



## **GLOBAL CREATIVE & METADATA SPECIFICATIONS**

**April 2023**

### **PHOTOGRAPHY OVERVIEW**

Photographs must be high resolution and at least 300dpi, professionally photographed and processed, with original color. **Screen grabs are NOT acceptable, as they do not reproduce at high enough resolution.**

Stills are due on a rolling basis throughout production, with first stills to be delivered no later than two months prior to delivery of the first program master. All photographs must be accompanied by a photo credit and caption, in a Word or Excel document.

**All promotional rights must be cleared as set forth in the executed agreement.**

### **DRAMAS**

PBS Distribution requires a wide variety of unique images that cover key plotlines, characters, environments, and any other unique aspects of the program. Photographs must be distinctly different from one another, captured both on-set and in additional photoshoots. PBS Distribution reserves the right to select the photographer (at a reasonable cost).

#### **Key Art and Gallery Stills**

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos, and other information, if available.
- Provide PBS Distribution with access to the program/series library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- Key art that represents the series or program, provided as layered PSD file at the specs below.
  - Print Vertical: 13.5 x 20 inches at 300 dpi
  - Digital Vertical: 2000 x 3000 px at 300 dpi

- Digital Horizontal 1920 x 720 px at 300 dpi
- Character gallery of all the lead and supporting characters in single portrait and full body shots in costume and makeup against a plain background (to allow later artwork). Include a variety of poses, with varied body language, facial expressions character interactions, wardrobe and props. Minimum of 5 to 10 per character.
- At least 50 different images from the production to represent the series, delivered as JPGs; one third of the photographs should be vertical shots of principal cast.
- Clean (not featuring cast) backgrounds/plates of key locations/sets for later artwork.

### **Unit Stills per Episode**

- A minimum of 20 to 25 varied stills per episode, delivered as JPGs; one third of the photographs should be vertical shots of principal cast
- Unit stills must be comprised of a selection of key moments/action points, characters, and key relationships.
- Images should capture key cast in moments that are drama-filled, intriguing and engaging.
- Action shots should clearly display the face(s) of all main characters.
- Stills should include main characters, individually and collectively, within settings that are significant to the storyline.
- Please refrain from imagery that implies injury or death/ drug or alcohol usage.

### **Additional photography**

- A minimum of 50 behind-the-scenes images showing key cast and production crew across all episodes, delivered as JPGs.
- Artists in hair and make-up (especially for anything particularly ambitious, e.g. prosthetics).

### **Artwork**

- Logos delivered as an EPS and AI files; transparent background TIF/ PNG or other graphics files are acceptable.
- The primary font used for logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).
- Please include all creative elements included within the final logo. Fonts and all weight variations to be provided.

## **FACTUAL & LIFESTYLE**

PBS Distribution requires a wide variety of unique images that cover key concepts and plotlines, narrators/ hosts, environments, food, and any other unique aspects of the program. Photographs must be distinctly different from one another, captured both on-set and in additional photoshoots.

### **Key Art and Gallery Stills**

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos, and other information, if available.
- Provide PBS Distribution with access to the program/series' library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- Key art that represents the series or program, provided as layered PSD file at the specs below.
  - Print Vertical: 13.5 x 20 inches at 300 dpi
  - Digital Vertical: 2000 x 3000 px at 300 dpi
  - Digital Horizontal 1920 x 720 px at 300 dpi
- Generic gallery or special shots of all major contributors/presenters, delivered as JPGs. Ideally 5 per contributor/presenter.
- A minimum of 10 varied stills per episode, delivered as JPGs. If a series, an additional 8 to 10 different images from the production to represent the series.
- Artwork logo delivered as an EPS and AI file; transparent background TIF/PNG or other graphics file are acceptable.
- The primary font -used for logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).

### **Stills per Episode**

- A selection of between 10 and 20 varied stills, delivered as JPGs, to include:
  - A selection of key moments/concepts/action points, characters, presenters, and key relationships. These should capture key contributors/presenters in moments that are ideally intriguing, informative, and engaging.
  - Action shots should clearly display the face(s) of all main contributors.
  - Stills should include main contributors and presenters, individually and collectively, within settings that are relevant to the show/series.

