



# Department of Defense

## INSTRUCTION

NUMBER 5040.02

October 27, 2011

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ASD(PA)

SUBJECT: Visual Information (VI)

References: See Enclosure 1

1. PURPOSE. This Instruction:

a. Reissues DoD Instruction (DoDI) 5040.02 (Reference (a)) in accordance with the authority in DoDI 5122.05 (Reference (b)) to implement policy and assign responsibilities consistent with Office of Management and Budget Circular A-130 (Reference (c)), and DoD Directive (DoDD) DoDD 5105.74 (Reference (d)), and DoDD 5015.2 (Reference (e)).

b. Establishes policy, assigns responsibilities, and prescribes procedures for managing DoD VI records, resources, and activities (see Enclosure 2), other than creation, acquisition, and life-cycle management of VI productions as prescribed in DoDI 5040.07 (Reference (f)).

c. Establishes prohibited alteration policy to ensure the absolute credibility of official DoD imagery in and outside the DoD in accordance with Reference (b).

d. Continues to authorize the Joint Combat Camera (COMCAM) Program, the DoD Joint Combat Camera Planning Group (JCCPG), and the Defense VI Steering Committee (DVISC) (see Enclosure 3) consistent with DoDI 5105.18 (Reference (g)).

e. Authorizes the establishment of the Defense VI (DVI) Directorate and the Defense Imagery Management Operations Center (DIMOC).

f. Disestablishes the Joint Combat Camera Center (JCCC), DVI Center (DVIC), and the Joint VI Services Distribution Activity (JVISDA) and transfers the JCCC, the DVIC, and JVISDA missions, functions, and responsibilities to the DIMOC.

g. Prescribes procedures for the use of the VI Professional Identifier (Vision ID).

h. Disestablishes the Component Accessioning Point (CAP) and establishes the Component Coordinating Point (CCP).

i. Incorporates and cancels DoDI 5040.04, DoDI 5040.05, DoDI 5040.6, and DoDI 5040.8 (References (h) through (k)).

j. Cancels Directive-Type Memorandum (DTM) 04-021 and DTM-07-024 (References (l) and (m)).

k. Authorizes:

(1) DoD 5040.6-M-1, (Reference (n)).

(2) DoD 5040.6-M-2, (Reference (o)).

(3) DoD 5040.6-M-V3, (Reference (p)).

2. APPLICABILITY. This Instruction:

a. Applies to OSD, the Military Departments, the Office of the Chairman of the Joint Chiefs of Staff (CJCS) and the Joint Staff, the Combatant Commands, the Office of the Inspector General of the Department of Defense, the Defense Agencies, the DoD Field Activities, and all other organizational entities within the DoD (hereinafter referred to collectively as the “DoD Components”).

b. Does not apply to the areas exempted in Enclosure 4 of this Instruction and Executive Order 12951 (Reference (q)).

3. DEFINITIONS. See Glossary.

4. POLICY. It is DoD policy that:

a. VI shall be viewed and used as an essential information resource and a supporting capability for strategic communication. VI aids the DoD public affairs (PA) community in providing information to the public concerning DoD operations and programs in accordance with DoDI 5400.13 and Joint Publication 3-61 (References (r) and (s)); contributes to public diplomacy (PD) objectives in accordance with Reference (r); provides strategic and operational supporting capability to information operations (IO) in accordance with DoDD 3600.01 (Reference (t)); aids operational planning and decision making and is critical to effective and efficient training; is fundamental to the historical and evidentiary record of DoD activities and actions; and supports DoD business operations and facilitates other critical DoD functions.

b. The DoD shall make, acquire, or create VI, appropriately distribute VI gathered, and preserve VI obtained following procedures detailed in this Instruction.

(1) DoD enterprise level operations and coordination support shall be employed to facilitate the acquisition, creation, transmission, replication, distribution, storage, or preservation of VI with strategic and operational usefulness to the DoD to maximize its effectiveness as a key information resource.

(2) Strategic, operational, tactical, and joint-interest imagery shall be centrally received, managed, and distributed as a shared asset. Information about and access to such imagery shall be provided by or through central DoD VI information systems. Such information systems shall be established and operated in compliance with DoDD 8320.02 (Reference (u)).

(3) VI and VI Systems shall be acquired, designed, developed, and managed in compliance with the policies and responsibilities in DoDD 8000.01 (Reference (v)).

c. DoD VI life cycle management shall be conducted in accordance with Reference (e), DoD 5015.02-STD and chapters 29, 31, and 33 of title 44, United States Code (References (w) and (x)).

d. The U.S. Department of State and other Federal departments or agencies shall have the same access to DoD VI products as DoD organizations, in support of the U.S. Government's PD effort, natural disaster recovery, and other interdepartmental or interagency requirements.

e. COMCAM forces shall be structured and maintained as an essential battlefield information resource to support strategic, operational, and tactical mission objectives.

f. The credibility of official DoD imagery in and outside the DoD shall be maintained.

