

**“Knock knock,
can I please
enter your
world?”**

**A playbook for
creating great key art
by ABC CREATIVE**

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Introduction

How to use this playbook

This playbook is designed to create a shared understanding of what strong key art looks like at the ABC, and how we work together to achieve it.

Its role is to align teams, stakeholders and creative partners around a consistent creative standard, while supporting the continued evolution of key art craft, thinking and ambition.

The playbook should be used as both a practical guide and a creative benchmark. It is intended to support everyone involved in the development of key art, from briefing and strategy through to creative development, feedback, approvals and production.

It is been designed for:

- + Teams across Audience & Screen
- + ABC Creative
- + External partners such as production companies and freelancers
- + Collaborators such as photographers and illustrators
- + Stakeholders involved in briefing or approving work

This document is not intended to create rigid rules or a singular visual style. Because of the broad spectrum of our content, we will continuously require different creative approaches.

Instead, the playbook exists to provide a shared framework for evaluating and developing work, helping ensure creative decisions are intentional, strategically aligned and held to a consistently high standard.

When to use this playbook:

- + At the beginning of projects, to help shape briefs and direction
- + During development, to guide thinking and decision-making
- + During reviews/approvals, to align feedback and expectations
- + As an ongoing reference point for craft, consistency and ambition

The best results will come from using this document not as a checklist, but as a tool to support stronger conversations, clearer alignment and better creative outcomes.

Finally, think of this book as a resource that is subject to evolve over time. As the world around us continues to change, our response to that change will be updated appropriately. For example, guidelines around the use of AI-generated images will potentially alter as we continue to explore and use this new technology.

Introduction

What is key art?

Key art is the central visual expression of a piece of content (ie – an ABC show) and a foundation from which promotional assets are developed. It's also the biggest influencer on someone's decision to watch content.

Key art is often the first and most enduring impression audiences have of our content. It plays a critical role in attracting attention, communicating tone and genre through considered semiotics, shaping perception and creating audience interest.

At its best, key art distils a complex story, idea or proposition into a single compelling visual expression. It should communicate clearly and instantly, while also creating intrigue, distinctiveness and emotional resonance.

Key art can take many forms depending on the content, audience and platform requirements. It may be photographic, illustrative, typographic, conceptual, talented or even abstract. Regardless of execution, effective key art is strategically grounded, creatively ambitious and crafted to a high standard.

Key art as part of a bigger system

While key art can function as a standalone asset, it can also be part of a broader campaign ecosystem. Strong key art is built from a central creative idea and connected art directional approach that can flex across platforms, formats and audience touchpoints, where needed. The most effective campaigns create consistency, cohesion and recognisability across every execution, rather than treating key art as a singular output.

In an increasingly fragmented and competitive media landscape, it is critical that our promotional efforts aren't just strategically joined-up, but creatively impactful and highly distinctive.

Introduction

ABC Creative: Our approach to key art in the context of promotional campaigns

ABC Creative is the in-house creative agency of the ABC, tasked with producing campaigns and promotional materials that grow our audiences and enhance our relationships with them. We are a multidisciplinary team of creative thinkers whose capabilities and craft span the worlds of art direction and design, motion, audio and beyond. We write, produce, design, direct, shoot and animate.

Our work is advertising-shaped; meaning it's designed to promote. But it can take many forms; from a 30-second TVC or PR stunt, to a design system or radio ad. We approach our work in an integrated, cross-functional way where squads of creatives—including designers developing key art—work together to build campaigns. This means that key art is never created in a silo, but as part of a broader system of campaign deliverables, all anchored to a singular strategy and idea.

The language of design is central to our creative approach and our design team are an integral part of our integrated creative responses to Platinum and Gold campaign briefs. In particular, the development of high quality, effective and distinctive Key Art is a major focus of our team.

Our approach balances strategic marketing rigour with creative integrity, creating world-class design that respects the intelligence of Australian audiences and reflects the calibre of the content it represents.

Introduction

Introduction to design principles

While this playbook provides useful guidance on developing effective key art, it is not a rigid tool that enforces rules or pushes creative thinking into a corner. On the contrary, it should serve as a catalyst for brilliant design, opening the aperture of what's possible in the promotion of world-class content across the ABC.

