

DRAFT

OPNAVINST 3104.
N09C1

OPNAV INSTRUCTION 3104.

From: Chief of Naval Operations
To: All Ships and Stations (less Marine Corps field addressees not having Navy Personnel attached)
Subj: NAVAL VISUAL INFORMATION (VI) IMAGERY MANAGEMENT POLICY, RESPONSIBILITIES AND PROCEDURES
Ref: (a) SECNAVINST 3104.1 (NOTAL)
(b) OPNAVINST 3104.1 (NOTAL)
(c) SECNAVINST 5212.5D
Encl: (1) Navy Imagery Management Procedures
(2) VI Definitions

1. **Purpose**. To implement references (a) through (c), provide policy, procedures and guidance, and to assign responsibilities for naval imagery management.

2. **Background**

a. This instruction provides additional policy and procedural guidance on naval VI imagery management authorized by reference (b). This directive provides policy and procedures formerly identified in chapter 2 of OPNAVINST 5290.1A.

b. Also addressed are changes in DoD organizational structure, policies, and technologies affecting the lifecycle management of official VI Records.

3. **Applicability and Scope**

a. This instruction applies to all Navy activities. The scope of the Navy Visual Information Imagery Management Program includes still and motion imagery, audio, graphic arts, visual aids, models, displays, visual presentation services, and the processes and resources that support them. It also encompasses the DoD term "Visual Information (VI)." Emphasis is placed on ensuring that the use of VI products, equipment and resources is limited to official uses, and on the lifecycle management of official VI records.

b. Within the Federal Government, records management policy is based upon 44 U. S. Code and Title 36, Code of Federal Regulations which require the preservation of Federal records,

including VI records, that have continuing historical, legal, operational or administrative value.

4. **Definitions**. See enclosure (2).

5. **Policy**

a. VI is an essential information resource. VI supports operational planning and decision-making, and facilitates performance of naval functions. VI also constitutes a vital historical record of naval activities and actions, and is a major component of the Navy's organizational memory. VI is essential to the documentary and historical record, and to the Navy Public Affairs community in explaining events and activities involving the U. S. Navy.

b. Lifecycle management of VI records begins when imagery is created or acquired and ends when it is either transferred to the National Archives or is disposed of in accordance with applicable provisions of Public Law and the Code of Federal Regulations, as implemented by reference (c), and as outlined in enclosure (1).

c. Mission success and the protection of property and lives depend on imagery that is complete, timely and highly accurate. Anything that weakens or casts doubt on the credibility of official Navy imagery is expressly forbidden. The alteration of official Navy imagery by persons acting on behalf of the U. S. Navy is prohibited, except as outlined in enclosure (1) of this instruction.

d. The Joint Combat Camera Center (JCCC), Defense Visual Information Center (DVCC) and the Chief of Information's Visual News Service (OI-22) shall be supported and utilized.

e. All official U. S. Navy VI records that meet the provisions of enclosure (1) of this instruction, shall be properly documented, assigned a Visual Information Record Identification Number (VIRIN), and forwarded per the procedures outlined in enclosure (1) of this instruction.

f. Use of Navy VI resources will be limited to those official VI products and services that support Navy missions.

g. VI Resources shall not be used to record or photograph routine parades, inspections, presentation of awards, ceremonies, visits of national or foreign dignitaries, or athletic or social events unless such imagery is to be used for external release, for official internal publications, for documentation of events with national or historical interest, to support official

visiting dignitary programs, or for the recruiting and retention of civilian or military personnel.

h. VI resources shall not be utilized for the reproduction of copyrighted material without the copyright holder's express, written permission, except as provided for in enclosure (1) of this instruction.

6. Responsibilities

a. **The Assistant for Naval Media (CNO (N09C1)) shall:**

(1) Advise and assist CNO (N09C) in implementing and monitoring VI Imagery Management plans, policies and procedures.

(2) Represent or act on behalf of the U. S. Navy on matters related to the management of VI records.

b. **The Commander in Chief, U.S. Atlantic Fleet (CINCLANTFLT), Commander in Chief, U.S. Pacific Fleet (CINCPACFLT), and COMNAVRESFOR shall:**

(1) Ensure COMCAM units are staffed and equipped to provide for the acquisition, documentation and rapid transmission of COMCAM imagery.

c. **Major Claimants.** Major claimant VI Management Officers shall coordinate, monitor and evaluate the implementation of and conformance to the provisions of this instruction.

d. **Commanding Officer, Naval Media Center (NAVMEDIACEN),** per reference (a), operates and maintains the U. S. Navy Component Accessioning Point (CAP) that:

(1) Acts as the central collection and processing point for the collection, evaluation and disposition of VI records.

(2) Selects and forwards selected imagery to the Defense Visual Information Center (DVIC) or to the National Archives and Records Administration (NARA) as appropriate.

(3) Maintains and manages the permanent collection of naval VI records on file at the DVIC. Eliminates duplicative or repetitive imagery. Detects gaps in coverage, and arranges for appropriate coverage.

(4) Provides research services.

(5) Coordinates the disposition of Navy records maintained at the DVIC including the periodic transfers of VI records from the DVIC to NARA.

h. **VI Managers** shall ensure assigned activities:

1. Document the events, personnel, equipment and systems within their geographic area of responsibility.

2. Evaluate, document and forward selected VI Records.

3. Ensure utilization of VI Resources is limited to official use.

7. **Exclusions**

a. **Media related exclusions.** The provisions of this instruction do not apply to:

(1) Photomechanical reproductions.

(2) Maps.

(3) X-rays.

(4) Microfilm.

(5) Microfiche.

(6) Mixed media packages with a predominance of text.

b. **Content-related exclusions.** Except as provided at paragraph 7d, the provisions of this instruction do not apply to:

(1) Command and control imagery displayed in conjunction with weapons systems.

(2) Imagery collected or generated exclusively for surveillance, reconnaissance, and intelligence purposes only when acquired by a dedicated reconnaissance or surveillance platform. This exclusion does not include the processing, exploitation, and further reproduction support of these images.

(3) Productions on the technical, procedural, or management aspects of Navy and DoD cryptographic operations.

(4) Imagery gathered for criminal investigations and other legal evidentiary procedures.

(5) Medical photography, such as patient pre-op/post op, intra-oral and autopsy imagery, and medical diagnostic imagery such as that gathered by ultrasound and magnetic resonance imaging.

c. **Organization related exclusions.** Except as provided at paragraph 7d, the provisions of this Instruction do not apply to:

(1) The Armed Forces Radio and Television Service.

(2) The broadcasting service of the Navy.

(3) Facilities, services, and products operated or maintained under SECNAVINST 1700.10C (NOTAL), including "Navy and Marine Corps News."

(4) Activities funded solely to engage in or support research, development, test and evaluation.

(5) The Navy Motion Picture Service (PERS 651).

d. **Exceptions to exclusions.** Per reference (b), there are a number of conditions under which imaging products, normally excluded by the paragraphs above, are to be managed in accordance with the other provisions of this instruction. Specifically:

(1) Imagery that documents events of an historic nature, or that is otherwise of important evidentiary value, must be considered for immediate public release, declassified as appropriate, and forwarded for accessioning into the permanent record. Examples include:

(a) Documentation of news events reported in the media;

(b) Bomb damage assessment and weapons systems imagery that documents newsworthy or historically significant operations;

(c) Significant events involving distinguished visitors, or senior military and civilian leadership;

(d) First launchings, flights, operations or employment of significant weapons systems; and

(e) Other exceptions, as outlined in reference (b).

(2) When excluded imagery is subsequently compiled to create a VI production, that production shall be managed in accordance with this instruction.

8. **Action.** All Navy activities shall immediately implement this instruction.

Distribution:
SNDL Parts 1 and 2



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Section I - Visual Information (VI) Products and Services**1. Obtaining VI Imagery Products and Services**

a. Those with requirements for VI products or services should request those services as soon as requirements are recognized to allow for proper planning and allocation of resources. Contact the servicing VI activity early when special requirements arise as capabilities and product delivery times vary among VI activities.

b. Prioritization of VI Requests. VI Managers are responsible for establishing priorities. The importance of the job request to the requesting activity's missions, as well as the VI activity's production load, and limitations of manning and financial resources will be taken into account when determining priority of VI requests.

c. Transportation. The requestor shall provide required transportation to and from assignment locations. VI personnel shall be returned to their activity promptly upon completion of the job.

d. VI Productions. Requests for VI productions, such as videotape and multimedia productions, etc., must be requested per reference (b) and OPNAVINST 3104.4. Local VI activity managers will assist you in requesting these services.

2. Aerial Photography. Aerial photographs of naval vessels and shore installations shall be produced annually or when significant changes occur. Visual Information Management Officers (VIMO's) shall ensure that adequate support is provided to accomplish required aerial photography. File and forward original film as outlined in this instruction.

3. Documentation of mishaps, legal and medical investigations

a. Products produced in support of aircraft mishap and other accident investigations are considered legal evidence, and must be handled as controlled information with a written chain of custody. Identify and mark per this chapter and forward all VI products, original negatives, film scraps, test and scrap prints to the Senior Member of the Aviation Mishap Board (AMB) as outlined in OPNAVINST 3750.6Q, Naval Aviation Safety Program (NOTAL).

b. Products produced in conjunction with legal and medical investigations must be handled as controlled information with a written chain of custody. They are exempt from normal forwarding

requirements. Identify and mark per this chapter and deliver all VI products, original negatives, film scraps, and test/scrap prints to the investigating agency.

