



UNDER 13's IMAGE GUIDE

VERSION 1.1

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Ronja, the Robber's Daughter

INTRODUCTION

This guide features the most up to date research and practice of image creation for our under 13s audience on BBC iPlayer.

iPlayer makes use of a selection of image styles to intrigue and maximise engagement.

The information provided will help you understand which assets we use, how we use them, and why.

We will also detail how to create key art for iPlayer, should you prefer to develop pre-delivery



WHAT IMAGES WE USE

Promotional images

Programme key art, talent stills and logos are used to create different style of promotional images.

Talent stills and logos are used to create unique images for the under 13's character rail_____

16:9 key art is used to promote all content on iPlayer_____

2:3 portrait images are used to promote on the over 13's home page_____



WHAT IMAGES WE USE

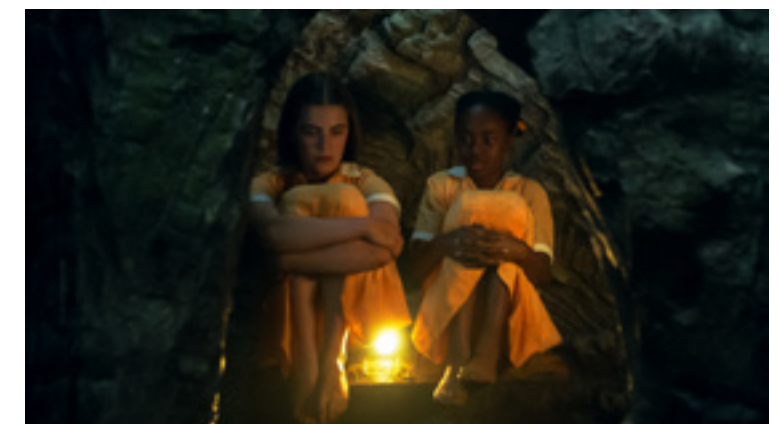
Episodic images

We use location photography and content screen grabs to create episode images.

We use episode images to promote series episodes or films and specials.

Episode images must express tones specific to the respective episode.

