

# YouTube Short From Image Brief



# Dave



## YouTube Image Delivery Brief

Great images are an important part of any production deliverables and help to sell the show directly to potential viewers. Images will be purposed for various uses, including, but not limited to: YT thumbnails (1280x720), social media, websites and PR

**Specification:** The majority of images should be landscape. All should be high-res (300 DPI) and delivered in a .JPG/JPEG format

**Logos:** Please provide show logos in .png or in a vector file format

**Series Generic/Portrait:** A lead shot of the lead talent that can represent the entire series in style and tone. Clear and unfussy with a clear and a background that is not busy. Talent is generally looking to camera. Please allow plenty of space around the character for logos, branding or cropping, etc. Please supply either one or a number of examples. We're not expecting these to be professionally lit or shot in a studio



**Episodic:** A selection of at least three images per episode (full productions often ask for 10-15 episodic images). Please focus on the character, although things like location can lend an important background. For example, to avoid episodic all looking similar, landmarks can be in the background to differentiate setting. Some episodic images should feature the presenter engaging. These can be also be used and cut out for YT thumbs. UKTV will add channel branding.



**Behind the scenes:** Although not essential, BTS shots are a welcome extra and can add something extra for PR/social use.

**Caption sheet:** Please remember to include a caption sheet when delivering images. This should include all information about what series/episode the picture is for and who is in the picture. Also, who the photographer is and any copyright or approval or restrictions associated with the image.

**Screenshots:** While screenshots can be useful they can also be blurry and lo-res. High res photography is preferred, but if one specific moment is important but not captured on camera, screengrabs can be accepted.

**Permissions/Ownership:** Please ensure all artists and locations have given permission to feature in the photography if required. UKTV would expect to share ownership of the images with the photographer and its rights be unincumbered for all publicity and promotional purposes.

Please deliver all images to the UKTV commissioner and [Pictures@uktv.co.uk](mailto:Pictures@uktv.co.uk)  
For any other queries, please contact: [Pictures@uktv.co.uk](mailto:Pictures@uktv.co.uk)