4. Special Film Processing. Local Visual Information Service Centers (VISCs) with approved photographic laboratory functions can process most commonly used photographic films. Exceptions are the various films requiring specialized manufacturer processing (e.g., Kodachrome). These films cannot be processed in-house by any Navy VISC. Additionally, many VISCs are transitioning from traditional photographic processes to digital imagery. Many of these labs may no longer be capable of processing other slide/transparency films (e.g., E-6 process Ektachrome, Fujichrome, etc). The following guidance applies:

a. **Unclassified films.** Request assistance from the local VISC, or have the film processed commercially.

b. **Classified films.** Film that cannot be processed by the supporting VISC should not be used for intelligence or surveillance information except under emergency or unusual conditions. When these films are used for classified applications, the exposed film, with appropriate classification transmittal documents and Visual Information Caption Sheets, DD 2537, must be submitted by the originating command to:

Office of Naval Intelligence (ONI-32)
4251 Suitland Road
Washington, DC 20395

5. Customer Generated Photography. Processing and printing of customer-generated photography will be limited to official imagery as defined in reference (a). If any unofficial, or personal, photography is on the same roll as official photography, the unofficial portion will not be printed, and the negatives will be returned to the customer. Any negatives that meet the criteria for permanent retention as outlined in section V of this manual will be forwarded by the VISC per procedures in this manual.

6. VI Productions. VI Productions are those video, film and multimedia productions that are the end product of the process of combining separate audio and visual products into a complete presentation that is developed according to a plan or script for conveying information to an audience. These highly specialized VI products are regulated by OMB policies that have been implemented by both DoD and DON directives. See reference (b) and OPNAVINST 3104.4 for policies and procedures for requesting these products.

7. **Requesting Combat Camera (COMCAM) Services.** COMCAM Forces are rapid deployable teams, specially trained and equipped to acquire, process and transmit classified and unclassified still and motion imagery in support of military operations. Policies and procedures for tasking or requesting services are found in reference (b) and in OPNAVINST 3104.3.

Section II - Limitations on Availability and Use of VI Products and Services

1. **Documentation.** Recording or photographing parades, inspections, presentation of awards, ceremonies, visits of national or foreign dignitaries, and athletic and social events is strictly limited by policy as outlined in this instruction.

2. **Motion Media.** Services such as scripting, photographing, videotaping, recording, titling, and editing can be accomplished separately for a single product. Combining these separate services to any degree may create a VI production, which must be authorized per reference (b) and OPNAVINST 3104.4.

3. Personnel Photographs

a. VI activities shall produce official personnel photographs of military or DoD civilian personnel as required by MILPERSMAN 15560A, Naval Military Personnel Manual, or other applicable instructions, to meet the requirements of retention, promotion, selection boards, etc.

b. "Roster board" photographs must be limited to those that meet official requirements for identification of executive/senior management personnel (department head and above), personnel performing command-wide counseling duties (i.e., drug, alcohol, equal opportunity, career counselor), and command-wide recognition programs such as Sailor of the Month, Civilian of the Quarter, etc.

c. Portrait photographs of military personnel will be taken in the appropriate service uniform. Civilian personnel will wear appropriate, equivalent attire. Resulting print requests must be printed in the sizes and quantities specified by the appropriate instruction (i.e. MILSPERMAN 15560A, Naval Military Personnel Manual, or other applicable instructions), requests for additional print sizes and quantities are subject to availability of local resources.

d. Passport/visa photographs shall be provided only to military personnel, their dependents, and employees of the Federal Government when required for official travel purposes. Requests for passport imagery must be supported by an application for official passports.

4. Copying and Duplicating

a. **Copyright Restrictions.** VI products, productions and services may be subject to copyright restrictions as addressed in

Title 17 of the U.S. Code. and in SECNAVINST 5870.4. See section VII of this manual for more information.

b. **Forgery.** Federal law prohibits reproduction of bonds, paper currency, certificates of deposit, stamps, etc. Personnel who make copies of these items may be subject to prosecution.

c. **Obscene/Pornographic Materials.** Navy VI Activities are prohibited from producing, or reproducing, obscene or pornographic materials, except in the line of a legitimate legal investigation.

Section III - Release of VI products to the public

1. Public Affairs and VI Documentation (VIDOC) products are essential to inform the American public of the activities of the U.S. Navy and they provide historical documentation of major events. The Public Affairs Manual (SECNAVINST 5720.44A) prescribes policy and procedures for release of VI products to the public. Authority to release information to the public is based upon the subject matter of the information, the possible impact of the information, and the reach of the media involved (local vs national). Early and close coordination with Public Affairs Officers on all release issues is critical.

2. Placing imagery on publicly accessible web sites in effect makes that imagery available at an international level, and therefore must be cleared per SECNAVINST 5720.44A. Additional policies and procedures for posting information to the World Wide Web is contained in DoD policy Memorandum "Web Site Memorandum," Dec 7, 1998 and in SECNAVINST 5720.47. Of specific interest to VI Managers are requirements for content review, and the prohibitions on posting personal information, including names of personnel assigned to routinely deployable units, or of any family members. While this information is normally required in captions, it must be extracted before posting on any publicly accessible network.

3. Approval for public exhibition of VI productions is covered by OPNAVINST 3104.4

Section IV - Obtaining Copies of Navy Products Retained by Other Government Agencies

1. **Still Photography and Graphic Arts Products.** Search the DVIC online archives at:

<http://www.dodmedia.osd.mil/dvic/>

Or submit requirements for copies of Navy VI products by letter to:

Defense Visual Information Center
Still Media Records Center
1363 Z Street, Building 2730
March Air Reserve Base CA 92518-2717

NOTE: If known, provide VIRIN, date, place, photographer, etc.

2. **Aerial Reconnaissance and Cartographic Products.** Submit requirements for copies of Navy VI products to:

National Cartographic Information
U.S. Geological Survey
507 National Center
Reston, VA 22092

Or to:

Headquarters
Defense Mapping Agency
Code PPS
Building 52, Naval Observatory
Washington, DC 20305

3. **Motion Picture and Video Products**

a. **VI Productions.** Search the Defense Automated Visual Information System/Defense Instructional Technology Information System (DAVIS/DITIS) site at:

<http://afishp6.afis.osd.mil/dodimagery/davis/>

b. **Stock footage.** Search the online archives at:

<http://www.dodmedia.osd.mil/dvic/>

c. You may submit requirements for copies of footage by letter to the DVIC at the below address. Requests for stock footage must include the VIRIN, if known, and the PAN or PIN assigned to the production for which the stock is required.

Defense Visual Information Center
Motion Media Records Center
1363 Z Street, Building 2730
March Air Reserve Base CA 92518-2717

4. Organizations/individuals outside the Federal Government:

a. Navy VI products other than VI Productions that have been cleared for public sale must be purchased from the agencies listed above.

b. Completed Navy VI productions (motion pictures and videotapes) cleared for public sale are available from:

National Technical Information Service
National Audiovisual Center
Springfield, VA 22161

Search their online catalog at
<http://www.ntis.gov/nac/index.html>

c. Commercial advertisement products that include Navy products or VI productions, and the use of Navy products or VI productions by publishers, editors, freelance writers, etc., must be authorized by CHINFO (OI-22). Forward these requests to:

Chief of Information (OI-22)
Department of the Navy
Washington, DC 20350-1200

Section V - VI Management Data Requirements

1. **Annual Activity Reporting.** The requirement for the Annual Activity Report (DD 2054/1) and the Audiovisual Annual Production/library Report (DD 2054/2) has been rescinded by the Armed Forces Information Service (AFIS). It is incumbent upon Major Claimant VI Managers to ensure that subordinate activities maintain sufficient management data to support planning and programming requirements outlined in the Navy Comptroller Manual and the Navy Programming Manual. Any such records should be retained for two years, after which they may be destroyed.

2. **Job Order Forms and Logs.** VISCs are required to establish procedures and to maintain records sufficient to track job requests through the production process, to account for expenditures of consumables, and to be analyzed for manpower requirements. These records must be maintained for two years, and then destroyed.

a. **Job Order Forms.** VISCs may utilize OPNAV Form 5290/1 (2-83) Request for Visual Information Services, formulate an in-house form, or develop an automated data processing system. As a minimum, Job Order Forms shall contain:

- (1) A sequential job order number;
- (2) The requesting activity's name and UIC;
- (3) Product security classification;
- (4) Space to account for expended materials;
- (5) Space to account for services performed (i.e. shooting, processing, printing, filing, etc);
- (6) A customer signature block, certifying that the job request is for official work required to support the requesting activity's mission; and
- (7) A customer signature block to serve as a receipt for completed products.

b. **Job Order Log.** VISCs shall maintain a logbook, or an automated equivalent, to assign job order numbers to job orders. Job order logs shall contain data sufficient to avoid duplication of numbers, identify the requesting activity, identify the product, and account for the final disposition of the job. Job order numbers will be reset to "1" at the beginning

of each fiscal year. Job Order Logs shall contain only unclassified information.

c. Claimancies and VISCs may gather additional data required to accomplish the request or to provide required management data.

3. **VIRIN Log.** Each VI activity shall establish and maintain a VIRIN Log, or an automated equivalent. The VIRIN Log consolidates and replaces all still picture negative, motion picture and graphic arts product logs previously used. The log entries shall consist of the VIRIN assigned to each original product, the VI activity job order number, security classification, format, media type, subject matter, date originated, camera operator's or artist's name, and final disposition of the product. These logs must be maintained for five years, after which they should be destroyed.

Section VI - Accessioning of VI Records

1. **The lifecycle of VI records.** In the U.S. Navy, the lifecycle of VI records begins at the moment imagery is created or acquired, and ends when it is either transferred to the National Archives or is destroyed per applicable provisions of Public Law as implemented by references (a) through (c) and this instruction. Generally, the accessioning process works like this:

a. VI managers are responsible to put procedures into place to document the personnel, equipment and events of the activities within their area of responsibility; to evaluate VI records produced within their facilities for retention; and to document and forward those selected for retention to the Component Accessioning Point (CAP) as soon as all local requirements have been met.

b. The CAP makes final determinations as to VI records' long-term value, produces archive record sets and finding aides, and forwards selected records to the DVIC.

c. The DVIC maintains the holdings of all services. Periodically, in coordination with service CAPs, they offer records that are over 10 years old to the National Archives and Records Administration (NARA). Records that are not accepted by NARA are returned to the originating service CAP for disposition.

d. In addition to the above, VI Managers are responsible to ensure that those records that document events of a national interest are duplicated and forwarded by the most expeditious means to the JCCC.

e. This process ensures the widest possible use of the imagery created by our photographers, videographers and graphic designers, and ensures that our history is properly preserved.