Rather than prescribing a singular visual style, this playbook establishes a shared set of creative principles intended to guide thinking, shape decision-making and elevate the overall standard of work. Together, these principles help ensure our key art is distinctive, emotionally resonant, culturally aware and creatively ambitious, while remaining flexible enough to respond to the unique needs of different audiences, genres and platforms.

With that in mind, we have developed seven principles for creating effective key art. These principles are designed not as constraints, but as creative provocations that challenge us to make work that connects, endures and stands apart.

ABC Creative's seven principles of effective key art

1.

**Impossible
to ignore**

2.

**Everything
is powered
by an idea**

3.

**Don't just
see it, *feel* it**

4.

**Crafted with
intent**

5.

**Connected
to culture**

6.

**Think
platform,
not poster**

7.

**Say less,
mean more**

1. Impossible to ignore

Strong key art is distinctive

It captures attention quickly and creates immediate recognition in a crowded and highly competitive visual environment.

Distinctive work avoids category clichés and generic visual language in favour of bold, memorable and ownable creative expression.

2. Everything is powered by an idea

Strong key art is informed by a clear central idea

A strong idea is the foundation of any campaign. It informs every execution across channels and ensures creative consistency. Key art doesn't exist in a vacuum, but part of a bigger ecosystem.

The idea that informs the development of key art also informs a TVC, radio ad or any other execution that's part of a campaign.

3. Don't just see it, *feel* it

Strong key art creates an emotional response

Whether creating intrigue, tension, warmth, excitement, curiosity or delight, effective work makes audiences feel something instantly.

Eliciting a strong emotional reaction in our audiences is a force multiplier for creative effectiveness. A single image can invoke laughter, fear, disgust, joy, excitement and this, in turn, magnetises attention. We should be aiming to help people feel the tone and intent of the content, not simply describe it.

4. Crafted with intent

Strong key art demonstrates excellence in execution

Art direction, typography, composition, photography, illustration, retouching... High craft elevates perception, builds trust in our audience and reflects the quality of the content itself.

The skills and capabilities that are connected to craft take years to develop. We believe that craft should be respected, continuously innovated and never compromised. It's the difference between good and great, mediocre and iconic.

5. Connected to culture

Strong key art understands the world it lives within

It reflects contemporary culture, audience behaviours and visual literacy. It should feel relevant, informed and connected to how audiences engage with media today, while remaining authentic to the content and the ABC.

This does not mean chasing aesthetics, replicating visual fashions or adopting whatever style language happens to be dominant in the moment. Strong key art should feel culturally aware, not culturally reactive.

The most effective work understands the visual codes, symbols, references and meaning systems audiences instinctively recognise and respond to. It considers the semiotics and visual language of contemporary culture, while using them with intention and originality rather than imitation.

Culturally aware key art feels current because it understands the moment, not because it follows it.

6. Think platform, not poster

Strong key art works as part of a broader creative ecosystem

We can be forgiven for mistaking key art as a single 'tile' that appears only on ABC iView. While that is a hugely important touchpoint, it is only one of many places our key art shows up.

We like to think of our key art less as a 'poster' and more like a 'visual platform' that is highly flexible, dynamic and just as comfortable on a mega-sized billboard as it is in dynamic digital environments.

Key art should provide a flexible creative foundation that can extend across platforms, formats and campaign executions. The best key art is not an isolated asset, but part of a connected art directional approach built from a core creative idea.

7. Say less, mean more

Strong key art is simple

Strong key art focuses on the single most compelling idea, emotion or tension at the heart of the content. Rather than trying to say everything, it prioritises what matters most and removes anything that distracts from the core message.

Simplicity is not about minimalism for its own sake. It is about clarity, focus and confidence. Through restraint and deliberate decision-making, effective key art communicates quickly, creates stronger emotional impact and leaves a more lasting impression.

Executorial details

The fundamentals of key art craft.

Strong key art is not only driven by concept, but by careful execution. These guidelines outline the practical considerations required to ensure artwork is visually cohesive, technically robust, and adaptable across all campaign environments.

From layout and typography through to production rollout and delivery, each element should work together to maintain clarity, flexibility, consistency, and premium creative quality wherever key art lives.

Executorial details

1.