(1) Official DoD imagery is an essential tool for decision makers at every DoD level.

(2) Mission success and the protection of lives and property depend on official DoD imagery being complete, timely, and above all, accurate.

(3) Official DoD imagery shall not be altered to misinform or deceive. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the DoD shall not be tolerated. Alteration of official DoD imagery is prohibited with exception for corrections, modifications and enhancements as specified.

5. RESPONSIBILITIES. See Enclosure 2.

6. PROCEDURES.

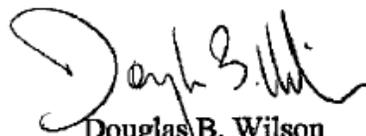
a. Committees, Planning Groups, and Panels. See Enclosure 3.

b. Exclusions. See Enclosure 4.

- c. Life-Cycle Management of DoD VI. See Enclosure 5.
- d. VI Record Identification Number (VIRIN). See Enclosure 6.
- e. Vision ID. See Enclosure 7.
- f. VI Activity Management. See Enclosure 8.
- g. COMCAM. See Enclosure 9.
- h. Prohibited Alteration of Official DoD Imagery. See Enclosure 10.

7. RELEASABILITY. UNLIMITED. This Instruction is approved for public release and is available on the Internet from the DoD Issuances Website at <http://www.dtic.mil/whs/directives>.

8. EFFECTIVE DATE. This Instruction is effective upon its publication to the DoD Issuances Website.



**Douglas B. Wilson**  
**Assistant Secretary of Defense**  
**for Public Affairs**

Enclosures

- 1. References
- 2. Responsibilities
- 3. Committees, Planning Groups, and Panels
- 4. Exclusions
- 5. Life-Cycle Management of DoD VI
- 6. VI Record Identification Number (VIRIN)
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Glossary

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ENCLOSURE 1

REFERENCES

- (a) DoD Instruction 5040.02, "Visual Information (VI)," August 30, 2005 (hereby cancelled)
- (b) DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs (ASD(PA))," September 5, 2008
- (c) Office of Management and Budget Circular A-130, "Management of Federal Information Resources," February 8, 1996
- (d) DoD Directive 5105.74, "Defense Media Activity," December 18, 2007
- (e) DoD Directive 5015.2, "DoD Records Management Program," March 6, 2000
- (f) DoD Instruction 5040.07, "Visual Information (VI) Production Procedures," August 30, 2005
- (g) DoD Instruction 5105.18, "DoD Intergovernmental and Intragovernmental Committee Management Program," July 10, 2009
- (h) DoD Instruction 5040.04, "Joint Combat Camera (COMCAM) Program," June 6, 2006 (hereby cancelled)
- (i) DoD Instruction 5040.05, "Alteration of Official DoD Imagery," June 6, 2006 (hereby cancelled)
- (j) DoD Instruction 5040.6, "Life-Cycle Management of DoD Visual Information (VI)," April 10, 2001 (hereby cancelled)
- (k) DoD Instruction 5040.8, "Visual Information (VI) Activity Management," January 26, 2005 (hereby cancelled)
- (l) Directive-Type Memorandum 04-021, "Visual Information (VI) Activity Management," March 25, 2004 (hereby cancelled)
- (m) Directive-Type Memorandum 07-024, "Establishment of the Defense Imagery Management Operations Center (DIMOC)," October 26, 2007 (hereby cancelled)
- (n) DoD 5040.6-M-1, "Decision Logic Table Instructions for Recording and Handling Visual Information Material," October 21 2002
- (o) DoD 5040.6-M-2, "Instructions for Handling Visual Information (VI) Material," April 20, 2005
- (p) DoD 5040.06-M-V3, "Visual Information (VI) Volume 3, VI Records Schedule," September 25, 2008
- (q) Executive Order 12951, "Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems," February 22, 1995
- (r) DoD Instruction 5400.13, "Public Affairs (PA) Operations," October 15, 2008
- (s) Joint Publication 3-61, "Public Affairs," May 9, 2005
- (t) DoD Directive 3600.01, "Information Operations (IO)," August 14, 2006
- (u) DoD Directive 8320.02, "Data Sharing in a Net-Centric Department of Defense," December 2, 2004
- (v) DoD Directive 8000.01, "Management of the Department of Defense Information Enterprise," February 10, 2009
- (w) DoD 5015.02-STD, "Electronic Records Management Software Applications Design Criteria Standard," April 25, 2007
- (x) Chapters 29, 31, 33 and 35 of title 44, United States Code

