

iPlayer Image Style Guide

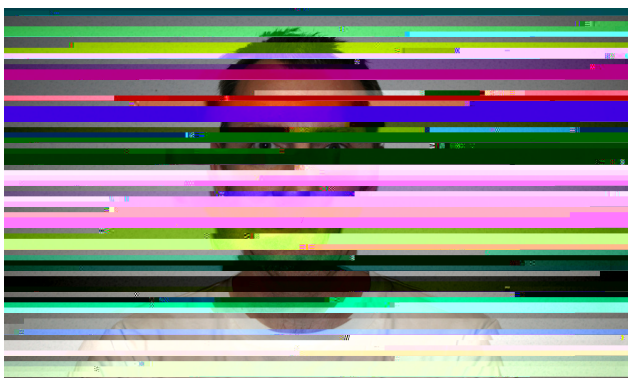
September 2008

A guide to sourcing, shooting and cropping images to illustrate TV and radio content on the BBC iPlayer

All images appearing on iPlayer are displayed in

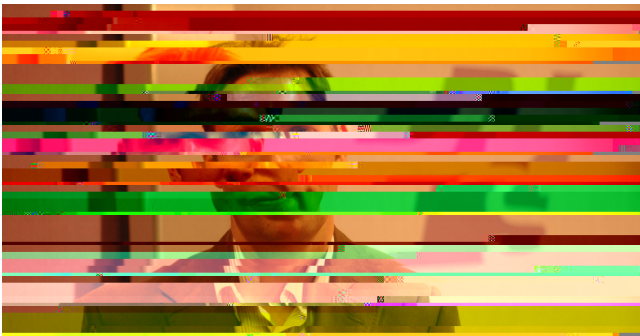
Please envisage how images will appear when

Presenter shots should include the head and shoulders only. Full-body shots do not fit the format of iPlayer and will end up being cropped to leave just the head and shoulders (which will jeopardise image quality). Head and shoulder pictures should NEVER be shot from straight on. In portrait shots, shoulders should be positioned at a 45-degree angle, with the head turned toward the camera. Straight-on shots will give the subject a boxy, flat appearance.



Images need to be shot with proper lighting.

Note how different lighting conditions will affect a shot's colour: a heavy flash or fluorescent lighting will make the image appear green; tungsten lighting (ie. light bulbs) will make the image yellow. Back lighting (ie. the subject shot in front of a window), heavy sunlight (causing the image to be overexposed, or for the subject to squint) and overhead lighting (which produces shadows under the eyes) are all unsuitable conditions for shoots.



Images MUST be sharp.

Please pay attention to the depth of field (the area in focus) when shooting presenters. When shooting two or more presenters, if one is behind the other and you have a wide depth of field then one of the presenters will be out of focus.

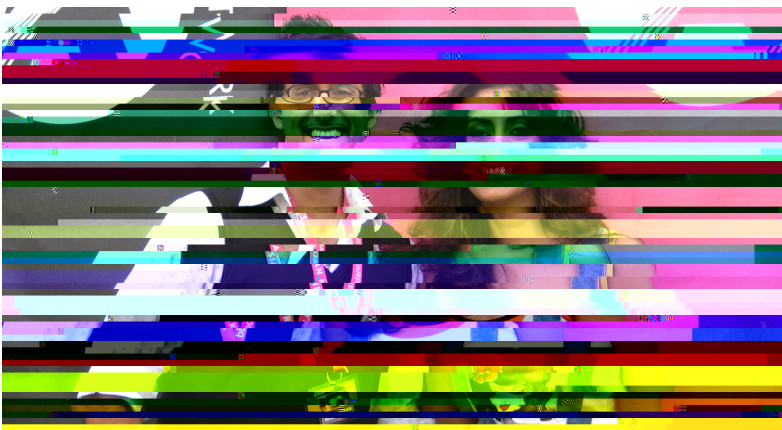
Watch for this and try to keep your depth of field narrow. (If using point-and-shoot cameras, try to keep both presenters as close together as possible.) All that said, a wide depth of field for single-presenter and non-presenter shots can reduce background clutter and create a nice artistic shot.



There are many things wrong with this image. The male subject is too far in front of his colleague, making his head look large and out of focus. The background is very cluttered and the overhead lighting has created dark circles under the woman's eyes and a large shadow under her hat.



You can see what the photographer was aiming to achieve: the subject in focus and the background slightly blurred. Unfortunately the result is that the whole image is out of focus.



This shot is good. The presenters are standing side by side and therefore both are in focus. As a general rule, please avoid words and letters in the background as they create clutter and take the focus away from the subject — but otherwise this shot is great.

Backgrounds and non-presenter images should be as clean and clear as possible.

Unless photos are being manipulated by a skilled Photoshop user in order to meet the requirements of a specific brief (ie. creating a Photoshop montage using appropriate branding), please do not manipulate images before sending them to the FM & T Picture Editors.

Please do not sharpen details, do not increase levels, and do not attempt to correct colours — just send the raw files. Once an image has been processed, the processes cannot easily be undone.



This image has been manipulated in photoshop making the subjects appear strangely blurred. It is impossible to reverse work done in Photoshop, so it is important that images are supplied in their original state. It is usually possible to correct problematic images when supplied with the original files, but working images that have been already worked on can risk over-processing.