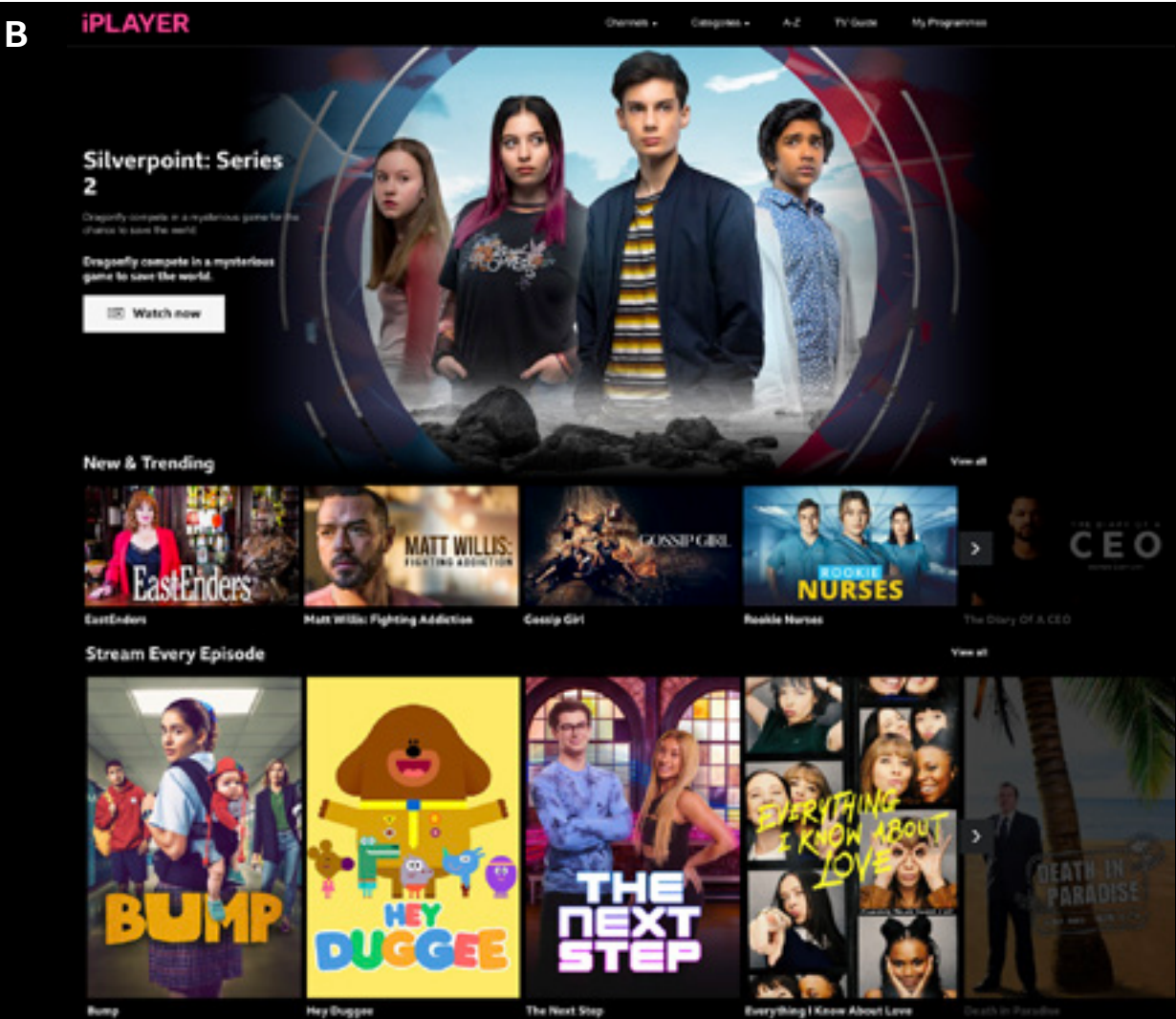
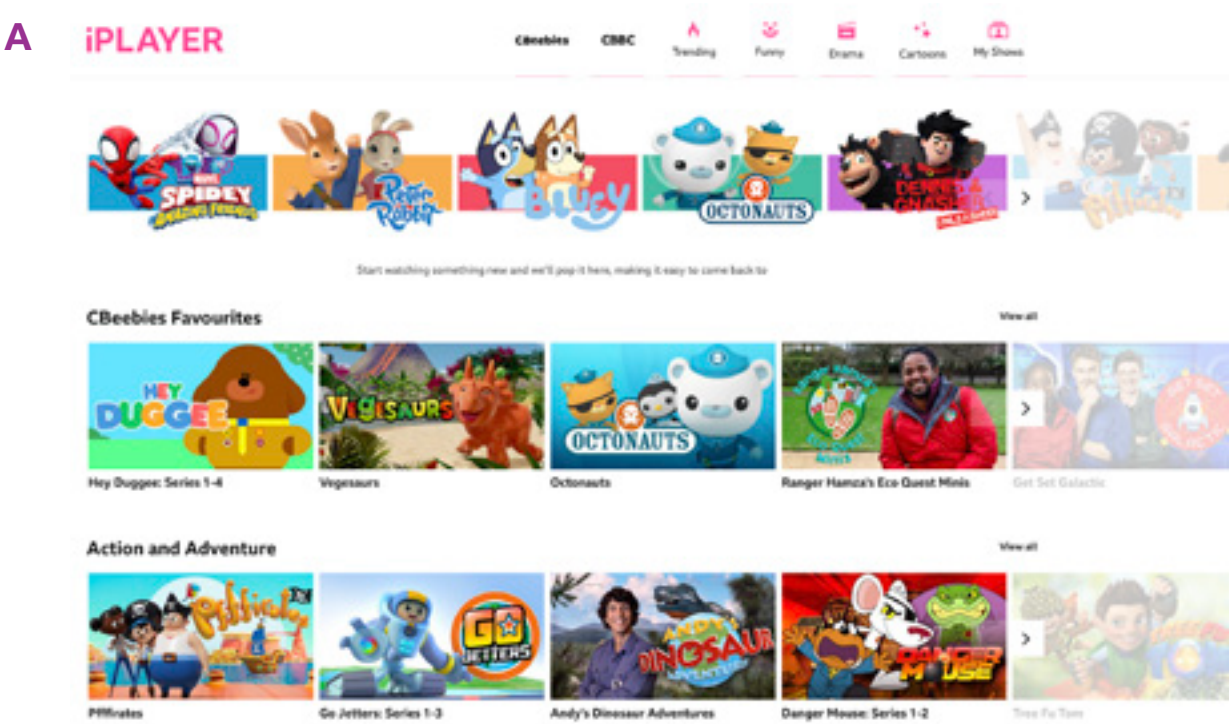
The images should also show a progression of narrative when seen together on the brand page.