- (y) DoD 5240.1-R, "Procedures Governing the Activities of DoD Intelligence Components That Affect United States Persons," December 1, 1982
- (z) DoD Directive 5105.60, "National Geospatial-Intelligence Agency (NGA)," July 29, 2009
- (aa) "DoD Captioning Style Guide," June 1, 2009<sup>1</sup>
- (ab) DoD Instruction 5010.40, "Managers' Internal Control Program (MICP) Procedures," July 29, 2010
- (ac) Administrative Instruction No. 15, Volume II, "Office of the Secretary of Defense (OSD) Records Management Program – Records Disposition Schedules," April 18, 2008
- (ad) Part 52 of the Federal Acquisition Regulation, "Solicitation Provisions and Contract Clauses," current edition
- (ae) Parts 1220, 1222, 1228, 1232 and 1234 of subchapter B, chapter XII of title 36, Code of Federal Regulations
- (af) DoDD 5400.11, "DoD Privacy Program," May 8, 2007
- (ag) DoD 5400.11-R, "Department of Defense Privacy Program," May 14, 2007
- (ah) International Standards Organization 3166 Country Code, [http://www.iso.org/iso/country\\_codes.htm](http://www.iso.org/iso/country_codes.htm), current edition
- (ai) DoD Instruction 5400.16, "DoD Privacy Impact Assessment (PIA) Guidance," February 12, 2009
- (aj) OMB Memorandum 07-16, "Safeguarding Against and Responding to the Breach of Personally Identifiable Information," May 22, 2007
- (ak) DoD Instruction 4000.19, "Interservice and Intragovernmental Support," August 9, 1995
- (al) DoD Directive 5530.3, "International Agreements," June 11, 1987
- (am) DoD Directive 4100.15, "Commercial Activities Program," March 10, 1989
- (an) DoD Visual Information Concept of Operations, <http://www.defenseimagery.mil/learning.html>, current edition
- (ao) Joint Publication 3-13, "Information Operations," February 13, 2006
- (ap) DoD 5200.1-R "Information Security Program," January 14, 1997
- (aq) DoD 5205.02-M, "DoD Operations Security (OPSEC) Program Manual," November 3, 2008
- (ar) DoD Directive 5230.09, "Clearance of DoD Information for Public Release," August 22, 2008
- (as) Joint Publication 1-02, "Department of Defense Dictionary of Military and Associated Terms," current edition

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<sup>1</sup>Can be accessed at [http://defenseimagery.mil/default/learning/vipolicy/misc/articleParagraphs/0/content\\_files/file4/DoDCaptioningStyleGuideJune2009.pdf](http://defenseimagery.mil/default/learning/vipolicy/misc/articleParagraphs/0/content_files/file4/DoDCaptioningStyleGuideJune2009.pdf)

ENCLOSURE 2

RESPONSIBILITIES

1. ASSISTANT SECRETARY OF DEFENSE FOR PUBLIC AFFAIRS (ASD(PA)). The ASD(PA), consistent with Reference (b), shall:

a. Establish, monitor the implementation of, and serve as the OSD Principal Staff Assistant for policies and procedures related to the DoD VI program.

b. Establish DoD VI policies, responsibilities, and procedures.

c. Provide oversight and ensure compliance to established DoD VI policies, responsibilities, and procedures in this Instruction.

2. DIRECTOR, DEFENSE MEDIA ACTIVITY (DMA). The Director, DMA, under the authority, direction, and control of the ASD(PA) and consistent with Reference (d), shall:

a. Develop and oversee the implementation and effectiveness of VI policies and procedures for the DoD VI program, including the Joint COMCAM Program, life-cycle management of DoD VI productions, products, records, VI activity management and concepts of operation for employing VI capabilities.

b. Establish, operate, and maintain the DVI Directorate as the DoD's central VI management and proponent office.

c. Establish, operate, and maintain DoD information systems to support the DoD VI mission across all DoD Components.

d. Provide technical training for VI and COMCAM personnel.

e. Distribute information to assist those who plan for and those who use VI and COMCAM imagery, including official Government customers, non-Federal agencies, commercial organizations, retired military personnel, and the general public.

f. Establish, operate, and maintain the DIMOC for DoD level coordination, collection, management, storage, and distribution of strategic, operational, tactical, and joint-interest VI with the operational functions to:

(1) Centrally coordinate the reception and distribution of current strategic, operational, tactical, and joint-interest still and motion operational imagery.

(2) Operate the central DoD VI records holdings.

