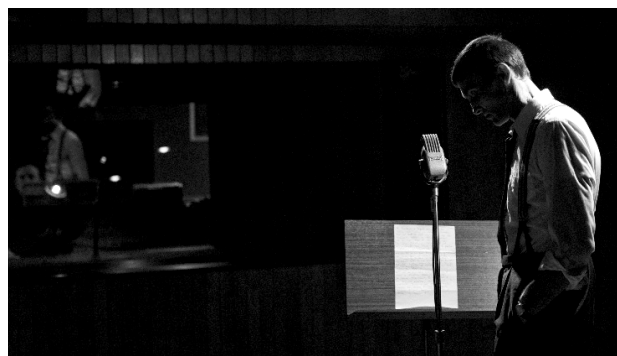
Quality is key for publicity images. High quality in resolution and of composition, lighting, focus, visual impact etc.

The best quality pictures get good publicity.

Minimum 20 images for one-off programmes, and 6 images per episode for series.



One image to be selected as series photo, and one image per episode to be selected as main episode photo.



ONE SERIES PHOTO + ONE PHOTO PER EPISODE

These should be labelled for programme series and episode and include the lead cast, group cast, and generic images captioned with episode specific content, location, characters etc

Main pics: Shots that illustrate the **context or narrative** of the programme/series and to have visual impact, e.g. posed presenter shots to camera, cast shots etc.

Episodic: Shots that illustrate the action or story of that episode and feature the contributors for that episode.

Landscape mostly with space around subject to allow for our different templates, with Portrait options for print media





Picture Quality Delivery Spec.

Digital images are acceptable at the following minimum specification:

- Shot on a DSLR at full quality RAW settings.
- Delivered in RAW and jpeg versions.
- Mobile phones pictures or screen grabs are not permitted.
- Photographs must be full resolution, full colour, without any grading unless editorialstyling. E.g. Black and White programme.
- No logos or watermarks embedded.
- Minimum 10 MB jpeg
- Anything for high end manipulation must be full resolution min 15 MB min
- Must be well lit, correctly composed and exposed and not artificially sharpened.
- Free of excessive noise, grain, and digital compression.
- Free of excessive flare, reflections, lens dirt, markingsandobstructionsandlensaberrations.
- Free of excessive black crushing and highlight overexposure.
- Colour rendition, especially skin tones, must be consistent throughout, and a realisticrepresentation of the scene unless an editorially visual effect.
- There must be no visible contouring/artefacts caused by digital processing, no digital zooming
- CGI images/cartoons must be high resolution and layered if necessary. Screen grabs of CGI are not acceptable.

LOGOS

Logos of company branding and programme name/brand and text to be supplied on a transparent background for reproduction purposes.

Logos can be supplied in **.ai .eps .psd** formats. Or **.tiff with alpha layer and .png with alpha layer**. If unavailable, then **highest quality .png or .tiff**

If no logo is in use for the program then font used to be supplied.

The images should be of the highest technical and editorial standard possible and be 'ready for use', requiring no substantial postproduction work such as cleaning backgrounds or similar remedial image enhancements.

Photography will be required at various stages before the final delivery to meet marketing and product schedules. As soon as available, please supply a few images to illustrate the context of the program.

