Key Art Best Practices

2023

PBS Distribution

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Industry Fast Facts

16x9

Thumbnail artwork
(16x9) is the **most effective** lever
to influence a viewer's choice

82%

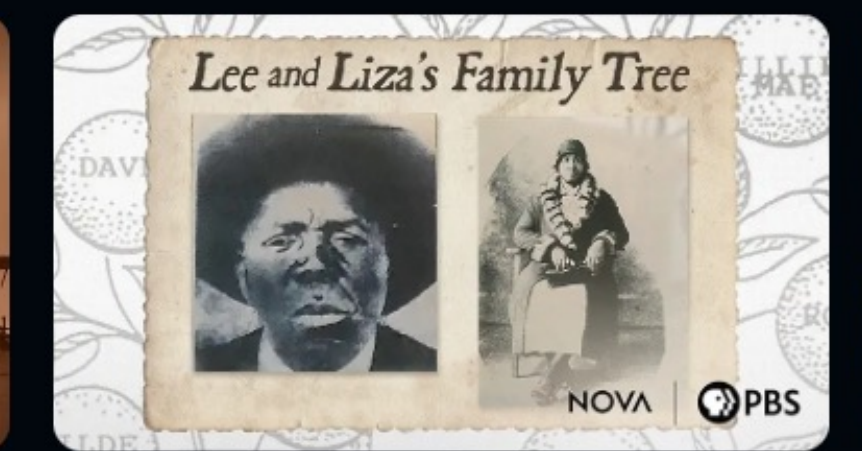**Thumbnail artwork** is the focus
of **82% of browsing time**

1.8 secs

A **consumer will look at a single
thumbnail for only 1.8 secs** and if they
can't find content in 90 secs leave

4

**Thumbnail creative with more than
4 people vastly underperforms**

Source Netflix and Carnival Studio

Do's and Don'ts

Do...

Create a sense of movement through expression and gesture

Visually express a specific action of concept about the title

Be eye-catching and show intrigue about the plot

Create a title treatment that is legible across various sizes

Use recognizable talent, production design, and composition to entice people to watch

Don't...

Use photography that is cropped too tightly to use across vertical and horizontal formats

Hide the title treatment or make illegible with thin font weights

Be overly complex in creative direction

Include more than 4 characters

Use static, front-on photography (unless this is relevant to the plot)

2023

Source Netflix and Carnival Studio

Horizontal – 3840x2160

Extra background creative

3840x2160

Talent

Title treatment (horizontal)

THE GREAT
AMERICAN
RECIPE

Deliverable
Best Practice

Featured talent is to the right or left of frame leaving room for the title treatment

Extra background creative to align with various digital deliverables

Horizontal specific logo

All creative elements are smart objects to help ensure resolution when resizing

2023

Vertical – 2000x3000

Extra background creative

2000x3000

Title treatment (vertical)

THE GREAT
AMERICAN
RECIPE

Talent

Deliverable
Best Practice

Featured talent is to the middle/ bottom
leaving room for the title treatment at top

Extra background creative to align with
various digital & print deliverables

Vertical specific logo

All creative elements are smart
objects to help ensure resolution
when resizing

Production Stills - Episodic

Deliverable
Best Practice

Visually express a specific action relating
to the episode

Use recognizable talent, production design, and
composition to entice people to watch

Be eye-catching and show intrigue about the plot

Keep in mind both a horizontal and vertical
character focus

2023

Thank You

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