Design Approach

The chosen design approach should support the concept, tone, and audience positioning of the program.

2.

Art Direction

Art direction should create a cohesive visual world that elevates the program and campaign.

3.

Layout

Layout should create clear hierarchy, emotional focus, and flexibility across all campaign formats.

4.

Use of Talent

Use talent strategically to maximise audience engagement and narrative clarity.

5.

Accessibility

Design for inclusive, digital-first viewing experiences.

6.

Typography & Tagline

Title treatment and tagline should reinforce genre, tone, and program identity.

7.

Licensing & AI Imagery

All imagery used in key art must be legally compliant, transparent in origin, and aligned with ABC editorial and creative standards.

8.

Editorial Considerations

Key art should be impactful while remaining appropriate for broad public audiences and platform environments.

9.

Production & Delivery

Design systems should support efficient adaptation across campaign needs.

1. Design Approach

The visual execution should feel intentional, cohesive, and aligned with the world of the program. Different genres may require different approaches, whether photography for emotional immediacy and talent recognition, or illustration for conceptual storytelling and imaginative worlds.

The design approach should always be appropriate for the intended audience. For children's programming, particularly preschool content, artwork should use clear, age-appropriate visual cues, recognisable characters, and simple storytelling devices, recognising that audiences may be pre-literate and rely primarily on visual recognition.

When using photography, all talent imagery must be professionally shot and retained at original RAW resolution to ensure maximum quality and flexibility across campaign assets. Backplates and supporting artwork should be built to match the dimensions and resolution of the original photography.

Do's

- Select a design approach that supports the program's concept, tone, genre, and audience.
- Use photography, illustration, or graphics intentionally and cohesively.
- Ensure the visual style is appropriate for the target audience and age group.
- For children's content, prioritise clear character recognition and simple visual storytelling.
- Use professionally shot, high-resolution photography for talent.
- Retain imagery at original RAW resolution.
- Build backplates to match the dimensions and resolution of the original photography.
- Ensure artwork remains flexible across multiple formats and crops.

Don'ts

- Don't mix conflicting visual styles without purpose.
- Avoid low-resolution or compressed imagery.
- Don't artificially upscale photography.
- Avoid generic stock imagery or illustration styles.
- Don't over-retouch talent imagery.
- Don't rely on text-heavy or overly complex concepts for pre-literate audiences.
- Avoid imagery that is inappropriate or confusing for the intended age group.



2 Art Direction

Strong art direction ensures all visual elements - photography, styling, lighting, set design, props, wardrobe, retouching, and composition - work together cohesively.

Art direction should support the conceptual idea and create imagery that feels intentional, and premium.

When designing key art, ensure familiarity with the current landscape on ABC iview so the art direction, concept, and colour palette feel distinctive from existing titles.

As key art is often displayed within the ABC iview interface, colour palettes should also work harmoniously with the ABC iview teal branding.

Do's

- Ensure styling, lighting, and environment support the program tone.
- Create a cohesive visual world across all assets.
- Use lighting and composition to enhance emotion and focus.
- Maintain consistency between photography, graphics, and typography.
- Prioritise authenticity and emotional believability.
- Be familiar with the current program landscape on ABC iview to avoid concept and colour palette overlap.
- Consider that Key Art may be housed in ABC iview branding.

Don'ts

- Don't combine visual styles that feel disconnected.
- Avoid over-retouching that removes realism or emotional connection.
- Don't include props or styling elements without conceptual purpose.
- Avoid generic or overly staged photography.



Example of key art housed in ABC iview branding

2. Art Direction / Styling

What to Wear

Solid, block colors: Mid-tones look best. Think navy, olive green, charcoal, plum, teal, or soft blues.

Off-whites: Swap out a stark white shirt for cream, ivory, or light gray. It looks much softer and nicer on camera.

Clothes with structure: Jackets, blazers, and button-down shirts hold their shape well under studio lights and give the sound crew a solid place to clip a microphone.

Soft, quiet fabrics: Cotton, wool blends, and soft knits are perfect.

The Golden Rule: Always bring two backup outfits on hangers. If your first choice clashes with the background or the lighting, you can swap it out in two minutes.