WHERE IMAGES ARE USED

Home pages

- The home page primarily feature 16:9 key art.
- (A) The Under 13’s home page features the unique character top rail.
- (B) The Over 13’s home page features unique portrait images and a large logo-less hero image.

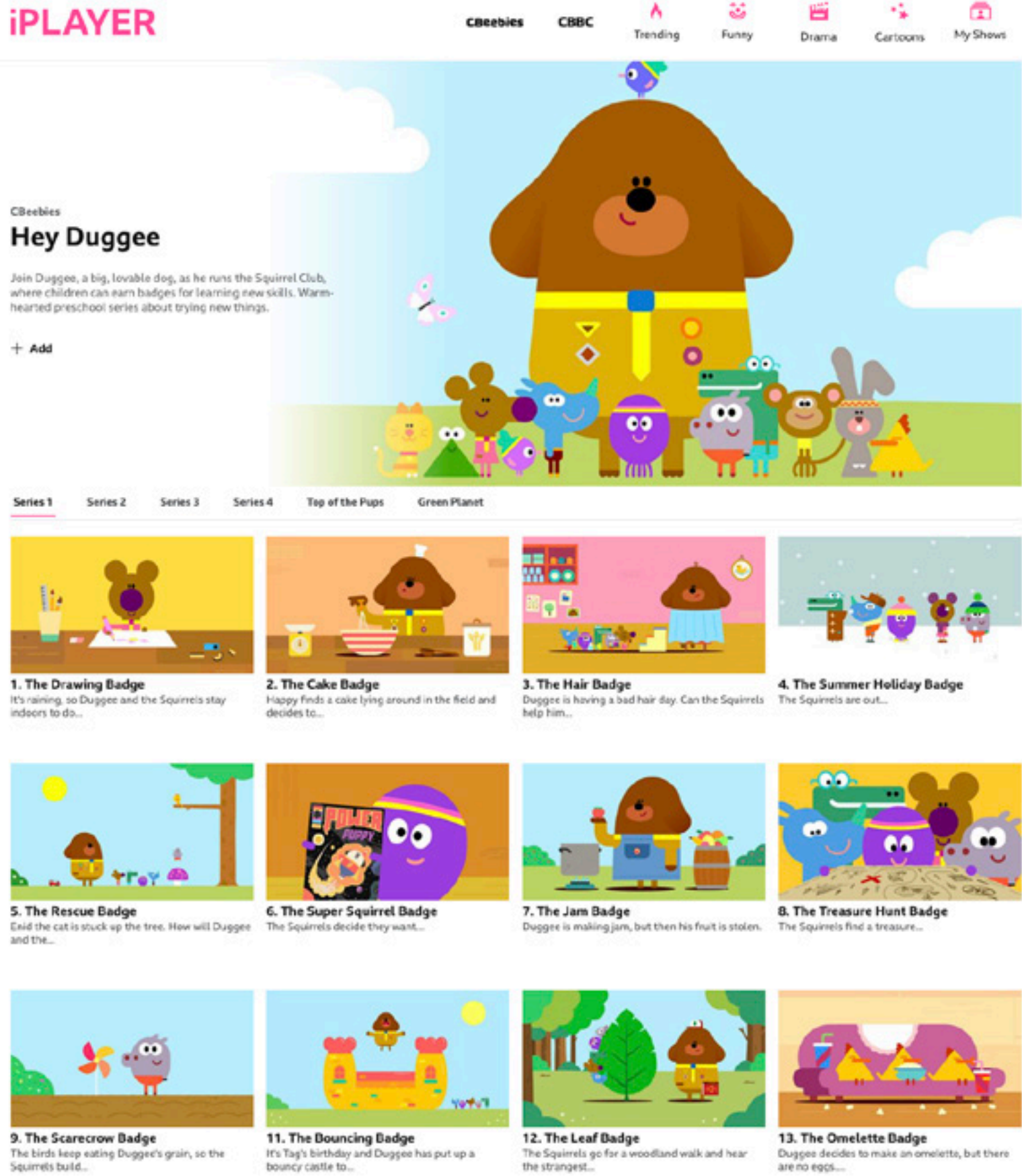


WHERE IMAGES ARE USED

Brand pages

The brand pages present a large logo-less key art or iconic photo at the top of the page.