(3) Operate the central DoD distribution point for VI end products.

(4) Operate DoD imagery systems providing uplink, transmission, reception, distribution, and usage tracking in support of the DoD, other Government agencies (OGA), and allied and coalition partners.

g. Establish and maintain VI information systems that provide information and access to official DoD still and motion imagery, DoD productions, interactive multimedia instruction (IMI), and the products and services available from each VI activity DoD-wide in accordance with Reference (f).

h. Chair the DVISC and the JCCPG in accordance with Enclosure 3.

i. Establish and coordinate communication requirements with the Combatant Commands to transmit VI and COMCAM imagery to the DIMOC.

j. Provide a primary and alternate COMCAM representative to the National Military Command Center (NMCC), the Executive Support Center, and the Global Situational Awareness Facility when necessary to facilitate COMCAM integration into operations.

k. Coordinate with the CJCS and the Combatant Commands in the development of joint VI and COMCAM doctrine.

l. Provide assistance to the CJCS for planning and coordinating COMCAM and VI documentation (VIDOC) deployment, and identifying VI and COMCAM objectives. (See paragraphs 10.a. and 10.b. of this enclosure.)

m. Operate and maintain the Defense Information School (DINFOS) as the DoD's central VI training, professional development, and knowledge sharing center.

n. Provide a capability to design, engineer, and procure VI equipment and systems in support of DoD Components requesting its services.

o. Coordinate matters relating to VI functions, activities, and finances with applicable OSD offices and DoD Components.

p. Represent the DoD in VI-related matters with other Federal agencies, professional and other non-Federal organizations, the North Atlantic Treaty Organization Military Audio Visual Working Group, and at other VI-related events and activities.

q. Coordinate with the Records and Declassification Division, Washington Headquarters Services, under the Director, Administration and Management, when representing the DoD with the National Archives and Records Administration (NARA) on matters relating to VI records life cycle management.

3. DIRECTOR, DEFENSE INFORMATION SYSTEMS AGENCY. The ASD(NII)/DoD CIO shall provide the telecommunications technology and services required to ensure the availability, reliability, and security of VI and COMCAM imagery commensurate with its intended use.

4. DIRECTOR, DEFENSE THREAT REDUCTION AGENCY (DTRA). Director, DTRA, under the authority, direction, and control of the Under Secretary of Defense for Acquisition, Technology, and Logistics (USD(AT&L)), through the Assistant to the Secretary of Defense for Nuclear, Chemical, and Biological Defense Programs, and in addition to the responsibilities in section 7 of this enclosure, shall operate and maintain VI records holdings for nuclear test materials to support DoD organizations.

5. DIRECTOR, DEFENSE INTELLIGENCE AGENCY (DIA). The Director, DIA, under the authority, direction, and control of the Under Secretary of Defense for Intelligence (USD(I)) and in addition to the responsibilities in section 7 of this enclosure, shall operate and maintain VI records holdings for intelligence imagery to support DoD organizations in accordance with DoD 5240.1-R (Reference (y)). These VI records holdings shall not maintain intelligence imagery subject to the exclusive authority of the Director of the National Geospatial-Intelligence Agency in accordance with DoDD 5105.60 (Reference (z)).

6. DIRECTOR, NATIONAL SECURITY AGENCY/CHIEF, CENTRAL SECURITY SERVICE (DIRNSA/CHCSS). The DIRNSA/CHCSS, under the authority, direction, and control of the USD(I)) and in addition to the responsibilities in section 7 of this enclosure, shall operate and maintain VI records holdings for cryptologic and cryptologic-related materials to support DoD organizations consistent with the procedures set forth in the DoD VI Captioning Style Guide (Reference (aa)).

7. HEADS OF THE DoD COMPONENTS. The Heads of the DoD Components shall:

a. Manage VI in accordance with this Instruction and establish VI internal controls in accordance with DoDI 5010.40 (Reference (ab)).

b. Maintain a central VI management office at the DoD Component headquarters level.

c. Approve the establishment and capabilities, including equipment allowances and authorizations, of organizational elements or functions within organizations whose principal responsibility is to provide VI products and/or services; assign and maintain DVI Activity Numbers (DVIANs) for such elements or functions; and maintain records that document the establishment, transfer, and authorized capabilities and changes to such authorizations, and/or their closure in accordance with Administrative Instruction No. 15 (Reference (ac)).

d. Approve the establishment and capabilities of organizational elements or functions within organizations whose primary responsibility is to provide VI products and/or services, assign

DVIANS to such elements or functions, and record the establishment, transfer, and authorized capabilities and changes to such authorizations, and /or their closure in accordance with Enclosure 8 of this Instruction.