2. Organizational Relationships

a. Naval Media Center (NMC) is the Navy's Component Accessioning Point (CAP) and is staffed and equipped to accept imagery from the field, to produce archive record sets, and to forward records to the Defense Visual Information Center (DVIC) at March ARB, CA.

b. Defense Visual Information Center (DVIC) provides storage and retrieval of still, graphic and motion imagery in an environmentally controlled facility. They provide research services, they make copies of holdings available to government

and public customers, and they maintain an online database of their holdings.

c. Joint Combat Camera Center (JCCC) and CHINFO Visual News Service (OI-22) provide ready access to imagery of current operations. JCCC provides joint interest imagery to Pentagon staffs while CHINFO (OI-22) markets Navy imagery to internal and external news agencies. JCCC and CHINFO share all imagery submitted.

3. Evaluation of VI Records

a. Those records of an historic nature, that best depict DON personnel, its equipment and its weapons systems, or that are otherwise of an evidentiary value, are to be assigned a VIRIN, to be properly documented and to be forwarded to the CAP for accessioning. Additionally, VI records must be forwarded if:

(1) Their content has exceptional informational or evidentiary value to the DoD, to other governmental agencies, or to historical/research communities;

(2) They were forwarded to the JCCC, used by the National Command Authority (NCA), Office of the Joint Chiefs of staff, senior military commanders at the unified or specified commands, or elsewhere for strategic or tactical decisions; or

(3) They were released to the media.

b. Conversely, the following records may be destroyed once local requirements have been met:

(1) Those that are redundant, defective, or purely local/transitory;

(2) That document routine award ceremonies, promotions and similar events (except Medal of Honor recipients, changes in major commands, or any event in which the President, Vice President, Secretary of Defense, or Secretary of the Navy were participants);

(3) That document routine and/or repetitive training activities such as drills, classroom activities, etc (except those images chosen to document Navy life);

(4) Redundant imagery pertaining to the development, testing, use, operation and maintenance of military equipment and material (except for the introduction of new weapons or technology, or those images chosen to document Navy life);

(5) Technically poor imagery (except when such imagery has especially important historical or evidentiary value); or

(6) Portraits of civilian or military personnel below SES/Flag rank.

c. VI Managers must employ considerable judgement in determining a record's potential value. What appears today as routine, may be of great importance to historians of the future. Therefore, exceptional images of DON personnel engaged in routine operations must be accessioned. The third ship of a class may be the next to be thrust into the national spotlight, and the seemingly routine squadron-level change of command may involve a future CNO, Senator, President or national hero.

4. Captioning and Documentation of VI Records

a. Properly documented VI Records provide a valuable historical record of the Department of Defense (DoD) operations and related activities. All imagery, including the related caption and VIRIN, are federal records that are subject to public law, and the policy directives of the National Archives and Records Administration (NARA). All imagery forwarded to the JCCC and to the CAPs must be properly documented with caption data and VIRINS as described below.

b. Images that are recorded without capturing associated caption data are virtually useless, and represent a waste of manpower, training and resources. It is the responsibility of the photographer/videographer to record all required caption information and to be able to use that information effectively in a caption. The caption must be complete and satisfy the questions of who, what, when, where, why and how.

c. Still Image Captions

(1) Captions should be concise and relate to a specific image. Every significant visual element in a picture should be identified. List the names of recognizable individuals, and identify all recognizable equipment and weapons systems. If something is identified in the caption that is not shown in the image, that caption item should be noted as (not shown).

(2) All captions should normally follow the following formula:

(a) Action. The first sentence of the caption describes the action in the photo, in the present tense, and states when and where the photo was taken. If a person is the

subject, include full name, rank, unit of assignment, and hometown if possible. (See Appendix B for military titles and rank abbreviations.) If a U.S. Navy ship is in the picture, include both the name and the hull designation number.

(b) Who. Include the name, rank, and military unit or organization of identifiable individuals.

(c) When. Include the date and also the approximate time if it is relevant to understanding the content of the image.

(d) Where. Include the geographic name of the place where shot. For aerial shots, the "where" should state: "aerial shot of [subject] over [what geographic place or area]. If shot at sea, the "where" should indicate the body of water and some indication of where (such as "on board the USS Kennedy 200 miles NE of Norfolk" or "55⁰N 100⁰W"). If an interior shot, the "where" should indicate what the scene is the interior of (such as "interior of C-141 cockpit" or "room 2C147 of the Pentagon").

(e) Background. The second sentence of the caption gives background on the news event or describes why the photo/video is significant. This should give the "big picture".

Whenever possible, try to keep captions to no more than two concise sentences, while including all the relevant information.

(f) All captions and cover stories shall follow the formats proscribed by the Associated Press Style Guide, as modified by appendices (B) through (D).

(g) Credit lines will follow the format: U.S. Navy photo by Photographer's Mate First Class David Hanselman, USN.

(3) The following are examples of proper captions:

980130-N-1234S-001

Arabian Gulf Jan. 30, 1998. An F-14B Tomcat from Fighter Squadron 102 (VF-102) over Iraq. VF-102 is attached to the nuclear-powered aircraft carrier USS GEORGE WASHINGTON (CVN 73), conducting operations in the Arabian Gulf during a six-month deployment in support of Operation Southern Watch. Official U.S. Navy Photo by Photographers Mate Third Class Michael Lent, USN. (Released)

950210-N-1234B-001

The command seal for the nuclear-powered aircraft carrier USS JOHN C. STENNIS (CVN-74). The circular shape signifies the NIMITZ class aircraft carrier's unique capability to circle the world without refueling while providing a forward presence from the sea. The predominant colors are red, white, blue and gold - the

Enclosure (2)

colors of both the U.S. and the Navy. The eagle and shield is a representation of the gilt eagle and shield overlooking the Old Senate Chamber, which Senator Stennis' served. The burst of light emanating from the shield portrays the birth of over 25 major Naval Aviation programs under Senator Stennis' leadership, including all aircraft carriers from USS FORRESTAL (CV 59) to USS HARRY S. TRUMAN (CVN 75), and aircraft from the F-4 Phantom to the F/A-18 Hornet. Official U.S. Navy Graphic by Senior Chief Draftsman Jacquelyn Bottos, USN (Released)

(4) **Cover Stories.** Still images and photographs depicting an event should have a short cover story giving general details regarding the nature and objective of the event, operation, exercise or contingency. The cover story should be considerably longer than captions, and should give more detailed information concerning the operation, exercise, or event as a whole, etc. This will enable the JCCC, the DVIC, NARA to provide an appropriate level of detail to their users and customers.

(a) The following is an example of a cover story:

U.S. And Kuwaiti Ships Strengthen Warfare Skills
by JO1 Bruce Moody, USN

ARABIAN GULF - Nuclear-powered aircraft carrier USS GEORGE WASHINGTON (CVN 73), guided missile frigate USS SAMUEL B. ROBERTS (FFG 58), and amphibious assault ship USS GUAM (LPH 9) recently completed the warfare training exercise Gulf Watch 98-1. The exercise, with Kuwait Defense Force (KDF) ships, took place in the Arabian Gulf, the most strategically significant body of water in Southwest Asia.

Kuwaiti participants included the fast patrol boats KDFS ISTIQLAL (P-5072) and KDFS AL SANBOUK (P-4505). Air support was provided by P-3C Orion patrol aircraft from U.S. Navy Patrol Wing 3 Detachment (PatWing 3), Sigonella, Italy.

During 14 days of intensive operations, surface combatants and supporting aircraft tested and honed their warfare skills against Kuwaiti warships.

Through a series of structured and free-play events, the combined U.S. Navy-Kuwait forces evaluated communications and tactics. U.S. Navy P-3C patrol aircraft and SH-60C Sea Hawk helicopters provided near continuous air coverage.

After several days of sustained operations, the ships refueled at sea from the Kuwaiti oiler KDFS RABANA (A-05). For Guam, it was the first underway replenishment with the KDF.

Enclosure (2)

(5) **Military Title abbreviations** should follow the format used by the Military Services and described in Appendix (B), "Military Titles and their Abbreviations.."

(6) **Country, State and Canadian Province abbreviations** should follow the U.S. Postal Service format described in Appendix (C) and (D), "Abbreviations."

(7) **IPTC Headers.** Caption writers must ensure that all still digital images, saved to a file format with the ability to imbed caption information per the International Press Telecommunications Council (IPTC) specifications (such as the Joint Photographic Expert Group (JPEG) format), are populated with caption data in the appropriate data fields (See Appendix A). This ensures caption data becomes a permanent part of the image file. With such headers, the caption is always available to the user as long as the image is viewed with the proper software. In addition, users can build databases without the need to re-enter the caption information. This enables users and customers to search on specific data fields and keywords.

d. **Motion Media Captions**

(1) All motion media recordings must have VI caption sheets and cover stories, and must be assigned a VIRIN (See para 7 of this section). The VIRIN is the identifier that links the motion media to the related caption data.

(2) When writing VI caption sheets and cover stories, camera operators should use DD Form 2537 (See Appendix E), or a similar computer generated caption form. These allow camera operators to detail the " who, what, when, where, why and how" information recorded on the videotape. Accurate and complete captions are vital.