Episode images are displayed in descending order, accompanied by episode title and short synopsis.



CREATIVE DIRECTION

Photography

Our under 13's audience respond to character and talent. Having engaging, dynamic stills allows us to create a broad range of promotional imagery for your programme on iPlayer.

TALENT STILL

Studio shots of talent or character expressing their on camera personality. These can be full body or waist high on a neutral background, with no awkward clipping.

ICONIC STILL

Group and on-location shots should express the story's world and characters. Think of tone, composition, and context.



CREATIVE DIRECTION

Composition

It is important to remember composition when framing your key art. We believe following the 'rule of thirds' is the best practice.

It helps to block out concepts before shooting or final compositing. The iPlayer team can help you with this.

When framing your logo, use the iPlayer safe zone.

The iPlayer design team can work with you during the concept stage should you elect to create your own key art.



CREATIVE DIRECTION

Context with age

Our research tells us that context is considered less by our younger audience.

Younger audiences respond to character and vibrant branding and bold soft shape language.

These parameters change as the audience grow older, introducing character relationships, darker tones and complex shape language.



CREATIVE DIRECTION

Logos

Programme logos need to be legible on small devices.

Motif or complex 3D logos can not be used.

The BBC blocks lock up is not required for use on iPlayer.

Younger audiences respond to bolder logos, simplistic in colour and shape.

Logos are prioritised over secondary characters and additional contextual elements.

Logos may use drop shadow and have overlap. However, the logo must remain legible and not spoil it's surround.



Family Favourites



Toy Story 2



Planes

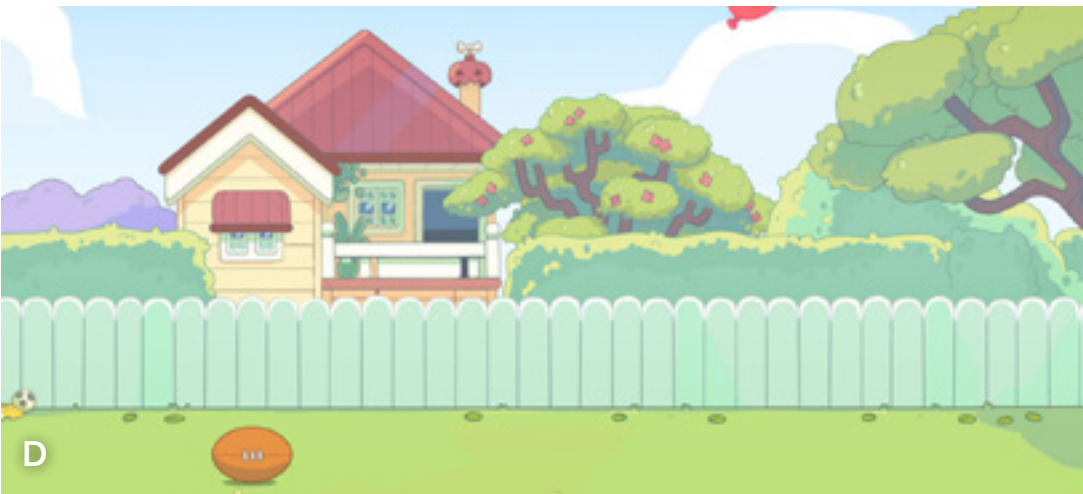


ASSET DELIVERY

All assets should be delivered through the BBC Children’s Media Hub portal.

Our complete image asset requests are:

	ASSET	FORMAT
A	Key art	Layered .psd / .ai
B	Talent stills (live)	.raw / .jpeg / .tiff
	Talent stills (illustration)	.ai / .png / .tiff
C	Logo	.ai / .psd
D	Background stills	.raw / .jpeg / .tiff
E	Iconic stills	.raw / .jpeg / .tiff
F	Episode stills	.jpeg



KEY ART MATRIX

This section will explore the characteristic hierarchy across multiple genres and how it changes through age groups.