### **KIDS**

PBS Distribution requires a variety of unique character poses and title specific background illustrations updated quarterly per each season on a rolling delivery as new artwork is produced.

### **Character Artwork and Background Illustrations**

- Please submit a style guide for the program/series, outlining preferred fonts, color palettes, characters, logos and other information, if available.
- Provide PBS Distribution with access to the program/series library of creative assets (additional images, animation, illustrations, logos, backgrounds, etc.).
- Key art that represents the series provided as a fully layered PSD file at the specs below.
  - Print Vertical: 13.5 x 20 inches at 300 dpi
  - Digital Vertical: 2000 x 3000 px at 300 dpi
  - Digital Horizontal 1920 x 720 px at 300 dpi

- Key poses from each character within the series as a transparent background layered file (PSD/ PNG). Minimum of 10 per character.
- At least 10 different stills for each episode and/or story
- At least 8 to 10 different stills to represent the series.
- Artwork logo delivered as an EPS and AI file; transparent background TIF/PNG or other graphics files are acceptable.
- The primary font used for logo or subheading (note font must be cleared for all marketing and publicity use without additional payment).
- Clean background illustrations/images to be delivered per season as fully layered files (PSD). Minimum of 5 backgrounds per season.

**Stills per Episode**

- A selection of between 10 and 20 varied stills, delivered as JPGs, to include:
- A selection of key moments/action points, characters, and key relationships. These should capture key characters in moments that are ideally intriguing, informative, and engaging.

**Character Photography**

| Assets              | Specs   | File Format   | Requirements  |
|---------------------|---|---|---|
| Gallery Photography | Largest Derivative<br>5000 (h) x 5000 RGB<br>(8-bits/channel) | Original RAW files<br>& corresponding<br>high-resolution JPGs<br>or TIFF (300dpi) | Photographer credit,<br>color transparencies,<br>color negatives and<br>contact sheets are to<br>be included with<br>delivery.<br><br>All images MUST be<br>full body with subject<br>completely in frame<br>including single<br>character and cast<br>groupings pertaining<br>to story arch. |

## Plates

| Assets             | Specs   | File Format                                       | Requirements  |
|--------------------|---|---|---|
| Backgrounds/Plates | Largest Derivative<br>5000 (h) x 5000<br>RGB (8-bits/channel) | Layered PSD or<br>High-Resolution<br>JPG (300dpi) | Plates or background images shall be devoid of any characters. No title treatment, text, logos, or copyright lines. |

## Episode Stills

| Assets         | Specs   | File Format                     | Requirements   |
|----------------|---|---------------------------------|--|
| Episode Stills | Largest Derivative<br>1920 x1080 px and<br>2650 x 1920 px<br>RGB (8-bits/channel) | High-Resolution<br>JPG (300dpi) | Photographer credit, caption and copyright for every image to be delivered in a Word or Excel document.<br><br>Episodic images shall be devoid of any title treatments, text, logos, or copyright lines. |

## METADATA

- Descriptions for the Program/Series, season and episodes must be provided in the following versions. All character counts include spaces. PBSd reserves the right to edit submitted descriptions to meet character count restrictions.
  - 500 words – upon request only.
  - 250 words.
  - 400 characters.
  - 240 characters.

- 90 characters.
- Production credits must be provided in full, and submitted in Word format.
  - If a series, submit production credits at the episode level if they differ between programs.
  - If a children's series where each episode consists of multiple stories, submit production credits at the story level.
- Select program credits for digital partners must be submitted in the spreadsheet provided by PBSd.

## **SOCIAL MEDIA**

- Can be duplicate images, key art and video lifts as requested in previous sections, however, a portion of these photo and video assets should include applicable links and copy.
- Assets to be sized at 1080x1080px when possible
- Video content should be provided in MP4 format and include applicable watermarks and :03 max end cards with URL and hashtag