(3) **Cover Story.** The cover story is the main source of information for editing the raw product into a cohesive story. Camera operators should include any background on the subject or event which might be useful to potential users and a narrative of the action that includes general details regarding the nature and objective of the event, operation, exercise, or contingency being documented. For an example of a cover story, see Para 4C(5) in this section above.

(4) **Interviews.** Camera operators should shoot interviews to support video documentation. Interviews help establish the story and serves as a vehicle to explain what is occurring in the video. Those individuals who are being interviewed should state

Enclosure (2)

their names, ranks, commands and where their commands are located.

(5) **VI caption sheets.** All VI caption sheets should normally follow the following formula: (Subjects, events, and actions are described at both the scene and shot sequence level.)

(a) **Action.** The first sentence of the caption describes the action in the video in the present tense, and states when and where the video was taken.

(b) **Who.** Include the name, rank, and military unit or organization of identifiable individuals. (See Appendix B for military titles and rank abbreviations.)

(c) **What.** Ships, Aircraft & Weapons. If a U.S. Navy ship is in the video, include both the name and the hull designation number. If an aircraft or missile is in the video, include the model (F-14D or AIM-54) and unit designator. If a weapons platform is in the video, include the model (M1A2 Abrams tank or M-16A1 rifle)

(d) **When.** Include the date and also the approximate time if this is relevant to understanding the content of the image.

(e) **Where.** Include the geographic name of the place where shot. If an aerial shot, the "where" should state: "aerial shot of [subject] over [what geographic place or area]. If shot at sea, the "where" should indicate the body of water and some indication of where (such as "off the coast of Norfolk, VA" or "in the Mediterranean"). If an interior shot, the "where" should indicate in what the interior is located (such as "interior of C-141 cockpit" or "room 2C147 of the Pentagon").

(6) Credit lines shall follow the format "U.S. Navy motion imagery by Photographer's Mate Second Class Jeffrey A. Elliott, USN."

(7) Individual shot descriptions shall include the shot perspective (e.g. long shot (LS), Medium Shot (MS) or close up (CU)), along with the major action within the shot. E.g. "MS Camera pans with BMSN Ernest Nocciolo to reveal USS Enterprise (CVN 65)."

(8) The following are examples of proper scene/sequence captions and individual shot descriptions:

980130-N-1234S-001 An F-14B Tomcat aircraft assigned to Fighter Squadron 102 (VF-102) takes off from the nuclear-powered aircraft carrier USS GEORGE WASHINGTON (CVN73) on a mission over Iraq, Jan. 30, 1998. VF-102 is currently conducting operations in the Persian Gulf during a six month deployment in support of Operation Southern Watch. (U.S. Navy motion imagery by PH2 Michael Lent, USN)

- 1 - LS of F-14B aircraft on carrier flight deck
- 2 - MS of F-14B aircraft lining up on catapult
- 3 - ECU of VF-102 logo and designator on F-14B aircraft
- 4 - MS of F-14B aircraft being launched by catapult
- 5 - LS pan of F-14B in flight

5. Marking VI Products for Filing

a. Still photography:

(1) Selected negatives shall be marked with the VIRIN on the base side, outside the usable image area, using indelible ink. Any frames within a strip not intended for filing are not so marked and should not be crossed out.

(2) Transparencies shall be mounted in glass-less cardboard or plastic mounts with the VIRIN marked on the mount.

(3) Photographic prints shall be marked on the base side with the following data:

(a) VIRIN assigned to the original negative.

(b) Date of original photography.

(c) Name and address of the originating activity.

(d) Unclassified photographs that have been cleared for public release per SECNAVINST 5720.44A shall be stamped: "Official United States Navy Photography. Please credit Official US Navy Photo by Photographers Mate Third Class Paul Jensen, USN (Released) CINCLANTFLT (PAO) DSN: 564-1234."

(e) Security classification, authority, and appropriate downgrading and declassification instructions.

(f) Aircraft mishap and accident photographs, photographs of evidence, (including property damage or personal injury photographs) which are not releasable under the Freedom of Information Act, and all classified products, shall be stamped with the appropriate security classification marking in addition to "Official US Navy Photography."

Enclosure (2)

b. Graphic arts products

(1) Viewgraphs and transparencies produced from hard copy originals or movable letters shall be marked and filed in the same manner as prescribed for still photography. The security classification shall be marked in the image area of the product and show clearly when projected or viewed.

(2) Mark illustrations, charts, and graphs with the following data:

(a) VIRIN assigned;

(b) Name and address of the originating activity;

(c) Security classification, authority, and appropriate downgrading and declassification instructions. Markings shall be accessible, but should not hinder the usefulness of the product.

c. Motion Media Film, Video and Disc. Selected motion media shall be assigned VIRINs, slated, and marked as outlined below.

(1) Reels, cassettes and disks, along with associated cases, must be clearly labeled to indicate subject matter, camera operator's name and all VIRINs contained.

(2) Motion media shall be "slated" between each major change in subject matter with subject, location, name of cameraman, VIRIN; classification, roll number (if more than one roll on the same subject), and camera number.

(3) Provide complete caption information for all VIRINs contained on each videotape, reel or disk using the Visual Information Caption Sheet, DD 2537 found at appendix (e). Include scene and media length in Block 19.

d. Audio. When recorded in conjunction with visual media shall be identified as above.

e. Other Products. Mark the VIRIN in the most accessible area that does not interfere with the use of the product. However, the VIRIN must be accessible without disassembling the product.

6. Released Imagery. When imagery has been released by proper authority, ensure that imagery is annotated as such by including the word (Released) in parenthesis following the credit line,

along with the organization name, title, and phone number of the releasing authority (e.g.: CINCLANTFLT (PAO) DSN: 564-1234). For digital imagery, this data shall also be entered into IPTC caption header for "Special Instructions/Public Release Instruction" field.

7. Visual Information Record Identification Number (VIRIN)

a. Upon creation and unless discarded, each non-production still image or motion scene which satisfies the definition of official DoD VI record material shall be assigned a VIRIN. Thus, unless discarded, each original transparency, negative, digital still image, and each major change in subject matter on a roll of motion picture film, videotape, or other storage media that is recorded or produced by persons acting for or on behalf of DoD activities, functions, or missions shall be assigned a VIRIN.

b. The VIRIN consists of 15 data elements in the following format: YYMMDD-S-NNNNA-NNN. Following is a description of the data elements for the VIRIN fields (with a dash between each field):

(1) **Field 1 (YYMMDD):** The year, month, and day of acquisition or origination.

(2) **Field 2 (S):** The Service affiliation or status of the Camera operator or originator. The code abbreviations are:

- A = A uniformed member, civilian employee, or contract employee of the Army
- N = A uniformed member, civilian employee, or contract employee of the Navy
- F = A uniformed member, civilian employee, or contract employee of the Air Force
- M = A uniformed member, civilian employee, or contract employee of the Marine Corps
- G = A uniformed member, civilian employee, or contract employee of the Coast Guard
- D = A civilian or contract employee of the Department of Defense not falling into one of the categories above
- O = A person not falling into one of categories above (such as non DoD civilians and members of coalition or allied forces);

(3) **Field 3 (NNNNA):** The Camera operator's or originator's last four numbers of his/her Social Security Number, plus the first initial of his/her last name. Imagery acquired or originated by coalition or allied military or civilian personnel

should be assigned either the last four numbers of any foreign equivalent of a Social Security Number or 0000 as the personal identification number (if no such equivalent exists), plus the first letter of their last name.

(4) **Field 4 (NNN):** Image or scene number in sequential order (beginning with 001 for that same day). Numbering should follow the approximate order in which each image or scene was acquired or originated by the person identified in Fields 3 and 4 on the day identified in Field 1, starting with 001 and continuing consecutively as necessary up to 999. Field 4 of the VIRIN shall reflect the approximate order of a given person's image or scene acquisition or origination activities on a given day, without regard to variables such as media, so that no two images or scenes are assigned identical VIRINs.

(5) **Examples.**

(a) **Still Image VIRIN.** The tenth image selected on Jan 30, 1998, shot by Petty Officer Gary Love, with an SSN of 123-45-6789 would be assigned VIRIN 980130-N-6789L-010.

(b) **Motion Scene VIRIN.** The third major change in subject matter recorded on the first videotape shot on Jan 31, 1998 by Petty Officer Bill Garlinghouse, who has the SSN 234-44-5678 would be assigned VIRIN 980131-N-5678G-003.

c. Fields 2 and 3 of the VIRIN for a work of art created by more than one individual shall reflect the individual who was the lead creator or head of the team responsible for creating the item. Thus a photomontage consisting of several photographs, each shot by a different photographer, would have the Service designator, Social Security digits, and the first letter of the last name of the person in charge of creating the montage.

d. Copies shall bear the VIRIN of the original, even if conversions between analog and digital, or changes in medium, format, compression, or size occur during the copying process.

e. Imagery or other units of media which are derived from existing, VIRIN-bearing materials, but which differ significantly in appearance relative to that from which derived, shall, upon creation and unless discarded, be assigned their own VIRIN.

f. **Digital File Naming Convention** The file name of a digital image shall be the image's VIRIN, unless the software in use does not support the VIRIN's format. If system software does not support long file names, use the standard "8-dot-3" file name convention. The first six characters are the date in VIRIN format

with the last two characters of the VIRIN added (the sequence number). Make sure that the file extension reflects the file format that is used. Thus, a JPEG file would have the file extension .jpg while a TIFF file would have .tif. An example of a digital still image file in 8.3 format would be 980430-N-8204E-005 becoming 98043005.jpg.

g. The "Image Number" field of embedded IPTC captions shall reflect the image's VIRIN.

h. Motion Imagery

(1) A VIRIN will be assigned to identify each major change in subject matter. If there are multiple subjects on a unit of media, each scene will have its own VIRIN. (I.e., a videographer assigned to cover a major logistics exercise may shoot sequences of cargo plane operations, petroleum farm operations, and containerized shipping operations all on the same videotape. Each of these three subject areas would be assigned separate VIRINS. All three VIRINS will be annotated on the videotape label and on associated run sheets.)