What to Avoid

Tiny patterns: Avoid shirts with really fine stripes, small checks, or tight herringbone. On camera, they create a dizzying, vibrating strobe effect.

Pitch black or blinding white: Solid black can look like a dark blob; pure white can look way too bright.

Noisy jewellery: Leave the jangly bracelets, long necklaces, and big metallic earrings at home. They will bump against the microphone and ruin the audio.

Wrinkly fabrics: Skip 100% linen. It will look like a crumpled paper bag the second you sit down.

Giant logos: Unless it's part of the brand, avoid big text, graphics, or massive logos on shirts.

3. Layout

Strong layouts guide the viewer's eye quickly and intuitively. Composition should prioritise the most important visual information first - usually talent, title, or the central conceptual idea.

Because key art is required to work across streaming platforms, social, outdoor, and broadcast environments, layouts must also anticipate multiple crops and placements from the outset.

Extendable backplates are essential for ensuring key art remains flexible and visually cohesive across multiple layouts, aspect ratios, and campaign assets without compromising the integrity of the original design.

Do's

- Create strong focal hierarchy using scale, positioning, and negative space.
- Ensure the composition remains effective across multiple aspect ratios.
- Prioritise clear placement for title and branding early in the process.
- Use layout to communicate tone, relationships, and narrative tension.
- Design with safe areas and cropping flexibility in mind.
- Supply artwork within extended backplate environment.

Don'ts

- Don't overcrowd the composition with too many focal points.
- Avoid placing critical information near crop edges.
- Don't allow branding or typography to obscure talent or concept.
- Avoid compositions that become unbalanced when reformatted.



4 Use of Talent/Characters

Talent can be a powerful audience driver, but more faces do not necessarily create stronger key art. Layout should prioritise hierarchy, emotional storytelling, and recognisability.

Not all key art requires talent. In some cases, conceptual, graphic, symbolic, environmental, or object-led approaches may create more distinctive and impactful campaigns than talent-led photography.

When using talent, ensure positioning, scale, and interaction communicate relationships, tone, and narrative tension clearly.

Design should also account for digital-first environments where artwork is frequently viewed at small sizes.

Do's

- Prioritise 1–2 key figures for master art where possible.
- Additional figures (up to 4) can be added to a secondary art for use on large assets only.
- Ensure faces are large enough to remain recognisable at small scale.
- Use composition and body language to communicate relationships and tone.
- Consider whether a conceptual or object-led approach would create stronger impact.
- Plan layouts with flexibility for multiple crops and placements.

Don'ts

- Don't overcrowd artwork with excessive cast members.
- Avoid "floating head" compositions without narrative purpose.
- Don't include talent solely for contractual visibility.
- Avoid layouts that become unclear when cropped for digital placements.



Example of key art without talent.

5. Accessibility

Key art must remain effective and accessible across all platforms, devices and audiences. As Australia's public broadcaster, the ABC has a responsibility to serve all Australians, including people with disability and those with diverse needs and ways of engaging with content. Accessibility should therefore be considered from the outset, helping ensure our work is inclusive, legible and welcoming to the broadest possible audience.

The contrast between text/title colour and background colour must meet minimum AA contrast requirements. To achieve this, we strive to comply with the W3C's Web Content Accessibility Guidelines (WCAG) 2.2.

Check out this list of tools to assist with checking colour contrast. Read here for more information on ABC's accessibility requirements.

Do's

- Ensure titles remain legible at thumbnail size.
- Use sufficient contrast between typography and background imagery.
- Test artwork across multiple devices and scales.
- Prioritise clean, accessible typography.
- Ensure important information remains visible across crops.

Don'ts

- Don't rely on fine details that disappear at small sizes.
- Avoid low-contrast typography or backgrounds.
- Don't use overly decorative fonts that reduce readability.
- Avoid compositions that become confusing when cropped.



6. Title Design & Typography

The title treatment is a core part of the visual identity and should work both independently and alongside the key art.

Typography should feel integrated into the world of the campaign while remaining accessible and scalable across formats.

Do's

- Ensure typography reflects the genre and tone of the program.
- Create title treatments that work across multiple formats.
- Use stacked and horizontal lockups where required.
- Maintain strong contrast and legibility.

