

Paramount



Photography

Requirements and Guidelines

5



Photography

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Strong photography plays a pivotal role in the promotion of the programme. The quality of the pictures will affect the amount of media opportunities and press interest generated. It is essential to plan your photo strategy before you start filming, and allocate time in the schedule for stills. Before production, please contact the pictures team (pictures@channel5.com) to discuss your strategy.

Unit/Episode Photos

We require a minimum of 12 varied colour photos per episode to be shot on location. These photos should capture the essence of the show, particularly any key characters, contributors and moments in both landscape and portrait formats. The photos will be used individually. We therefore require that each photo captures the essence of the show.

Technical Specifications

Photos must be taken with an SLR camera, and delivered in TIFF & JPEG format, at a resolution of 300dpi and no less than 3000x4000 pixels. Photos supplied must be a mix of landscape and portrait orientation, and should be a varied selection of wide angle, mid length, close up and full length. We will not use altered, green screen or composite photos. If you need assistance with this, please contact the pictures team (pictures@channel5.com).

Legal Requirements

All photos supplied must be approved by all talent (when relevant) before sending, in accordance of your contract and agreement with them. When commissioning a photographer, please ensure you obtain full copyright and exclusive rights (where possible.) Please contact the pictures team (pictures@channel5.com) if you would like recommendations of freelance photographers. Model releases must be acquired when photographing all contributors, and be available to Channel 5 on request.

Captioning

You will be sent a spreadsheet which will enable you to itemise and caption your photos. The captioning document must be delivered alongside your photos. Below is a description of the purpose of each field, and how the layout will look:

Episode 1	File Name	Full names of people (or animals!) featured in the image (From Left-Right)	What's happening in relation to the programme	Location	Copyright holder	Additional Info
GUIDE	File Name of the image as it is supplied to C5	We need details of all people (and animals!) featured in the image	Whatever the programme focuses e.g.. if it's about animals, the type of animal / story behind it, if it's about tech, the make, model and usage, if it's about trains the model of the train etc. This then needs to be put in to the context of how it features in the image and programme	The country / city /building + any important facts	This is usually the production company	Anything you think may be useful

Delivery

Photos must be delivered by the deadline agreed in the kick-off meeting, 4 weeks prior to TX to pictures@channel5.com. Please use a file sharing service such as WeTransfer to send the photos, and do not send over as attachments in an email.

Budget

Please consult the contract between your company and Channel 5 in relation to the photography budget allocation.

Checklist

Please refer to the examples page alongside this guide to assist in the execution and for clarification of the below:

- At least 12 photos per episode?
- Have photos of all key characters/contributors/moments?
- Approved by talent and contributors? Model releases acquired?
- Environment is relevant to scene and not busy or distracting?
- Space is around the contributor/actor? No hands on shoulders?
- Full copyright and exclusive rights obtained from photographer?
- Have the correct exposure, lighting, angle & focus point?
- Variation of full/mid/wide lengths, portrait and landscape?
- Are a minimum resolution of 300dpi (3000x4000px)?
- In colour and colour corrected?
- Variation of eyes to camera and looking away?
- Caption sheet is completed?
- In TIFF and JPEG formats?