e. Plan, program, authorize, and maintain resources and capabilities sufficient to provide VI products and services necessary for accomplishing DoD missions, as tasked.

f. Coordinate and facilitate the flow of current strategic, operational, and tactical still and motion imagery to the DIMOC.

g. Provide non-current VI records having historical or long-term value to the DIMOC for accessioning into the DoD VI records holdings or the NARA.

h. Develop policies, architectures, plans, programs, and procedures, as required, for their portion of the DoD VI program.

i. Provide qualified representatives to VI-related committees, working groups, and special panels at the ASD(PA)'s request.

j. Support and encourage the use and repurposing of VI products as shared strategic assets supporting strategic communication themes and messages.

8. SECRETARIES OF THE MILITARY DEPARTMENTS. The Secretaries of the Military Departments, in addition to the responsibilities in section 7 of this enclosure, shall:

a. Designate a senior representative for VI matters with the authority to speak on behalf of the Military Department on such matters. This individual shall be the Military Department's member of the DVISC.

b. Plan, program, authorize, and maintain VI activities sufficient to provide COMCAM, VIDOC and VI products and services necessary to accomplish DoD missions as tasked.

c. Organize, train, and equip COMCAM personnel and units to provide highly responsive imagery acquisition, processing, and transmission capabilities in support of operational and planning requirements during wartime operations, worldwide crises, contingencies, and joint exercises. COMCAM resources shall be sufficient to support the Joint Strategic Capabilities Plan force structure.

(1) Ensure that personnel and the units tasked in support of joint or combined COMCAM missions are properly trained to function effectively in a joint or combined operational environment.

(2) Establish readily deployable and adaptive COMCAM and VIDOC force packages that may operate within joint task force (JTF) component command and/or be integrated into a JTF headquarters staff. Ensure that COMCAM and VIDOC force packages have unit type codes

(UTCs) registered in the CJCS-type unit characteristics file to meet the full spectrum of requirements to support Combatant Commands during wartime operations, worldwide crises, contingencies, and joint exercises.

d. Designate a qualified officer to be a member of the JCCPG and coordinate with the Combatant Commanders and the CJCS through the JCCPG to ensure that COMCAM personnel, equipment, doctrine, and training are interoperable and complimentary.

e. Provide VI or COMCAM personnel to supplement the imagery capabilities of the DIMOC and the Combatant Commands for extended operational periods as required.

f. Monitor and coordinate manpower and personnel requirements, plans, actions, and training to ensure effective sustainment and management of qualified VI personnel to accomplish the DoD mission.

9. SECRETARY OF THE ARMY. The Secretary of the Army, in addition to the responsibilities in sections 7 and 8 of this enclosure, shall:

a. Operate and maintain:

(1) VI activities to support OSD, the Office of the CJCS, and major commanders and other DoD organizations in the National Capitol Region as required.

(2) A specialized VI activity to procure productions and other VI end products from commercial sources to support the Army, other DoD Component requirements established in resourcing agreements.

(3) VI records holdings for medical pathology materials to support DoD organizations.

b. Ensure availability of:

(1) Static line and free fall jump-qualified and equipped COMCAM personnel to support operational requirements.

(2) COMCAM personnel qualified and equipped to centrally manage, process, and distribute classified and unclassified imagery to support joint operations.

10. SECRETARY OF THE NAVY. The Secretary of the Navy, in addition to the responsibilities in sections 7 and 8 of this enclosure, shall:

a. Provide, a senior representative from the Marine Corps for VI matters, with the authority to speak on behalf of the Marine Corps concerning such matters. This individual shall be the Marine Corps' member of the DVISC.

b. Ensure the availability of Marine Corps qualified and equipped COMCAM personnel to support operational requirements.

c. Appoint an officer from the Marine Corps to serve as a member of the JCCPG.

d. Ensure the availability of qualified and equipped COMCAM personnel with self-contained underwater breathing apparatus, aircrew, shipboard, and underway experience.

11. SECRETARY OF THE AIR FORCE. The Secretary of the Air Force, in addition to the responsibilities in sections 7 and 8 of this enclosure, shall ensure the availability of:

a. Aircrew-qualified and equipped COMCAM personnel to support operational requirements.

b. COMCAM personnel qualified and equipped to centrally manage, process, and distribute both classified and unclassified imagery to support joint operations.