Don'ts

- Avoid overly decorative or illegible typography.
- Don't rely heavily on effects like bevels, glows, or drop shadows.
- Avoid inconsistent title usage across assets.



7. Licensing & AI Imagery

Key art assets are distributed widely across broadcast, digital, social, press, streaming platforms, and promotional environments. All visual material must therefore be appropriately licensed for perpetual use and supported by clear documentation.

AI generated imagery may be used selectively where appropriate, particularly for conceptual backplates or environmental imagery, but its use must remain transparent and carefully controlled. The use of AI generated imagery for talent or human subjects is not permitted.

Do's

- Ensure all imagery, photography, textures, illustration, and design assets are properly licensed in perpetuity.
- Provide licensing documentation and usage rights for all third-party assets.
- Declare any use of AI generated imagery to the ABC during the creative process.
- Seek ABC approval before using AI generated imagery in final artwork.
- Restrict AI generated imagery to background elements, backplates, or environmental imagery where appropriate.
- Ensure all AI generated imagery aligns with the quality, tone, and editorial standards of the campaign.

Don'ts

- Don't use unlicensed or partially licensed imagery.
- Avoid using AI generated imagery without disclosure or approval.
- Don't use AI generated imagery for talent, faces, or human subjects.
- Avoid AI imagery that creates uncanny, misleading, or editorially problematic outcomes.
- Don't use AI generated content that infringes on copyright, trademarks, or identifiable artistic styles.



8. Editorial Considerations

TV key art often appears in public-facing environments including streaming platforms, social feeds, out-of-home placements, and family viewing spaces. Artwork must therefore balance bold creative expression with editorial responsibility.

Imagery should avoid causing unnecessary distress, confusion, legal issues, or reputational risk.

Do's

- Ensure imagery aligns with ABC editorial standards and audience expectations.
- Consider how artwork will appear in public and family-friendly environments.
- Use implication and atmosphere rather than graphic depiction where possible.
- Ensure all imagery, symbols, and references are legally cleared for use.
- Consider cultural sensitivities and audience interpretation.
- Make sure to seek any contractual talent approvals in writing prior to key art delivery

Don'ts

- Don't use graphic violence, gore, or distressing imagery unnecessarily.
- Avoid imagery containing hate symbols or discriminatory content.
- Don't feature recognisable brands, logos, or trademarked elements without approval.
- Avoid sexualised imagery that conflicts with audience positioning.
- Don't use misleading imagery that misrepresents the tone or content of the program.



9. Format & Delivery

TV campaigns require extensive rollout across broadcast, streaming, social, digital, print, and outdoor environments. Artwork should therefore be built modularly, enabling flexibility without compromising visual integrity.

Backplates, typography, branding, and talent should remain separated to allow efficient adaptation across aspect ratios and formats.

Master key art must be supplied in a square format in a layered PSD file to allow the artwork to be cropped across portrait and landscape outputs. A minimum resolution of 8000 x 8000 Pixels @ 300 DPI – RGB is required for digital.

Ensure the backplate can extend to wide banner assets.

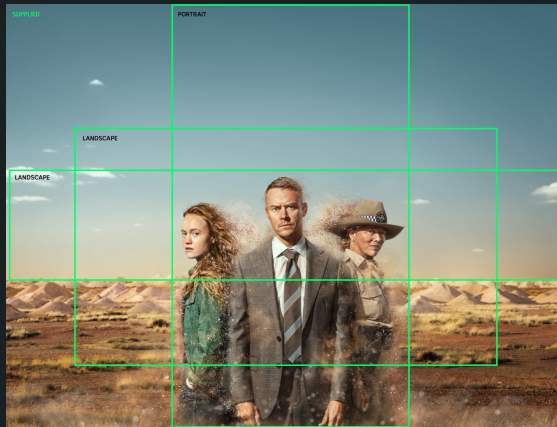
Keep in mind ABC iView safe areas when designing Key Art. Templates containing safe area overlays to test artwork can be found here ([link to be added](#))

Do's

- Build layered PSD/PSB high resolution master files.
- Separate talent, typography, branding, background and any other visible elements.
- Create expandable backplates for wide-format adaptation.
- Design with multiple aspect ratios in mind from the beginning.
- Test artwork across real-world placements before final delivery.
- Supply in-situ mock ups showing crops and safe areas.