(2) A slate containing the date, the subject, the camera operator's name, and the VIRIN will be recorded at the beginning of each major change in subject matter.

(3) The consolidation of motion imagery of separate camera original media onto a single videotape, film reel, or storage device will include all applicable VIRINS.

(4) Each individual videotape, film reel, or motion storage device submitted to the CAP, the JCCC, or the DVIC, will be marked with the applicable camera original VIRIN(s).

(5) Compilations of motion imagery that substantially reflect the original appearance of their components shall bear the VIRINS of those components.

8. Forwarding Imagery. The following procedures are designed to meet both the immediate needs of local commands, as well as those of war-fighters, Pentagon staffers, the media, and the public, while providing for the long-term need to preserve these vital records. It is a two-track process that requires the immediate, timely forwarding of a digital copy of selected records to JCCC, followed by the forwarding of the original record when local needs are met.

a. **Procedures.** Selected imagery must be assigned a VIRIN as outlined in para 7 of this section, be documented per para 4 of this section, and forwarded as outlined below.

(1) **Time sensitive imagery.** Immediately upon acquisition, still and motion imagery that documents current operations, or that is otherwise deemed to be of national interest to war-fighters, Pentagon Staffers, or the media, shall be duplicated, documented and forwarded by the most expeditious means possible to JCCC (i.e. by digital transmission (FTP, Email, etc.), satellite transmission, overnight express or courier). Original records and supporting documentation shall be forwarded to the CAP after local requirements are met.

(a) **Imagery acquired with traditional film cameras** is to be digitized per Section IX below. All VIRIN and caption information is to be imbedded in the IPTC Header blocks per Appendix A. Forward properly captioned imagery to JCCC per the guidelines outlined at <http://dodimagery.afis.osd.mil>. The original negative or transparency is to be annotated with the same VIRIN, and forwarded to the CAP once all local needs have been met.

(b) **Imagery acquired with digital still cameras** is to be compressed, VIRIN and caption info embedded, and forwarded as outlined above. The original (uncompressed or highest resolution available) camera file is to be archived on removable media and forwarded to the CAP as soon as practical.

(c) **Non-production Motion Imagery** is to be documented with run sheets, and assigned a VIRIN per paragraph 3 of this section. If the imagery is of national interest, produce either duplicate copies or a "prime cut" compilation, and ship by fastest means possible to JCCC. Forward camera original and all associated documentation to the CAP once local requirements have been met.

(2) **Graphic Arts Products.** Original artwork/original computer files in the producing software's native format are to be assigned a VIRIN and forwarded to the CAP.

(3) **Other selected VI records.** After local requirements have been met, forward selected original records and supporting documentation to the CAP.

(b) **Disposition.** The Component Accessioning Point will screen all imagery for inclusion into the permanent record. Selected imagery will be forwarded to the Defense Visual Information

Center. Imagery that is not selected will be returned to the originating command with appropriate feedback.

(c) Component Accessioning Point Mailing Address:

Naval Media Center
Attn: Accessioning Division
2713 Mitscher Rd SW
Anacostia Annex, DC 20373-5819

Section VII - Alteration of Official VI Records

1. The alteration of official U.S. Navy imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:

a. Photographic techniques common to traditional darkrooms and digital imaging stations such as dodging, burning, color balancing, spotting, and contrast adjustment that are used to achieve the accurate recording of an event or object are not considered alterations.

b. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography; topography; engineering; geodesy; intelligence; criminal investigation; medical; research, development, test and evaluation; scientific; and training requirements are authorized if they do not misrepresent the subject of the original image.

c. The obvious masking of portions of a photographic image in support of specific security, criminal investigation, privacy, or legal requirement is authorized.

d. The use of cropping, editing, or enlargement to selectively isolate, link, or display a portion of a photographic or video image is not considered alteration. Cropping, editing, or image enlargement that has the effect of misrepresenting the facts or circumstances of the event or object as originally recorded is prohibited.

e. The digital conversion and compression of official DoD imagery is authorized.

f. Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, used for dramatic or narrative effect in education, recruiting, safety and training illustrations, publications, or productions is authorized under either of the following conditions:

(1) The enhancement does not misrepresent the subject of the original image; or,

(2) It is clearly and readily apparent from the context or from the content of the image or from accompanying text that the enhanced image is not intended to be an accurate representation of any actual event.

Section VIII - Duplication of Copyrighted Materials

1. Copying Material Subject To Copyright Protection

a. Copyright and Copyright Infringement. As a general rule, works subject to copyright protection may not be copied without permission of the copyright owner. Copying includes the reproduction of copyrighted works in copies of phonorecords; the preparation of derivative works based upon the copyrighted work; the distribution of copies or phonorecords of the copyrighted work to the public by sale or other transfer of ownership, or by rental, lease or lending; performance of the copyrighted work publicly; displaying the copyrighted work publicly, including the displaying of individual images from a motion picture; and performing a copyrighted sound recording publicly by means of digital audio transmission. For example, literary, musical, graphic, pictorial and audiovisual works of authorship as well as motion pictures and sound recordings are subject to copyright. If the copyright owner's permission has not been obtained, the copying is unauthorized and results in copyright infringement. The Government is liable unless one of the limitations on exclusive rights applies. Currently, these limitations are fair use, 17 USC 107; reproduction by library and archives, 17 USC 108; transfer of particular copy or phonorecord, 17 USC 109; certain performances and displays, 17 USC 110; secondary transmissions, 17 USC 111; and ephemeral recordings, 17 USC 112. These limitations are highly technical and are subject to congressional modification and evolving judicial interpretation. Therefore, a decision regarding the applicability of any limitation should be made, by an attorney knowledgeable in copyright law, or by Chief of Naval Research per SECNAVINST 5870.5.

b. Fair Use. Section 107 of the Copyright Act of 1976 "Fair Use" allows, with some provisions, the reproduction of copyrighted work for such purposes as news reporting, scholarship, research, teaching (class room use) or criticism. When applying "Fair Use" consideration must be given to determining whether or not a particular use is fair, the purpose and character of the use including whether such use is of commercial nature or is for nonprofit educational purposes, the nature of the copyrighted work, the amount and substantiality of the portion used in relation to the copyrighted work as a whole, and the effect of the use upon the potential market for or value of the copyrighted work. It is important to note that the distinction between "fair use" and infringement is not easily defined and there is no specific number of words, lines, or notes that may safely be taken without permission. "Fair Use" may be applied to the following VI functions or uses provided that the

materials are not incorporated into an AV/VI Production, reproduced for distribution, or incorporated into permanent or repetitive publications, briefings, technical reports, or course/class room curricula.

(1) Immediate requirements supporting current operations, contingencies, intelligence, command and control/management information center or CVIC briefings.

(2) Short term (generally not to exceed 45 days) evaluation for formal training courses or class room environments authorized in official guidance issuance's.

c. Copyright Advice. It can not be over emphasized that copyright infringement is a serious matter and can result in significant cost and or embarrassment to the Navy. Legal advice and review must be obtained for questions as to whether a particular work is protected by copyright, or whether a particular use would be infringement, as well as, all other questions related to copyright as described above.

Section IX - DoD (ARCHIVAL) FILM SCANNING GUIDELINES

1. **Purpose.** This document provides guidance on the standards to be used when scanning original film images into digital format. It is necessary to ensure that the most useful file size and type are sent to the Defense Visual Information Center (DVIC) for inclusion in the still media records collection. Adhering to these standards will protect the archival quality of permanent DoD visual information records and ensure their widest possible dissemination.

2. **Standards.** The following standards shall be utilized when scanning imagery to be forwarded to the JCCC or CAP. Imagery retained for local use may be cropped, color corrected, or resized per the guidelines of DoD 5040.5, "Alteration of Official DoD Imagery."

a. **Procedures for scanning slides or negatives:**

(1) Clean the image before scanning by carefully removing all dust and smudges. After scanning, enlarge the image on the monitor and examine for imperfections such as dust and scratches. Remove imperfections with a tool such as the cloning tool in Adobe Photoshop.

(2) Scan the full image at a minimum of 2,000 PPI with sharpening off. If scanner software is set by output resolution, select a file size of 15 megabytes or larger (from a 35mm full frame scan). Assure scanning software is optimized to provide a properly color balanced image to negate the need for post scan manipulation and associated image degradation. A 35mm image should yield approximately a 15 to 18 megabyte file size, depending on the content of the image.

(3) Crop only the black borders outside of the frame of the scanned image. The scanned image should contain the full frame of the original, exposed film image.

(4) Do not make corrections to Levels, Auto Levels, Curves, Color Balance and Brightness/Contrast to a scanned image. Since monitors are calibrated very differently, what you see on the monitor is usually not what output devices produce.

(5) Ensure the image is correctly oriented prior to saving in JPEG format.

(6) Set image size with the longest side at 10 inches with constraints locked on. All the other image perimeters will

adjust appropriately. If this is done correctly, the file size will not change.

(7) Make no adjustments to the file size.

(8) The file name of a digital image shall be the image's VIRIN with the .jpg file extension. If the system software does not support long file names, use the standard 8.3 file name convention with the date in VIRIN format as the first six characters, with the last two characters of the VIRIN added (the sequence number). A JPEG file shall have the file extension .jpg. An example of a digital still image file in 8.3 format would be 980430-N-8204E-005 becoming 98043005.jpg.

(9) Save in the JPEG format. Images should be compressed only after all enhancements/ corrections have been completed. When saving a file, JPEG compression settings shall be set to 10:1 ratio (quality Level #8 or "Maximum" in Adobe Photoshop). Choose "Standard" vice "Optimized" format. Compression to a 10:1 ratio for transmission purposes ensures that the image will meet both JCCC and DVIC compression standards.