12. CJCS. The CJCS, in addition to the responsibilities in section 7 of this enclosure, shall:

a. Identify and include VI and COMCAM objectives, priorities, and taskings in all applicable implementing orders, in support of OSD, the Joint Staff, the Combatant Commands, and the Military Departments during wartime operations, worldwide crises, contingencies, joint exercises, and other events involving DoD Components having significant national interest.

b. Plan for and coordinate the deployment of COMCAM forces and VIDOC teams, where appropriate, with the Combatant Commanders and the Secretaries of the Military Departments.

c. Develop joint VI and COMCAM doctrine.

d. Establish a position on the Joint Staff Deputy Director for Global Operations (DDGO) to coordinate integration of COMCAM forces into operations and identify imagery requirements for the Joint Staff. The incumbent shall be the CJCS representative to the JCCPG.

e. Request joint COMCAM representation to the CJCS response cell in the NMCC during crises to coordinate imagery mission requirements and direct imagery distribution.

13. COMBATANT COMMANDERS. The Combatant Commanders, in addition to the responsibilities in section 7 of this enclosure, shall:

a. Plan for, task, deploy, and employ COMCAM forces and VIDOC teams during wartime operations, worldwide crises, contingencies, joint exercises, and other events involving the DoD Components having significant national interest in accordance with Enclosure 9 of this Instruction.

- b. Identify, validate, and prioritize strategic, operational, and tactical imagery requirements to support established themes and messages and direct appropriate taskings into the tactical imagery collection process.
- c. Ensure COMCAM forces participating in joint exercises receive training based on criteria from the mission-essential task listing.
- d. Coordinate with the DIMOC to ensure operational imagery is expeditiously managed and disseminated to meet strategic and operational objectives.
- e. Designate a senior representative for VI matters with the authority to speak on behalf of the Combatant Command on such matters. This individual shall be the Combatant Command's member of the DVISC.

ENCLOSURE 3

COMMITTEES, PLANNING GROUPS, AND PANELS

1. DVISC. The DVISC:

a. Discusses, explores, develops, proposes, advises, assists, and provides recommendations to the ASD(PA) on matters pertaining to DoD VI planning, policy, procedures, direction, management, standards, and other related issues.

b. Is chaired by the Director, DMA, or his or her designee, and consists of the Director, DVI (if not designated Chair by the Director, DMA); designated senior representatives for VI matters and senior PA representatives from each Military Department, the Marine Corps, and each Combatant Command; and the ASD(PA)'s designated representative for VI and COMCAM training, professional development, and knowledge sharing.

c. Meets quarterly, or at the request of a member and with the consent of the Chair.

d. May establish working groups as the Chair deems appropriate.

2. JCCPG. The JCCPG:

a. Discusses, explores, develops, proposes, and provides recommendations to and advises and assists the ASD(PA) and the Joint Staff DDGO on matters pertaining to VI and COMCAM exercise, contingency, deliberate and crisis action planning support, and procedural and technical interoperability standards for VIDOC and COMCAM forces, equipment, and systems.

b. Is chaired by the Director, DMA, or his or her designee, and consists of representatives from the DVI Directorate, the Joint Staff, the Combatant Commands, and the Military Services.

c. Meets annually or as requested by the Chair or a member.

d. May establish working groups as deemed appropriate by the Chair.

ENCLOSURE 4

EXCLUSIONS

1. MEDIA-RELATED EXCLUSIONS. The provisions of this Instruction do not apply to:
  - a. Photomechanical reproductions and photocopies.
  - b. Maps and other geodetic products.
  - c. X-rays.
  - d. Microfilm.
  - e. Microfiche.
  - f. Mixed media packages with a predominance of text.
  - g. Weapons, reconnaissance, and unmanned vehicle system imagery.
  
2. CONTENT-RELATED EXCLUSIONS. Except as provided at section 5 of this enclosure, this Instruction does not apply to:
  - a. Command and control imagery created as a function of weapons system operations.
  - b. Imagery collected or generated exclusively for surveillance, reconnaissance, cryptologic, or intelligence purposes.
  - c. Imagery gathered pursuant to criminal investigations and other legal evidentiary procedures.
  - d. Medical diagnostic imagery, including X-rays, ultrasound, computerized axial tomography, magnetic resonance imaging, and nuclear medical scans.
  - e. Medical photography gathered for the documentation of patient treatment, such as pre-operative, post-operative, and specimen photography exclusive of photography that documents exposure to chemical, nuclear, radiological, or biological weapons.
  - f. Geospatial intelligence, including imagery, imagery intelligence and geospatial information, under the authority and responsibility of the National Geospatial-Intelligence Agency in accordance with Reference (z).
  - g. Contractor bid or proposal imagery, marked in accordance with part 52 of the Federal Acquisition Regulation (Reference (ad)).

h. Visual data and VI obtained from DoD acquisition test programs that reflect capabilities and limitations of weapon system performance.

