



UNIT PHOTOGRAPHY GUIDELINES

FOR BBC PICTURES + IPLAYER





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.

IMAGE QUANTITY

We would expect to see approx. 350-400 images per day of unit stills, although we appreciate it will change from day to day. This is a benchmark to ensure we don't under or over shoot. Please be aware of multi-frame capture and do not include large amounts of very similar images. This coverage will be edited to form the 20 varied images per episode outlined in our delivery requirements.



EPISODIC (UNIT)

IMAGE COMPOSITION

- ★ Please shoot a mixture of landscape and portrait, with the majority of frames being in a landscape format.
- ★ Capture main characters, individually and collectively, within settings which are significant to the storyline.
- ★ Please cover series regulars as single shots and in various groupings. Shoot various formats: tight, 3/4 length, wide.
- ★ Please cover recurring guest stars as single shots and various groupings. Shoot various formats: tight, 3/4 length, wide.
- ★ Action shots should clearly display the face(s) of the main characters featured.

IMAGE TONE

Unit images should comprise of a selection of key moments/action points that capture key and guest cast in moments that are engaging and intriguing.



PULL ASIDES

Pull Asides are extremely useful portraits shot on set or on the location of the show.

These can reflect the tone of the show much better than a portrait shot against a seamless background and are used for features and front covers by the press.

CAST

- ★ Please look for availability to pull aside all series regulars for on-set portraits that reflect both the characters' personalities and the look of the show itself.
- ★ Small group shots are useful when shot in the tone of the show.
- ★ Singles and various groupings of guest artists are useful. Please capture leads with guest artists.

COMPOSITION

- ★ Shoot various formats: tight, 3/4 length, wide.
- ★ Shoot a mixture of posed eyes-to-camera shots and more dynamic poses that portray the personality of the character depicted.
- ★ Shoot a mixture of imagery within sets/locations and against plainer backgrounds (e.g. a wall).



BEHIND THE SCENES

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

Moments of humour and cast interacting are most compelling.

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

Please shoot behind-the-scenes alongside the unit material whenever there is a stills day.

- ★ Capture shots of the cast interacting, working with the director - playful/humorous images work best.
- ★ Capture "Before and Afters " of big Make-Up/SFX looks showing the cast and relevant crew.
- ★ Capture details of costumes and costume designer interacting with talent.
- ★ Capture limited shots of the key crew: EP's, directors, DP, Costume Designer, Production Designer and other HODs as singles and interacting with key talent.
- ★ Capture limited coverage of Stunts / VFX.



SETS, PROPS & LOCATIONS

It can be useful to capture images of key locations and sets, either for press use or to help build Key Art/Portraits at a later date.

Likewise, key props can be useful for the social media team, or again, to build an image from multiple elements.

SETS

Please capture wide, medium and detailed shots of key sets. Please shoot wide images of key sets at a locked off height and at all angles - these images may be used to build a visual representation of the set at a later date.

PROPS

Please shoot key props on a clean background and vignettes of key props on-set.

LOCATIONS

Please capture wide, medium and detailed shots of any key locations, preferably clear of people and equipment.

Extra wide or panoramic shots of key locations can also be useful.



IMAGE DELIVERY

When delivering your unit stills please refer to the notes below. Full details regarding your stills delivery can be found on the commissioning website [here](#).

FILE SIZES

Unit imagery should be delivered as jpgs for ease, with access to raw files should we need them at a later date.

- ★ Jpgs with a file size of Minimum 40mb compressed at 8 (long edge of 4600 pixels at 300dpi).
- ★ Minimum 45mb RAW files

DELIVERY TIMINGS

Prior to the full delivery deadline photography material should be made available for BBC Pictures to review on a rolling basis as soon as each photographic shoot is complete.

Images and the day's call sheet should be delivered into folder who's title includes the programme name, shoot date and photographer name.

Early access is required to agree early release images to support publicity announcements/marketing activity.



IMAGE DELIVERY

FILE ORGANISATION

After the shoot had ended, please separate images into episode folders on the delivery hard drive or in the upload folder.

CAPTIONING

Please fill in the [BBC Caption Document](#) and deliver it alongside the material.

SENSITIVE IMAGES

Please flag any images that contain sensitive material. Please note in the folder name and separate from the rest of the shoot.

CAST AND PRODUCTION APPROVAL

Cast Approval must be managed by production, BBC can provide a wide edit if needed. All final edit images delivered must be approved fully by the cast featured (if contractually required) and all relevant stakeholders within production.

USAGE RIGHTS

The copyright of all the images including any archive material and logo/title card delivered must be cleared so that the BBC has the right to distribute the images as part of the non-commercial publicity and promotional material.



Please contact us regarding your stills deliverables before filming starts.

Email us at: BBCPictureDesk@bbc.co.uk

For further information regarding stills deliverables and to see specific deliverables for your programme genre please visit the BBC's Commissioning [webpages](#).