(10) Do not re-compress an original file that has been saved in JPEG format. Any changes made to a compressed image's pixel dimensions (even 1 pixel) will result in re-compression when saved, and may introduce unwanted artifacts. If an image needs to be saved while working on changes, save it in a loss-less file format such as TIFF or Photoshop's native format). Changes that do not alter the image size, such as changes to IPTC header information, will not result in re-compression and can be safely performed without fear of degrading the image quality with further compression artifacts.

3. **Summary.** The standardization of file types, file sizes and scanning resolution builds a foundation for easy access to DoD imagery. Archival quality makes that imagery more valuable because it is optimized to the broadest range of output devices. When standardized methods and archival quality are combined, the life of a scanned image is maximized, and the need for rescanning over its lifecycle is minimized. Consistently implemented, an enormous saving in man-hours can be realized.

Section X - DIGITAL CAMERA IMAGE GUIDELINES

1. **Purpose.** This section provides guidance on the standards to be used with digital formats. It is necessary to ensure that the highest quality file is sent to the Defense Visual Information Center (DVIC) for inclusion in the still media records collection. Therefore, the official record elements for digital camera images are the uncompressed high-resolution or camera original digital image, and embedded caption data. VI Managers are responsible for establishing procedures to capture record imagery from the digital camera before the original file is destroyed. Adhering to these standards will protect the archival quality of permanent DoD visual information records and ensure their widest possible dissemination.

2. **Standards.** Digital camera originals shall be sent to the CAP for the DoD archives as the highest resolution original digital camera files (preferably the raw or tiff file). These uncorrected file formats will ensure that the highest quality is preserved as the master original. The following standards shall be utilized when acquiring imagery for forwarding to the JCCC or CAP.

a. Downloading Images from a Digital Camera. Selected digital camera originals shall be saved to a removable digital media, such as zip disks or CD-R, as the highest quality camera original (preferably raw or TIFF files) with embedded IPTC caption information if the format provides for such caption information. If the camera used does not allow for downloading of raw or tiff files, the best quality output shall be retained. The media should then be forwarded to the CAP for further processing.

b. Images shot on a high-quality, professional digital camera will generally yield archival quality. In those cases where a lower quality digital image is all that is available of critical events, these images will be accessioned.

c. Do not crop.

d. Do not make corrections to Levels, Auto Levels, Curves, Color Balance and Brightness/Contrast. Since monitors are calibrated very differently, what you see on the monitor is usually not what output devices will produce.

e. Ensure image is correctly oriented.

f. Make no changes to the image size of a digital camera original file.

g. Make no adjustments to the file size.

h. The file name of a digital image shall be the image's VIRIN with the appropriate file extension. If system software does not support long file names, use the standard 8.3 file name convention with the date in VIRIN format as the first six characters, with the last two characters of the VIRIN added (the sequence number). Make sure that the file extension reflects the file format that is used. Thus, a TIFF file would have the file extension .tif. An example of a digital still image file assigned VIRIN 980430-N-8204E-005 in 8.3 format would be 98043005.tif.

i. Do not compress camera original files being sent to the CAP.

3. **Time Sensitive Imagery.** Digital camera images selected for transmission to JCCC will also need to be "saved as" JPEG files per the standards set in section IV.

4. **Summary.** These standards will provide a foundation for both preservation of, and easy access to, DoD imagery. Archival quality makes that imagery more valuable because it is optimized to the broadest range of output devices. When standardized methods and archival quality are combined, the life of an image is maximized. Consistently implemented, enormous savings in man-hours can be realized for DoD.

Appendix A - IPTC Header Data Blocks

IPTC Field Name		Field Contents for DoD Images																						
IPTC Header Name	DoD Required Information																							
Object Name	VIRIN	<p>Enter the Visual Information Record Identification Number</p> <p>Format: YYMMDD-(Service Letter - These are the same as shown in the Service Shown field below)-SSN(last Four only)R(first letter of Photographer's last name)-000(sequence number of image for that day, starting with 001)</p> <p>For example: 960115-F-1207R-001</p>																						
Urgency	Not Used	Make no entry in this field																						
Category Code	Service Shown	<p>Enter the code for the service Branch of the subjects in the Image.</p> <p>The codes are:</p> <table> <thead> <tr> <th>Code</th> <th>Meaning</th> </tr> </thead> <tbody> <tr> <td>A</td> <td>Army</td> </tr> <tr> <td>C</td> <td>Coast Guard</td> </tr> <tr> <td>D</td> <td>DoD Civilian</td> </tr> <tr> <td>F</td> <td>Air Force</td> </tr> <tr> <td>J</td> <td>Multi-Service (more than one service shown in photo, such as Army troops boarding an Air Force Aircraft)</td> </tr> <tr> <td>K</td> <td>Foreign (troops or subject matter from one nation - not multinational)</td> </tr> <tr> <td>L</td> <td>Multi-national (troops or subjects from more than one nation Shown in photo)</td> </tr> <tr> <td>M</td> <td>Marine Corps</td> </tr> <tr> <td>N</td> <td>Navy</td> </tr> <tr> <td>O</td> <td>Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture)</td> </tr> </tbody> </table>	Code	Meaning	A	Army	C	Coast Guard	D	DoD Civilian	F	Air Force	J	Multi-Service (more than one service shown in photo, such as Army troops boarding an Air Force Aircraft)	K	Foreign (troops or subject matter from one nation - not multinational)	L	Multi-national (troops or subjects from more than one nation Shown in photo)	M	Marine Corps	N	Navy	O	Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture)
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N	Navy																							
O	Other (use this when there are only civilians or when there are no people or Military Service-related subject at all in the picture)																							

Supplemental Categories (Note: Photoshop allows many entries in this area. Please limit your entries to these four:	Classification	Normally this should be Unclassified can be FOUO. The JCCC can handle up to Secret, however you must make arrangements prior to transmitting classified files. Classified files are NOT handled in the same system.
	Classification Authority	The authority cited authorizing the classification of an image. Normally left blank.
	TDY Email/Phone #	The Email address of the photographer, or a phone number, at the TDY location. This is for JCCC use so they can contact the photographer/editor in case there are questions about the images. The number is expected to become invalid quickly.
	Photographer' Home Unit Email/Phone #	The Email address of the photographer, or a phone number, at the HOME UNIT location. This is so that the JCCC or CAP's can contact the photographer in case there are questions about the images.
Keywords	Keywords	Single word entries. Leave this blank under normal circumstances. However, when images show Multi-Service subjects, please note the services shown as individual keywords.
Special Instructions	Public Release Instructions	Enter the Name and rank of the releasing authority for images approved for release by a field Public Affairs Officer.
Date Created	Date Shot	The date the image was taken. This date must match the date in the VIRIN's date. The format is YYYYMMDD.
Byline	PH Rank & Name	The photographer's Rank and Name (first and last names).
Byline Title	PH Home Unit	The photographer's home unit.
City	Base/Locale	The base or locale of the shoot.
Province-State	State/Prov.	The state or province of the shoot, use the two letter codes.

Country	Cntry/Area	The country or area of the shoot. Use the three-letter code. For ocean areas enter the area, i.e. IOR (Indian Ocean Region), for aeriels use either the country code for the country being flown over, or the ocean area code for the ocean being flown over.
Headline	Operation/Exercise Name	The name of the operation or exercise. If not part of an operation or exercise leave blank.
Credit	PH TDY Unit	The unit the photographer was temporarily assigned to during the shoot (must be on official orders). If not assigned then leave blank.
Source	Image Source	The media used to capture the image, either Digital or Film is entered here (do not enter the film type or format).
Caption	Caption	Enter the caption information here per the guidelines of Chapter 2. Do not repeat information gathered elsewhere in this header. Ensure the names of recognizable individuals are listed (do not list hometowns). Identify recognizable equipment and weapons systems. Captions should be no more than 100-150 words. When identifying two or less individuals their names should be in the body of the caption. With three or more individuals list their names at the end of the caption.
Caption Writer	Caption Writer	The name of the individual writing the caption, if other than the photographer. This applies if you edit the caption written by the photographer.
Original Transmission Reference No.	Command Shown	Enter the Major Command of the unit photographed. For example: Air Mobility Command or Atlantic Fleet or FORSCOM or EUCOM.

Appendix B - Military Titles and Their Abbreviations**COMMISSIONED OFFICERS**

Rank	G R A D E	Army	Navy & Coast Guard	Air Force	USMC
General Admiral	O-10	GEN	ADM	Gen	Gen
Lieutenant General Vice Admiral	O-9	LTG	VADM	LtGen	LtGen
Major General Rear Admiral Upper Half	O-8	MG	RADM	MajGen	MajGen
Brigadier General Rear Admiral Lower Half	O-7	BG	RADM	BrigGen	BrigGen
Colonel Captain	O-6	COL	CAPT	Col	Col
Lieutenant Colonel Commander	O-5	LTC	CDR	Lt Col	Lt Col
Major Lieutenant Commander	O-4	MAJ	LCDR	Maj	Maj
Captain Lieutenant	O-3	CPT	LT	Capt	Capt
First Lieutenant Lieutenant Junior Grade	O-2	1LT	LTjg	1 st Lt	1st Lt
Second Lieutenant Ensign	O-1	2LT	ENS	2 nd Lt	2nd Lt
Chief Warrant Officer	W-2 to W-5	CW2 to CW5	CWO2 to CWO4		CWO-2 to CWO- 5
Warrant Officer	W-1	WO1			CWO-1