Don'ts

- Don't flatten artwork files.
- Avoid compositions dependent on one fixed crop.
- Don't place critical information near crop edges.
- Avoid background imagery that cannot extend naturally.



On platform

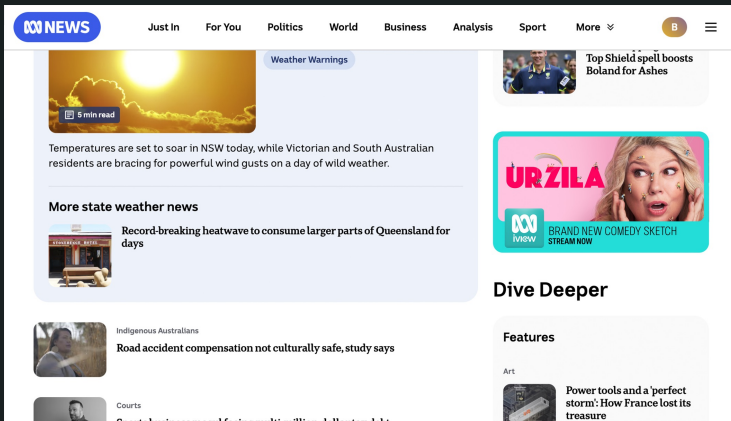
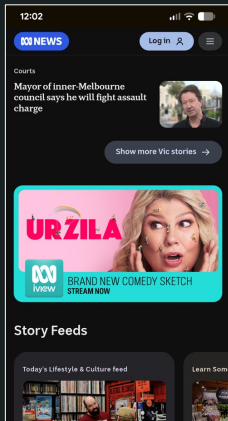
The screenshot shows the ABC iView website interface. At the top, the navigation bar includes the 'iView' logo, 'Home', 'Channels & Categories', 'ABC Kids', and 'Programs A-Z'. On the right side of the navigation bar are search, user profile, and 'Log In' options. The main content area features a large background image of Shaun Micallef. The show title 'Shaun Micallef's MAD AS HELL' is prominently displayed, with 'Comedy Entertainment Offbeat' listed above it. Below the title is a 'WATCH LATEST' button with a play icon, followed by a plus sign and a share icon. A descriptive paragraph reads: 'On the eve of impending regime change, Shaun Micallef's Mad as Hell returns to take this country by the throat and lead it on a merry dance.' Below this, the schedule is listed as 'Wednesdays at 8.30pm on ABC iView and ABC TV.' and the host is identified as 'Shaun Micallef'. Social media icons for Facebook, Instagram, Twitter, and YouTube are present. At the bottom left, there is a 'Series 14' dropdown menu. At the bottom right, there are left and right navigation arrows.

On platform

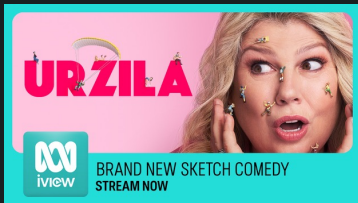
The screenshot displays the ABC iView website interface. At the top, the 'iView' logo is on the left, and navigation links for 'Home', 'Live', 'TV Shows', 'Movies', 'ABC News', 'ABC Kids', and 'Categories' are in the center. On the right, there are search and login icons. Below the navigation, a row of program thumbnails includes '7.30', 'Four Corners', 'Grantchester', 'Murdoch Mysteries', and 'Shetland'. The main section is titled 'Popular Drama' with a right-pointing arrow. Below this, five show thumbnails are displayed in a row, each with a 'NEW SEASON' or 'SERIES 1-9' badge and a small icon with a number in the bottom left corner:

- Shetland**: NEW SEASON badge, icon with '24'. The poster features two women against a dark, moody background.
- Death In Paradise**: NEW SEASON badge, icon with '16'. The poster shows two men in a tropical setting with a yellow van.
- Lewis**: SERIES 1-9 badge, icon with '42'. The poster features two men in suits.
- Silent Witness**: NEW SEASON badge, icon with '10'. The poster shows a group of people in a modern setting.
- Bergerac**: NEW SEASON badge, icon with '12'. The poster shows a man in a dark jacket.