It is important to remember that this is for guide purposes only and that every programme should be treated from a unique standpoint.

KEY ART CHARACTERISTICS

CHARACTER

Communicates personality and tone through facial expressions and posture. Use secondary characters to build on relationship.

For young audiences, character is typically most important when building familiarity and relationship.

TALENT

Popular on-screen contributors that attract fans to new content, and Hosts representing their own personality.

For young audiences, talent is least important, amalgamating with character.

BRANDING

Connecting content to related media via logo, graphics and colour schemes.

CONTEXT

Content themes, tone, emotion, and genre expressed visually through photography and graphics. To communicate to younger audience it's better to be direct with your context.

CHARACTER



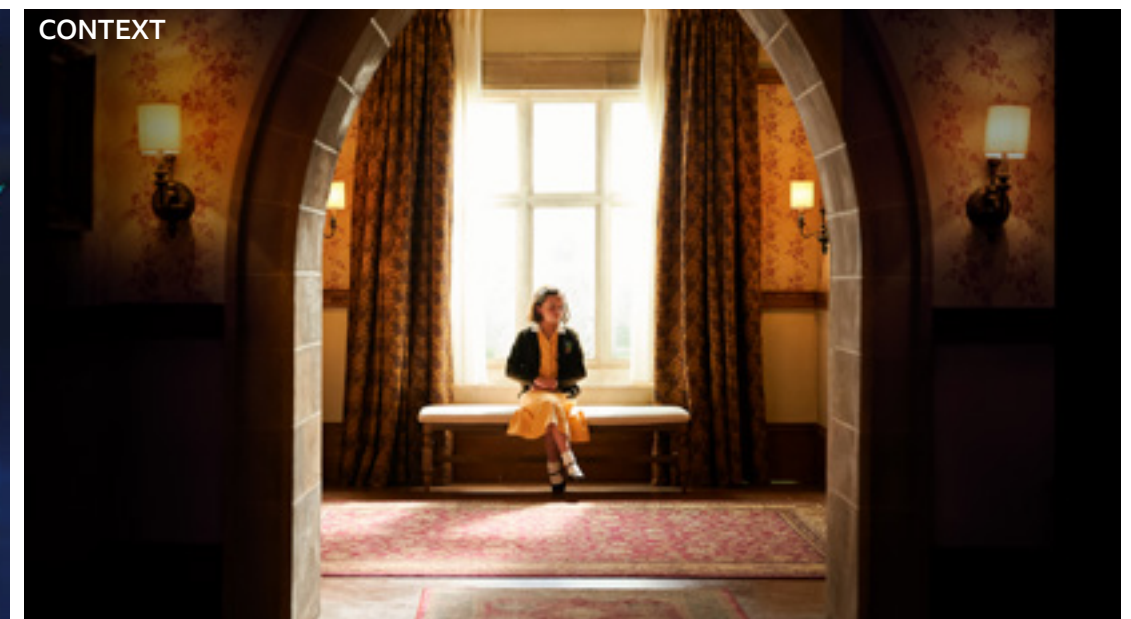
TALENT



BRANDING



CONTEXT



The table shows the hierarchy of each characteristic per age group for the genre 'Drama'.



DRAMA

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3	CHARACTER	BRAND	CONTEXT	
AGE 4-6	CHARACTER	BRAND	CONTEXT	
AGE 7-9	CHARACTER	CONTEXT	BRAND	TALENT
AGE 10-12	CONTEXT	BRAND	CHARACTER	TALENT

DRAMA

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3

CHARACTER

BRAND

CONTEXT

Character should be most prominent. Often forward facing with welcoming smiles.

Brand logos may be large and require more space.



DRAMA

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 4-6

CHARACTER

BRAND

CONTEXT

Character should be most prominent.
Can feature secondary characters to build relationship.



DRAMA

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 7-9

CHARACTER

CONTEXT

BRAND

TALENT

Character should be most prominent.

Context can be added for older viewers to describe the themes and tone of the programme,



DRAMA

◀ MORE IMPORTANT

LESS IMPORTANT ▶

AGE 10-12

CONTEXT

BRAND

CHARACTER

TALENT

Context is most important for older viewers. Key art should visually describe the themes and tone of the programme.