ENLISTED PERSONNEL					
Sergeant Major of the Army Master Chief Petty Officer of the Navy Master Chief Petty Officer of the Coast Guard Chief Master Sergeant of The Air Force Sergeant Major of the Marine Corps	E-10	SMA	MCPON	CMSAF	Sgt MajMC
Command Sergeant Major Master Chief Petty Officer Chief Master Sergeant Sergeant Major Master Gunnery Sergeant	E-9	CSM SGM	MCPO	CMSgt	SgtMaj MGySgt
First Sergeant Master Sergeant Senior Chief Petty Officer	E-8	1SG MSG	SCPO	SMSgt	1st-Sgt MSgt

Rank	G R A D E	Army	Navy & Coast Guard	Air Force	USMC
Senior Master Sergeant					
Sergeant First Class Platoon Sergeant Chief Petty Officer Master Sergeant Gunnery Sergeant	E-7	SFC PSG	CPO	MSgt	GySgt
Staff Sergeant Petty Officer First Class Technical Sergeant	E-6	SSG	PO1	TSgt	SSgt
Sergeant Petty Officer Second Class Staff Sergeant	E-5	SGT	PO2	SSgt	Sgt
Corporal Specialist Petty Officer Third Class Sergeant Senior Airman	E-4	CPL SPC	PO3	Sgt SrA	Cpl
Private First Class Seaman Airman Engineman Airman First Class Lance Corporal	E-3	PFC	SN	AlC	LCpl
Private Seaman Apprentice Airman Private First Class	E-2	PVT	SA	Amn	Pfc
Private Seaman Recruit Airman Basic	E-1	PVT	SR	AB	Pvt

*In the case of the Sergeant Major of the Army, Master Chief Petty Officer of the Navy, the Master Chief Petty Officer of the Coast Guard, the Chief Master Sergeant of the Air Force, or the Sergeant Major of the Marine Corps, it may be necessary to explain the significance of the title: Example: Army SMA. John Jones, who holds the Army's highest rank for enlisted personnel, said he was excited to witness the Army's latest new personnel training.

Appendix C - U.S. STATE & TERRITORIAL ABBREVIATIONS

STATE	USPS	STATE	USPS
Alabama	AL	Missouri	MO
Alaska	AK	Montana	MT
*American Samoa	AS	Nebraska	NE
Arizona	AZ	Nevada	NV
Arkansas	AR	New Hampshire	NH
California	CA	New Jersey	NJ
*Canal Zone	CZ	New Mexico	NM
Colorado	CO	New York	NY
Connecticut	CT	North Carolina	NC
Delaware	DE	North Dakota	ND
District of Columbia	DC	*Northern Mariana Islands	MP
*Federated States of Micronesia	FM	Ohio	OH
Florida	FL	Oklahoma	OK
Georgia	GA	Oregon	OR
*Guam	GU	*Palau	PW
Hawaii	HI	Pennsylvania	PA
Idaho	ID	*Puerto Rico	PR
Illinois	IL	Rhode Island	RI
Indiana	IN	South Carolina	SC
Iowa	IA	South Dakota	SD
Kansas	KS	Tennessee	TN
Kentucky	KY	Texas	TX
Louisiana	LA	Utah	UT
Maine	ME	Vermont	VT
*Marshall Islands	MH	*Virgin Islands	VI
Maryland	MD	Virginia	VA
Massachusetts	MA	Washington	WA
Michigan	MI	West Virginia	WV
Minnesota	MN	Wisconsin	WI
Mississippi	MS	Wyoming	WY

* Denotes names of U.S. territories

Appendix D - FOREIGN COUNTRY ABBREVIATIONS

FOREIGN COUNTRY	CODE	FOREIGN COUNTRY	CODE
Afghanistan	AFG	Belarus	BLR
Angola	AGO	Belize	BLZ
Anguilla	ALA	Bermuda	BMU
Albania	ALB	Bolivia	BOL
Atlantic Ocean	AOC	Brazil	BRA
		Canada	CAN
Argentina	ARG	Switzerland	CHE
Armenia	ARM	Chile	CHL
Antarctica	ATA	China	CHN
Australia	AUS	Cameroon	CMR
Austria	AUT	Columbia	COL
Azerbaijan	AZE	Costa Rica	CRI
Belgium	BEL	Croatia	CRO
Bulgaria	BGR	Cuba	CUB
Bahrain	BHR	Cyprus	CYP
Bahamas	BHS	Czech Republic	CZE
Bosnia and Herzegovina	BIH	Germany	DEU
Dominica	DMA	Lithuania	LTU
Denmark	DNK	Latvia	LVA
Dominican Republic	DOM	Mediterranean Sea	MED
Algeria	DZA	Mexico	MEX
Ecuador	ECU	Macedonia	MKD
Egypt	EGY	Mozambique	MOZ
Spain	ESP	Namibia	NAM
Estonia	EST	Niger	NER
Ethiopia	ETH	Nigeria	NGA
Finland	FIN	Nicaragua	NIC
France	FRA	Netherlands	NLD
Micronesia	FSM	Norway	NOR
United Kingdom	GBR	New Zealand	NZL
Georgia	GEO	Pakistan	PAK
Ghana	GHA	Panama	PAN
Guinea	GIN	Peru	PER
Greece	GRC	Philippines	PHL
Grenada	GRD	Pacific Ocean	POC
Greenland	GRL	Poland	POL
Guatemala	GTM	North Korea	PRK
Honduras	HND	Portugal	PRT
Haiti	HTI	Paraguay	PRY
Hungary	HUN	Qatar	QAT
Indonesia	IDN	Romania	ROM
India	IND	Russian Federation	RUS
Indian Ocean	IOC	Rwanda	RWA
British Indian Ocean Territories	IOT	Saudi Arabia	SAU
Ireland	IRL	Sudan	SDN
Iran	IRN	Singapore	SOP

Iraq	IRQ	El Salvador	SLV
Iceland	ISL	Somalia	SVM
Israel	ISR	Slovak Republic	SVK
Italy	ITA	Slovenia	SVN
Jamaica	JAM	Sweden	SWE
Jordan	JOR	Swaziland	SWZ
Japan	JPN	Syria	SYR
Kazakhstan	KAZ	Thailand	THA
Kenya	KEN	Tajikistan	TJK
Kyrgyzstan	KGZ	Turkey	TUR
Kuwait	KWT	Ukraine	UKR
Laos	LAO	United Arab Emirates	UAE
Lebanon	LBN	United States	USA
Liberia	LBR	Venezuela	VEN
		Vietnam	VNM

Note: Entries in bold italics presently lack three-character codes

VISUAL INFORMATION (VI) DEFINITIONS

Adopted AV Production. An AV production produced or commercially acquired by one Component or Federal agency that a DOD Component obtains for its internal use.

Accessioning. The acts and procedure by which records are taken into the physical custody of a records center, archival agency or other records repository.

Architecture. As used here, describes the structure of components (or elements), their relationships, and the principles and guidelines governing their design and evolution over time. Technical architectures deal with hardware and software systems and how they are designed and configured. Process architectures deal with how and what business practices are carried out to accomplish a function.

Armament Delivery Recording. Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over-the-target documentation in force employments.

Audio. Relates to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).

Audiovisual (AV). One or more of the various audio or visual media other than traditionally printed materials such as books. Included are still photography, motion photography, videography, audio recording and playback, graphic arts, presentation services, and associated support services.

Audiovisual (AV) Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the conveying information to, or communicating with, an audience. (See "VI Production" for the definition of all other forms of production.)

Audiovisual based. Those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information audiovisually. Not included are

books, newspapers, magazines, brochures, and other printed documents.

Benefit Cost Analysis. Part of an on-going management oversight process to ensure proper allocation and efficient use of resources to accomplish agency missions by comparing the value a process adds to the mission in relation to its cost to perform.

Cable Television System (CATV). Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. CATV facilities are commercially owned and operated.

Caption Data. Short explanatory or descriptive data accompanying imagery. Caption data records include DD Form 2537 "Visual Information Caption Sheet," shot sheets/lists, camera operator's notes in either paper or machine-readable form, and, in digital still images, embedded International Press Telecommunications Council (IPTC) header captions.

Centrally Managed. A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets and procures for multiple users.

Centrally Procured. Procurement of material, supplies, or services by an officially designated command or agency with funds specifically provided for such procurement for the benefit and use of the entire component or, in the case of single managers, for the military departments as a whole.

Clearance. The procedures used to determine release authority for VI products or information proposed for public dissemination. This involves determination that the product or information has no classification, policy, legal, or copyright restrictions that would preclude public access.

Closed Circuit Television (CCTV). Point-to-point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.

Combat Camera (COMCAM). The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities

COMCAM Forces. Rapid deployable teams, specially trained and equipped to acquire, process and transmit classified and unclassified still and motion imagery.

COMCAM Imagery. Still and motion images of military operations acquired by COMCAM forces, regardless of medium in which the images are acquired, transmitted, or displayed.

Commercial Activity (CA). An activity operated and managed by a DOD Component that provides to the Government products or services that are available from private commercial sources.

Commercial VI Production. A completed VI production that is purchased off-the-shelf, i.e., from the stocks of a vendor.

Communications process. The exchange of ideas, data, and information, regardless of the forms or technologies used.

Computer Generated Graphics. The production of graphics through an electronic medium based on a computer or with computer techniques.

Component Accessioning Point (CAP). A central point in the DOD Components for the receipt, selection, and accessioning of imagery.

Consultation Services. The process of seeking or offering professional or expert advice, guidance, or information.

Contract VI Production. A VI production produced by a commercial producer under contract to the DOD.

Cover Story. A story accompanying imagery which describes the event, operation, action, or activity that the imagery depicts and puts the imagery in a context that the viewer can understand.

Customer Representative (CR). The CR represents the requesting Component or Agency at the production activity; ensures that the script and production conform to Component or Agency policy and objectives; has approval authority over script and production at established milestones; works with the Component or Agency's Technical Advisor and the production activity's project officer to determine or arrange for production logistics support (personnel, facilities and equipment). (See "Technical Advisor".)

Dedicated VI Activity. A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.