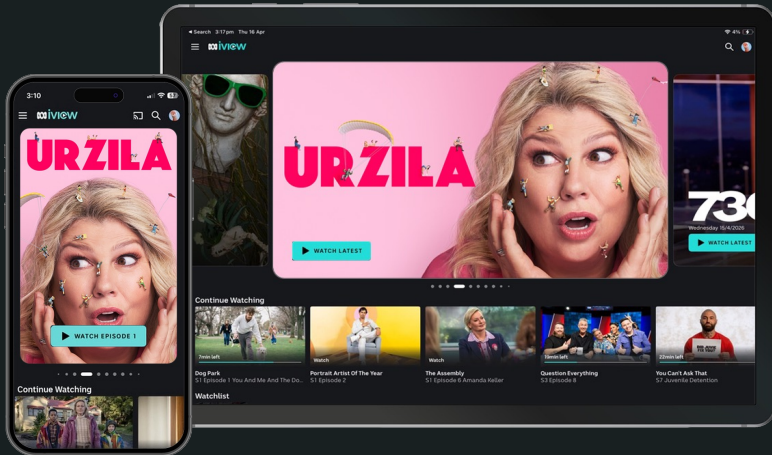
On platform



On platform



On platform



Out of Home



Out of Home

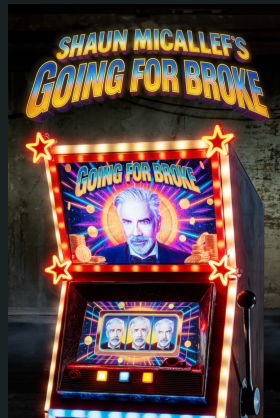




Studio photography, live props composited in post, bespoke title design



Studio photography, high quality backplate retouching



Custom-built prop shot in-camera, bespoke title treatment



Studio photography, 3D background plate, composited in post, bespoke title design



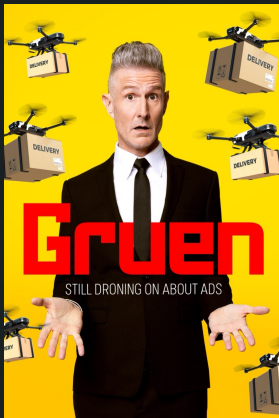
Studio photography, high quality backplate retouching with stock photography



Studio photography, 3D background plate, composited in post, bespoke title design



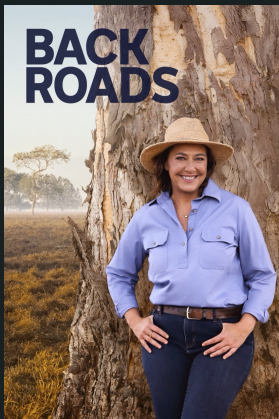
Studio photography, 3D background plate, composited in post, bespoke title design



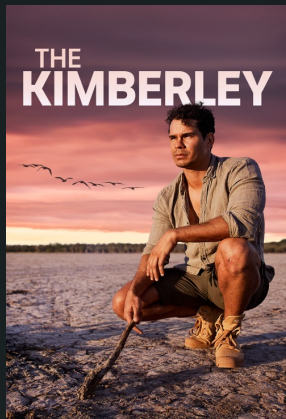
Studio photography, 3D background plate, composited in post, bespoke title design



Studio photography, bespoke title design



Supplied image with ABC Sans title



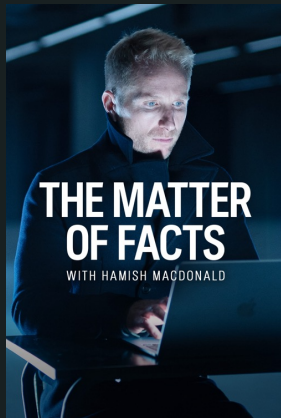
Supplied image with ABC Sans title



Supplied image with ABC Sans title



Supplied image with ABC Sans title



Supplied image with ABC Sans title

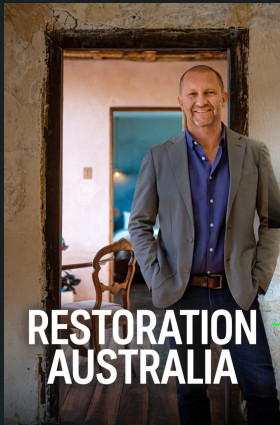


Supplied image with provide program title

Templates

Templates are available to test how key art looks across our channels, including iview, web, social, and out of home. Use these to ensure the creative concept remains sharp, clear, and impactful in every format before final delivery.

