



# **INSP Movies: Legal Action**

## PRODUCTION STILLS STYLE GUIDE

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# IMAGE GUIDELINES | *LEGAL ACTION*

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## OVERVIEW:

Production stills are important for the promotion of movies on INSP.com, through press outlets, in social media and within the general marketing of the network and their required specifications. This document explains the styles of photos needed and their desired ratio.

## TECHNICAL REQUIREMENTS:

- Camera RAW files, if unavailable, High resolution TIFFs or JPEGs. Preferably captured with a DSLR camera.
- Image resolution should be 300DPI.
- Only properly lit and exposed images are acceptable for use. In low light conditions or when subject is backlit, please use supplemental fill-flash to avoid underexposure, motion blur and/or high sunlight/shadow contrast.

## AVOID TAKING THESE SHOTS:

**Please avoid taking shots of the following:**

- Dark under exposed interiors.
- Shots of talent where his or her entire face is not visible in a group or individual setting.
- Close-ups with camera flash.
- Shots taken from behind talent: all shots should have talent/people positioned towards the camera.

# IMAGES OF MAIN CAST | *CLOSE-UPS*

Close-ups should capture the talent in character. These shots should be dynamic and the talent should be posed towards the camera when possible. The background of these images should be the environment the talent is in or a clean textured background.

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# IMAGES OF MAIN CAST | *WIDE-ANGLE*

Wide-Angle shots should be full body or from the waistline up. The talent should be facing towards the camera in a well lit environment. These shots should be dynamic and the talent should be posed towards the camera when possible. The background of these images should be the environment the talent is in or a clean textured background.

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# IMAGES OF MAIN CAST | *GROUP*

Group shots should show two or more cast members in a like environment during a scene. The talent should be facing towards the camera in a well lit environment (in some instances talent will be facing away, i.e. top left image.) These shots should be dynamic and the talent should be posed towards the camera when possible. The background of these images should be the environment the talent is in or a clean textured background.

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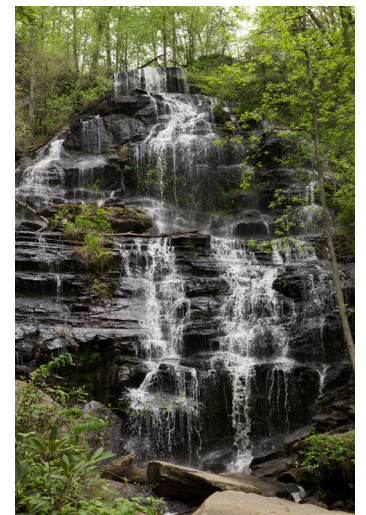
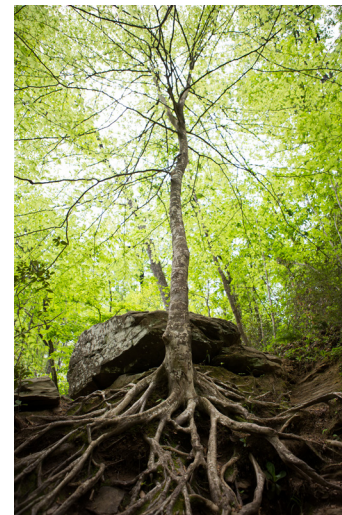
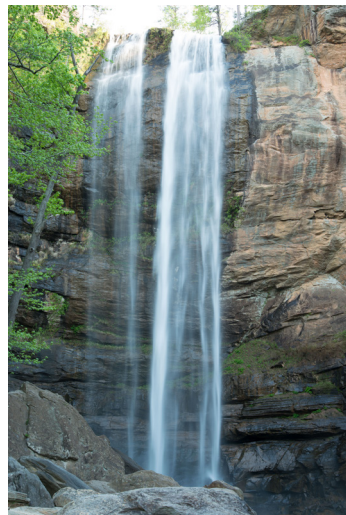




# LANDSCAPES

Landscape shots should depict the environment of outdoor scenes from the movie as well as the location of where the movie is being filmed. These shots may be horizontal or vertical, as shown below. Landscape shots should emphasize the beauty of the film's location as much as possible.

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# IMAGES OF CAST | *ACTION SHOTS*

In-action shots should emphasize movement or expression. These shots should capture moments of intensity, excitement, or action filled scenes . The talent should be facing towards the camera in a well lit environment. These shots should be dynamic and the talent should be posed towards the camera when possible. The background of these images should be the environment the talent is in or a clean textured background.

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# IMAGES OF CAST | *WIDE ACTION SHOTS*

Wide Action shots should show the environment the cinematic scene is highlighting. The shots should be well lit and dynamic.

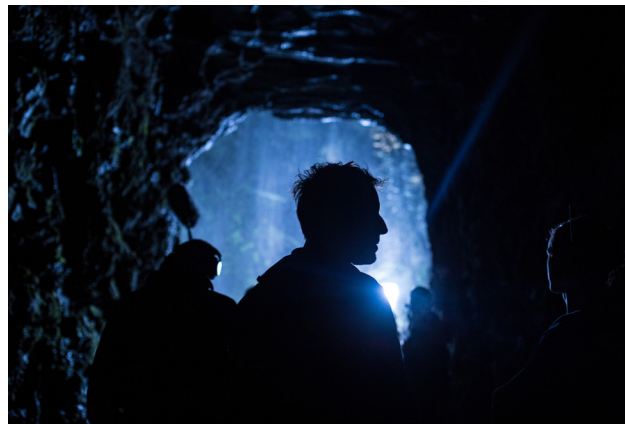
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# IMAGES OF CAST | *BEHIND THE SCENES*

Behind the scenes shots should be candid on or off set shots that show the talent in an environment that may or may not include other cast members or crew. These shots should be dynamic and the talent should be posed towards the camera when possible. The background of these images should be the environment the talent is in or a clean textured background.

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## Special Image Requests:

The following image requests are intended to help promote this movie through varying social outlets:

- Crime scene and crime scene tape
- Bullet holes
- Evidence
- The barn
- The motel
- Courtroom
- Jury
- Gavel, courtroom paraphernalia
- Pinball machine
- Casey's car
- Casey's watch
- Antique guns
- Pru's wedding ring
- Big Sur post card
- All fight scenes
- Promo shots (for website)
- Mugshots
- Casey's family photo of old Texas Rangers
- Casey's boots
- Book on the floor of the courtroom