Defense Automated Visual Information System (DAVIS). A standard automatic data processing system utilized throughout the DOD for VI management purposes at DoD Component and major command levels. It includes a production data base covering production, acquisition, inventory distribution, product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.

Deliberate planning. Planning concerned with implementing operations and management actions.

Direct Cost. Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.

Dissemination. The distribution of VI products or information to the public.

Distribution. The NAVIP initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.

DoD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the Military Departments, part of the Organization of the Joint Chiefs of Staff, one of the Defense Agencies, or one of the Unified and Specified Commands.

Duplication. The making of copies from an earlier generation of VI materials including all copies beyond the original or master copy.

Electronic News Gathering (ENG). A form of electronic journalism. The application of a portable video system to record newsworthy events.

End-Item (Equipment). A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).

Environment. The aggregate of external procedures, conditions, and objects that affects the development, operation, and maintenance of an information system.

Evaluation. The process used to determine the amount, value, or benefit of an entity or function.

Executive Agent. A DoD Component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD Components individually. An official or office delegated administrative or supervisory responsibility to execute the provisions of a law or government-directed programs or duties.

Film or Video Clip. A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.

Graphic Arts. The design, creation, and preparation of two and three dimensional audiovisual based products including charts, graphs, posters, and visual materials for VI productions, VI products, printed publications, displays, presentations, and exhibits prepared manually, by machine or by computer.

Identifiable Additional Costs. Costs incurred to support the customer that are above the suppliers normal operating costs.

Imagery. The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information.

Indirect Costs. An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.

Information. Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or audiovisual forms.

Information Communication Process. The set of rules or procedures used to collect, process, maintain, transmit, and disseminate information.

Information Resources. Includes both government information and information technology.

Information Technology. The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that processes information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or others. It includes automatic data processing equipment as that term is defined in Section 111(a)(2) of the Federal Property and Administrative Services Act of 1949. For the purposes of OMB Circular A-130, automatic data processing and telecommunications activities related to certain critical national security missions, as defined in 44 U.S.C. 3502(2) and 10 U.S.C. 2315, are excluded.

Intelligence Report. A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis or dissemination.

Interactive. Refers to VI productions designed for communication applications in which viewers can make decisions prompted by choices offered in the program which trigger further information and feedback to be presented.

Interactive Videodisc System (IVD). A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer-driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.

Interagency Support. Support provided by a Military Department or Federal agency for another Military Department or Federal agency.

Inventory Control Point (ICP). An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuild direction.

Joint Interest Imagery. Imagery that depicts subjects of known or probable interest to the National Command Authority (NCA), the Office of the Chairman of the Joint Chiefs of Staff (OJCS), or more than one DOD Component. All COMCAM imagery shot in the Joint environment is assumed to be Joint Interest Imagery. Other imagery, both from COMCAM sources and other-than-COMCAM sources, that depicts subjects of known or probable interest to the NCA, OJCS, or more than one DoD component, is also Joint Interest Imagery.

Joint-Interest Production. A VI production in which each of two or more DoD Components share some degree of interest, contribute support and intend to use.

Joint Visual Information Services (JVIS). VI services operated and maintained by a DoD Component to support more than one DoD organization.

Life cycle management. A management process that governs a process or system from conception to final disposition.

Linear. Refers to video editing in which each shot or scene is recorded in sequence to create a complete presentation. By contrast non-linear video editing devices allow for scenes to be selected in random order and then be assembled electronically into the final sequence.

Major Claimant VI Management Office (MCVIMO). A staff office at the major claimant management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.

Mechanism. A particular technique or technology for implementing a function.

Mixed Media. A combination of one or more VI media and one or more non-VI media, such as a film strip and accompanying printed material.

Motion Media. A series of images, viewed in rapid succession giving the illusion of motion, obtained with a motion picture or video camera.

Multimedia. A combination of more than one VI medium used in a single production.

Naval Imaging. The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks.

Navy Combat Camera Program. A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of United States naval military operations and activities for decision making, historical and other uses.

Naval Visual Information Program (NAVIP). All of the VI functions individually or collectively in the NAVIP and their processes and elements, including products, services, resources, organizations, and information, and their governing and controlling mechanisms.

Official NAVIP Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of NAVIP activities, functions, or missions.

Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as record (VI) material.

Operational Documentation (OPDOC). VI COMCAM documentation of activities to convey information about people, places and things. It is general-purpose documentation normally done in peacetime. (See "VI Documentation").

Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

Performance Measures. A significant measure used on its own or in combination with other key performance indicators to monitor how well a business is achieving its quantifiable objectives.

Performers. Persons who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.

Permanent VI Record Material. Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD Component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state-of-the-art; and/or having current or potential value from an historical perspective.

Photography. The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as X-rays or infrared radiation.

Photojournalism (PJ) (PHOJO). Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.

Planning. The process of plotting or designing a scheme of arrangements of methods, actions or procedures to be implemented to accomplish a project or defined purpose.

Preprint Material. For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from "A" and "B" rolls or from an internegative. (The equivalent in video is the edited master.)

Principal Interest Component(s). The Component(s) that are the primary subject(s) of imagery. For example, the primary interest components of a photo of Air Force planes flying over a Navy ship

would be the Air Force and Navy even though the photograph was taken by an Army photographer.

Process. A definition of how and in what sequences one or more business functions are to be carried out in a system. A business function is what a business needs to do; a process is what a system needs to do; a mechanism is how the system does it.

Production Costs. All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.

Production Files. The textual records which pertain to each VI production.

Proprietary VI Production. A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

Ready Access File. A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.

Released. Refers to the determination made by the NAVIP that a NAVIP VI product is authorized to be provided to the public.

Reproduction. The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.

Retrieval. The processes associated with recovering or withdrawing VI materials from interim or archival storage or filing.

Seamless. A mechanism in which its operating processes and connections are transparent to the user.

Semi-current Records. Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.

Still Photography. The medium used to record still imagery, including negative and positive images.

Strategic planning. The planning that provides for broad long term guidance to shape the direction and set priorities for a function or organization.

Tangible audiovisual based end-items. The NAVIP VI Products resulting from accomplishing the NAVIP.

Technical Advisors (TA). Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a Component or Agency. They are assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally, the TA, with the Command Representative and the production activity's project officer, is responsible to arrange for production logistic support (personnel, facilities and equipment).

Technical Documentation (TECDOC). VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery.

Technical Guidance. Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.

Technical Report. A VI report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.

Video. Electronic recording and playback of imagery.

Videography. Recording, processing, or displaying visual imagery electronically.

Video-teleconferencing. Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze (still) frame video.

Visual aid. A type of VI product in any of the audiovisual based formats designed to help communicate information.

Visual Information (VI). Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.

Visual Information System. Equipment or a group of equipment components (including Interactive Video Disc and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.

VI Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those that do the following:

- a. Expose and process original photography;
- b. Record, distribute, and broadcast electronically (video and audio);
- c. Reproduce or acquire VI products;
- d. Provide VI services;
- e. Distribute or preserve VI products;
- f. Prepare graphic artwork;
- g. Fabricate VI aids, models, and displays;
- h. Provide presentation services or manage any of these activities.

VI Distribution. The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries.

VI Documentary Activity. The process of objective factual capture and recording of events or activities using audiovisual-based imagery and audio.

VI Documentation (VIDOC). Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VIDOC encompasses COMCAM, OPDOC, and TECDOC.

VI Equipment

a. Production. Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture and video cameras; editing equipment, telecine equipment, audiotape and cassette duplicators; computer-generated graphics systems; film and paper processing equipment photographic printers.

b. Non-production. Items used to maintain, repair, store, retrieve, exhibit or otherwise provide for the use of VI products. Includes videotape/disc players and television monitors; interactive video equipment; and, slide, film strip, motion picture, overhead, opaque and video projectors.

c. Other. When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they shall be managed as a part of that non-VI system or device.

VI Facility. A building or a space within a building or ship, owned or operated by the Federal Government, that houses an authorized VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also shall be classified as a VI facility.

VI Functions. The individual VI processes of photography, videography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

VI Library. A VI facility which loans and maintains VI media and equipment.

VI Management Office (VIMO). A staff office at the CNO, major claimant (MCVIMO), command or other management level, which prescribes VI policies and procedures, and reviews and oversees its portion of the NAVIP.

VI Materials. A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.

VI Personnel. Personnel possessing professional and technical knowledge, skills, and qualifications to perform or support the VI functions.

VI Production. The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience. A VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as "AV production." Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off-the-shelf purchase, or adoption from another Federal agency.

VI Products. VI media elements such as motion picture and still photography (photographs, transparencies, slides and film strips), video and audio recordings (tape or disc), graphic arts (including computer generated products), models, and exhibits. The "VI production" is a unique form of VI product and usually is addressed separately.

VI Records. Visual information (i.e. imagery and related captions) recorded by a Navy activity and designated as record material per the requirements of both Federal law and Federal regulations. While a VI record resides on some form of physical media (such as film, tape, or disk), the record is the informational content as distinct from the media on which it resides.

VI Records Center. A facility specially designed for efficient low-cost temporary storage, referencing, and retrieval of VI records prior to final disposition.

VI Report. VI documentation assembled to report on a particular subject or event.

VI Resources. The personnel, facilities, equipment, products, budgets, and supplies which comprise the NAVIP.

VIRIN. Visual Information Record Identification Number. An alphanumeric designator assigned to a VI record other than a VI production. The primary life cycle number under which VI records are tracked.

VI Services. Those actions of the NAVIP that:

- a. Result in obtaining a VI product;
- b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts;
- c. Support existing VI products such as distribution and records center operations;
- d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video-teleconferencing, or other presentation systems.

VI Support Center (VISC). The VI activity that provides general support to all installation, base, facility or site organizations or activities. It may include: motion picture, still photo, television and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI library and presentation services.

VI System. Equipment or a group of equipment (including IVD and/or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.