Master key art must be supplied in a square format in a layered PSD file to allow the artwork to be cropped across portrait and landscape outputs for roll-out. A minimum resolution of 6000 x 6000 Pixels @ 300 DPI – RGB is required for digital.



ABC Fonts available to download
From the ABC Brand Portal

**ABC NOVA
CONDENSED BOLD**

iview show page desktop example



iview show page desktop safe zone template

[Download this template](#)

Key Art options



Version 1



Version 2

As part of the design strategy, always develop two distinct versions of the key art per campaign. This allows for mid-cycle optimisation to boost performance in-market

Episodic stills

Do

Feature a clear close-up or medium shot of a main character or subject that captures the specific energy of that episode.

Select production stills that show active storytelling—someone laughing, mid-argument, or discovering something.

Give each episode a completely distinct thumbnail so users scrolling through a season can visually tell the episodes apart.

Don't

Don't use busy crowd shots or wide landscapes. On a mobile screen, a wide shot becomes a muddy blur, and characters' faces lose all emotional impact.

Don't use the exact same hero image or basic title card artwork for every single episode in the series.

Don't use static, "passport-style" headshots. Posed marketing photos look sterile and feel completely disconnected from the actual episodic narrative.

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Season 8



Episode 1 Berrambool Estate

Professor Anthony Burke meets a Melbourne family resurrecting a fortress-like bluestone farmhouse with an intriguing history, that's been severely neglected in Western Victoria.



This episode was published 1 month ago.

[Related](#) [Credits](#)



Episode 2 Carlton River Post Office

Host Anthony Burke meets a Tasmanian couple aiming, somehow, to turn an uninhabitable colonial Post Office into a holiday idyll and riverside playground for their young family.



This episode was published 1 month ago.

[Related](#) [Credits](#)



Episode 3 Boorowa Convent

Host Anthony Burke meets an urban family who went looking for an idyllic country farm, only to discover a cavernous rural convent and a huge re-

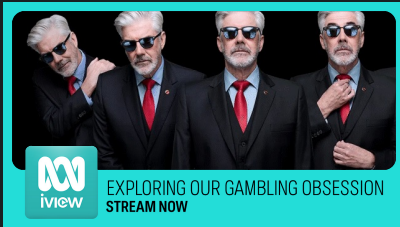


This episode was published 1 month ago.

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Episodic stills play a key role in keeping iview 'refresh' especially when there is limited key art options available. These stills are also used as thumbnails for specific episodes.

iview – news banners



iview – OOH versions



Additional design support

Trusted creative partners

The ABC requires a large amount of key art to support its breadth of content. While ABC Creative is responsible for the creation of a vast majority of this key art, there are instances where additional support is required. In those instances, ABC Creative has curated a network of experienced designers who can support the development of high-quality key art.

These creative partners have been selected for their reliability, skillset and experience in working within the unique requirements of the ABC. They offer a range of specialist skills and visual approaches, providing teams with access to high-quality creative talent while ensuring work is developed efficiently and to a consistent standard.

We are currently in the process of vetting/onboarding this network, however, on the next page you'll find options who are immediately available for commissioning. Teams are encouraged to engage these practitioners early in the process to maximise creative opportunities and ensure the strongest possible outcome.

Additional design support



Jacqui Vicario

Jacqui has been a key part of ABC Creative for the last six years, initially joining the team as a freelance photography project specialist. With additional experience working for Apple, she brings extensive expertise in managing Silver and Bronze Key Art assets, ensuring high-quality visual execution across ABC iView and our core channels.

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Holly Lupo

Holly brings nine years of experience as a designer at ABC Creative. She has extensive expertise in developing Silver and Bronze Key Art assets, ensuring seamless, high-quality creative execution specifically tailored for iView and our core channels.

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Insert your designer here

As part of the key art process, we have suggested design support, however, you are completely free to use any designer you like to shape your key art requirements.

Thank you