3. ORGANIZATION-RELATED EXCLUSIONS. Except as provided at section 5 of this enclosure, this Instruction does not apply to:

- a. Activities engaged in or supporting research, development, test, and evaluation (RDT&E).
- b. Military exchanges and exchange services.
- c. Military morale, welfare, and recreation programs.
- d. The Defense Commissary Agency.
- e. The Navy Motion Picture Service.
- f. The National Geospatial-Intelligence Agency.
- g. The National Reconnaissance Office.

4. EQUIPMENT-RELATED EXCLUSIONS. This Instruction does not apply to:

- a. Equipment of a VI nature:
  - (1) Embedded in training simulations, training devices, or other integrated training systems.
  - (2) Not performing a VI function (e.g., video surveillance systems, helmet cameras, electronic signage).
  - (3) Acquired with non-appropriated funds.
- b. Audio or video teleconferencing equipment.
- c. Simulators.

5. EXCEPTIONS TO EXCLUSIONS. Except for geospatial intelligence described in section 6 of this enclosure, Reference (z), and imagery collected, generated, or retained exclusively for intelligence purposes pursuant to Reference (y), this Instruction applies, without regard to the exclusions in sections 1 through 4 of this enclosure, to:

- a. VI that documents:

- (1) News events reported in the media.
- (2) Combat operations.
- (3) Major peacetime operations, such as peacekeeping and civil military operations, responses to major disasters, and evacuations of civilians.
- (4) The physical and environmental effects of combat, terrorist activities, or natural disasters.
- (5) The physical environment in which military operations are planned or take place.
- (6) Distinguished visitors at sites of military operations.
- (7) War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.
- (8) Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that:
  - (a) Involve distinguished visitors.
  - (b) Result in deaths or life-threatening injuries.
  - (c) Result in significant damage to DoD property or facilities, or to a large number of vehicles.
  - (d) Result in major court-martials, civilian criminal prosecutions, or lawsuits for significant property damage.
  - (e) Attract the non-routine attention of local or national news media.
- (9) Ceremonies, parades, or other events marking significant:
  - (a) Changes of command or retirements.
  - (b) Presentations of honors or awards.
  - (c) Aircraft or other major equipment rollouts.
  - (d) Ship launchings, christenings, commissionings, or decommissionings.
  - (e) Arrivals or departures of distinguished visitors.
  - (f) International-level sporting events.

(g) Celebrity entertainment events.

(10) Professional conferences, meetings, seminars, public speeches, lectures, video and audio, history interviews, or other presentations involving:

(a) Current or former flag-rank officers or senior civilian officials.

(b) Recognized authorities in a field of military interest.

(c) Participants in or eyewitnesses to historically important events within the DoD or relating to subjects of major DoD or national news media interest.

(d) Current or former DoD personnel who achieved media fame or notoriety.

(11) First launches, flights, or other uses of major pieces of equipment, major mishaps or malfunctions involving such equipment, or the appearance of phenomena of scientific importance.

(12) International and/or overseas activities such as joint military or civil-military exercises, goodwill visits, humanitarian missions, infrastructure construction or re-construction, and official events involving local populace.

(13) Other events or activities of potential historical significance.

b. VI used to create DoD productions.

c. Equipment of a VI nature acquired incidental to contracts or RDT&E projects and no longer used to support them.

ENCLOSURE 5

LIFE-CYCLE MANAGEMENT of DoD VI

1. Official DoD imagery shall conform to DoD-wide technical criteria, be fully captioned in accordance with this enclosure, and assigned a DoD-standard record identification number in accordance with Enclosures 6 and 7 of this Instruction.
2. VI imagery or production requirements common to more than one DoD Component or Combatant Command shall be coordinated for optimum use of resources.
3. Computers, ancillary equipment, software, and firmware employed in the acquisition, storage, processing, management, movement, control, display, switching, interchange, transmission, or reception of DoD imagery, other than stand-alone, self contained, or embedded information technology that is not and will not be connected to the DoD enterprise network, are assets of the DoD Information Enterprise and, as such, shall comply with the provisions of Reference (v).
4. Organizational elements, activities, or functions within organizations whose principal responsibility is to provide VI products and/or services shall be authorized and managed in accordance with Enclosure 8 of this Instruction.
5. Life-cycle management of VI within the DoD begins when imagery is created or acquired, and ends when it is either transferred to NARA or destroyed in accordance with Reference (p), chapters 29, 31, 33 and 35 of Reference (x), and parts 1220, 1222, 1228, 1232 and 1234 of subchapter B, chapter XII of title 36, Code of Federal Regulations (Reference (ae)).
6. Specific subject matter for VI documentation shall be selected in accordance with Reference (n).
7. Imagery shall be identified with a DoD standard, unique identification number in accordance with the guidelines of Enclosure 6 of this Instruction.
8. Imagery shall be captioned in accordance with Reference (aa). Captions associated with still imagery shall contain the data elements and metadata listed in Reference (aa). Captions associated with motion imagery shall contain the data elements listed in DD Form 2537, "Visual Information Caption Sheet."
9. Strategic, operational, tactical, and joint-interest imagery shall be expeditiously forwarded to the DIMOC for life-cycle management as a shared DoD resource in accordance with References (n) and (o).
10. VI imagery not forwarded to the DIMOC shall be handled in accordance with References (p) and (v).