Branding is also important, and helps browsers find trending content.



The table shows the hierarchy of each characteristic per age group for the genre 'Comedy'.



COMEDY

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3	CHARACTER		CONTEXT	BRAND
AGE 4-6	CHARACTER		CONTEXT	BRAND
AGE 7-9	CHARACTER	CONTEXT	BRAND	TALENT
AGE 10-12	CHARACTER	TALENT	CONTEXT	BRAND

COMEDY

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3

CHARACTER

CONTEXT

BRAND

Character should be most prominent. Often forward facing with welcoming smiles.

Vibrant tones with soft shapes make for a light hearted, fun programme.



COMEDY

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 4-6

CHARACTER

CONTEXT

BRAND

- Character should be most prominent.
- Can feature secondary character to build relationship.
- Use fun engaging postures to elicit humour.



COMEDY

◀ MORE IMPORTANT

LESS IMPORTANT ▶

AGE 7-9

CHARACTER

CONTEXT

BRAND

TALENT

Character should be most prominent.

Talent may be recognisable, but must represent their character.

Fun postures and secondary characters will elicit humour.



COMEDY

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 10-12

CONTEXT

BRAND

CHARACTER

TALENT

Context becomes most important as audience browse for specific themes. Show humour with character posture, expression and composition.

Branding is important, and helps browsers find trending content.





ENTERTAINMENT

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3	CHARACTER	CONTEXT	BRAND
AGE 4-6	CHARACTER	CONTEXT	BRAND
AGE 7-9	TALENT	CONTEXT	BRAND
AGE 10-12	TALENT	CONTEXT	BRAND

The table shows the hierarchy of each characteristic per age group for the genre ‘Entertainment’.

ENTERTAINMENT

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3

CHARACTER

CONTEXT

BRAND

Character should be most prominent. Often forward facing with welcoming smiles.



ENTERTAINMENT

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 4-6

CHARACTER

CONTEXT

BRAND

Character should be most prominent. Often forward facing with welcoming smiles.

Can feature secondary characters.



ENTERTAINMENT

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 7-9

TALENT

CONTEXT

BRAND



Character should be most prominent.
More Context can be added for older viewers.

ENTERTAINMENT

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 10-12

TALENT

CONTEXT

BRAND

Talent becomes most important with older viewers, replacing Character.



The table shows the hierarchy of each characteristic per age group for the genre 'Factual with presenter).



FACTUAL (with presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3	CHARACTER		CONTEXT	BRAND
AGE 4-6	CHARACTER		CONTEXT	BRAND
AGE 7-9	CHARACTER	TALENT	CONTEXT	BRAND
AGE 10-12	TALENT		CONTEXT	BRAND

FACTUAL (with presenter)