Photography Examples



The back is out of focus with the talent in focus at the front



The talent in the front are out of focus, with the back in focus



The angle of the image is balanced and more flattering



Shooting from below can cause distortion and unflattering results



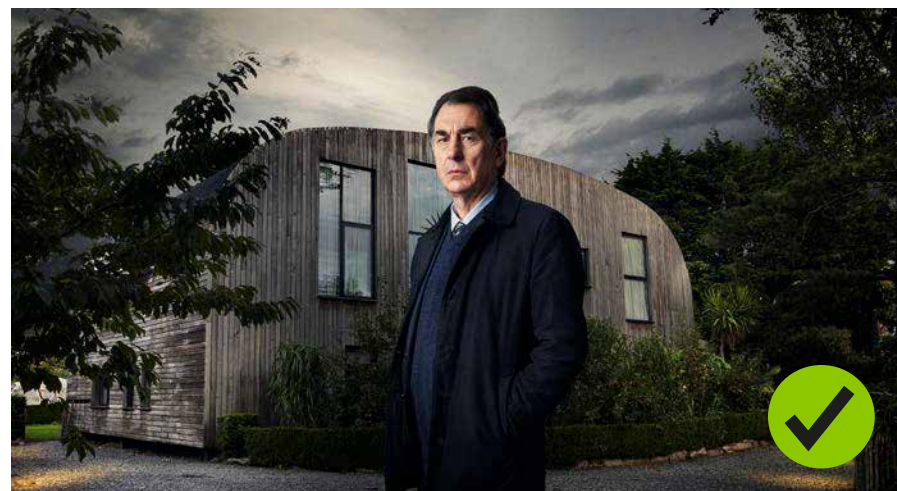
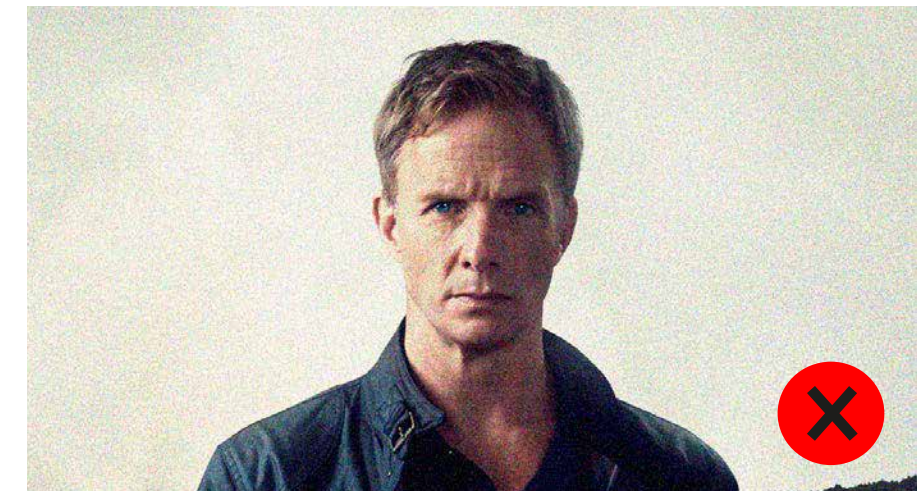
The colours have been adjusted which adds depth and tone



The image has a colour cast making the image appear flat



We are unable to use full length images cropped as the grain is too apparent



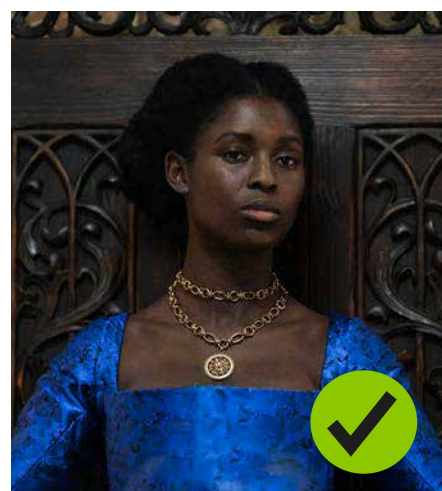
The contributor is well lit from the front



The contributor is in shadow with the background well lit



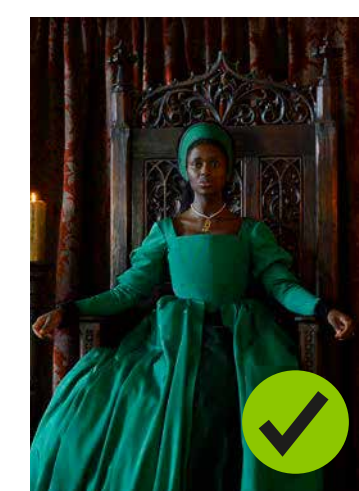
Use an environment that is relevant to the programme. Allow space around the contributors/actors when framing that is relevant to the programme



Both eyes to camera and looking away



No B&W or Sepia



A variation of wide angle, full lengths and mid lengths are required