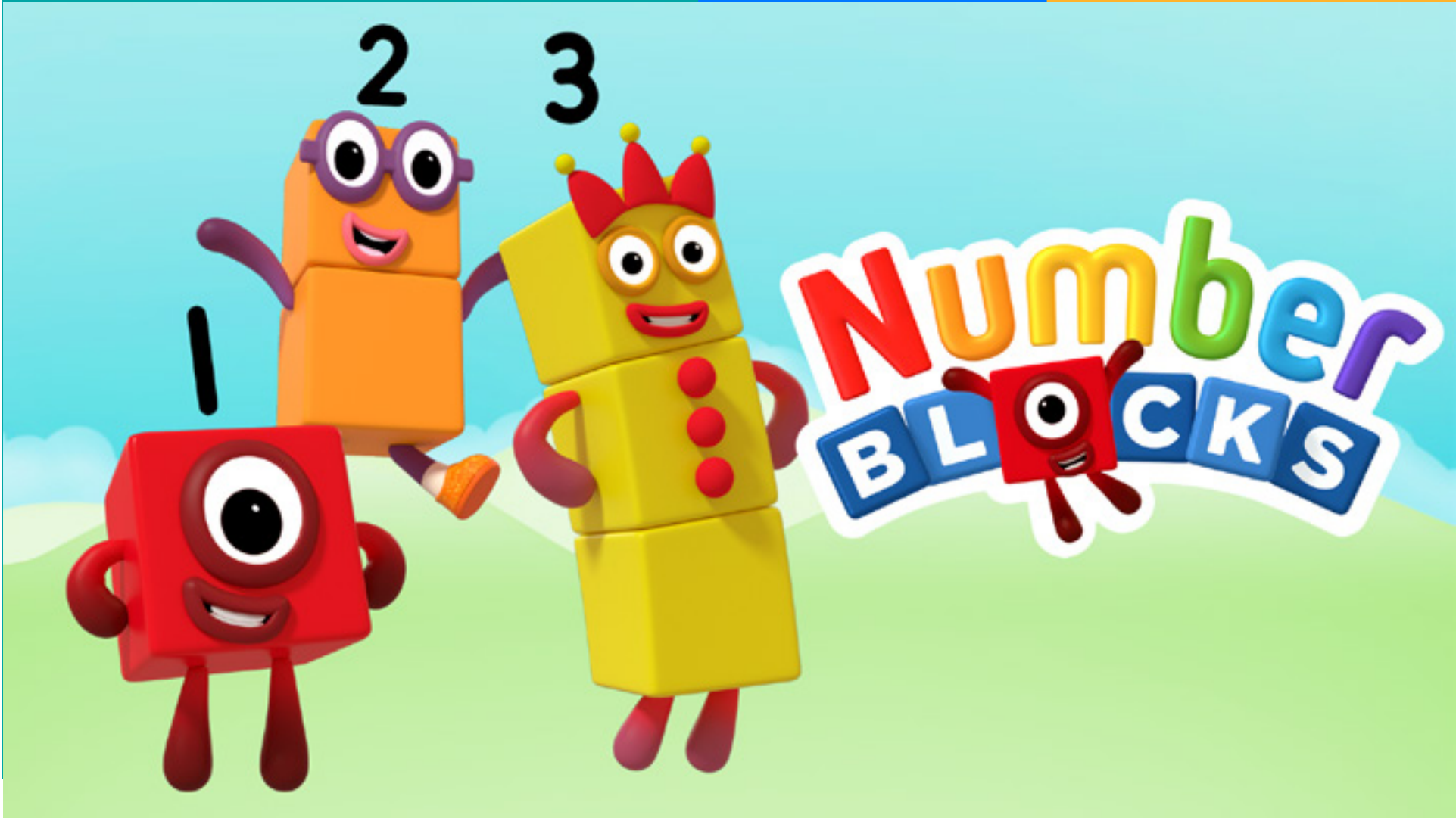
◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3

CHARACTER

CONTEXT

BRAND



Character should be most prominent.

Contact can be subtly suggested.

FACTUAL (with presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 4-6

CHARACTER

CONTEXT

BRAND



Character should be most prominent.
Context can be suggested.

FACTUAL (with presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 7-9

CHARACTER

TALENT

CONTEXT

BRAND



Character should be most prominent.

Talent becomes relevant as audiences become familiar with presenters.

Context should be easily read.

FACTUAL (with presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 10-12

TALENT

CONTEXT

BRAND



Talent becomes prominent with older viewers, replacing Character.

Context is important, and should be represented.

The table shows the hierarchy of each characteristic per age group for the genre (Factual without presenter).



FACTUAL (without presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3	CONTEXT	BRAND	
AGE 4-6	CONTEXT	BRAND	
AGE 7-9	CONTEXT	BRAND	TALENT
AGE 10-12	CONTEXT	BRAND	TALENT

FACTUAL (without presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 0-3

CONTEXT

BRAND



Context is the most important.
Branding should be strong and legible.

FACTUAL (without presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 4-6

CONTEXT

BRAND



Context is the most important.
Branding should be strong and legible.

FACTUAL (without presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 7-9

CONTEXT

BRAND

TALENT



Context is most important.

Branding should be strong and legible.

Talent becomes more relevant with older viewers.

FACTUAL (without presenter)

◀ MORE IMPORTANT ————— LESS IMPORTANT ▶

AGE 10-12

CONTEXT

BRAND

TALENT

Context is the most important.

Branding should be strong and legible.

Talent becomes more relevant with older viewers.



Thank you

Should you have any questions, please contact...

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Asset delivery team: childrens.mediahub@bbc.co.uk