11. Imagery acquired or created by one DoD Component that portrays another DoD Component shall be made available to the depicted component through the DIMOC.
12. Official DoD imagery shall conform to the current technical criteria and standards posted on the Defense Imagery Website at <http://www.defenseimagery.mil/learning/howto.html>.
13. VI records holdings shall be made available to the DoD, OGA, and the public in accordance with release and security requirements in a media neutral format that facilitates user access and preservation of the record original.
14. VI records holdings shall be transferred to NARA in accordance with the time frames and procedures identified in Reference (p). VI records not eligible for transfer to NARA shall be disposed of in accordance with the time frames and procedures identified in Reference (o). Any transfer or disposal of VI records by the DIMOC shall be coordinated beforehand with the DoD Component that originated or is represented in the record.
15. Non-record VI material described in Reference (o) shall not be accessioned to the VI record holdings.
16. VI containing personally identifiable information (PII), e.g. fingerprints, retinal scans and other biometric data shall be protected in accordance with DoDD 5400.11 and DoD 5400.11-R (References (af) and (ag))
17. Media neutral disposition schedules for new systems associated with storing any VI (including tracking VI originator information) shall be developed in a timely manner and submitted for approval by the Archivist of the United States, NARA.

ENCLOSURE 6

VI RECORD IDENTIFICATION NUMBER (VIRIN)

1. Official DoD imagery, other than DoD productions assigned a Production Identification Number in accordance with Reference (f), shall be assigned a VIRIN to enable the management of the imagery as a shared strategic asset, facilitate retrieval, repurposing, and provide an enterprise record identification system, which is life cycle managed in accordance with References (e) and (w).

2. Upon creation and unless discarded, each image or motion imagery segment created by persons acting for or on behalf of DoD activities, functions, or missions that satisfies the definition of official DoD imagery shall be assigned a VIRIN and shall use the VIRIN as a file name.

3. The VIRIN shall consist of 15 data elements, in four fields, separated by three hyphens, for a total of 18 characters, organized in the alpha (A) numeric (N) format NNNNNN-A-AANN-NNN.

a. Field One (NNNNNN). The year (Y), month (M), and day (D) of acquisition or origin, arranged as YYMMDD. Example: March 23, 2009 = 090323.

b. Field Two (A). The Service affiliation or status of the acquirer or originator. Service affiliation or status shall be abbreviated:

(1) A = To indicate a uniformed member, civilian employee, or contract employee of the Army.

(2) N = To indicate a uniformed member, civilian employee, or contract employee of the Navy.

(3) F = To indicate a uniformed member, civilian employee, or contract employee of the Air Force.

(4) M = To indicate a uniformed member, civilian employee, or contract employee of the Marine Corps.

(5) G = To indicate a uniformed member, civilian employee, or contract employee of the Coast Guard.

(6) Z = To indicate a uniformed member, civilian employee, or contract employee of the National Guard.

(7) D = To indicate a uniformed member, civilian employee, or contract employee of the DoD not falling into one of the categories in subparagraphs 3.b.(1) through (6) of this enclosure.

(8) S = To indicate an employee or contract employee of the Department of State.

(9) H = To indicate an employee or contract employee of the Department of Homeland Security.

(10) O = To indicate a person not falling into the categories in subparagraphs 3.b.(1) through (9).

c. Field Three (AANNN). In the case of all categories in paragraph 3.b. except subparagraph 3.b.(10) of this enclosure, the field three shall consist of the Vision ID of the image originator, which is assigned by the DIMOC through the Defense Imagery Website in accordance with Enclosure 7 of this Instruction (for example: Army Sergeant John Doe, Vision ID = RN675). In the case of category O above, such as a member of a foreign military not registered with a Vision ID, or a civilian not affiliated with the DoD, or for an image with undetermined or system based origin, use the unique identifier ZZ999 in field three.

d. Field Four (NNN). The approximate order in which each unit of media was acquired or originated by the person identified in field two and three on the day identified in field one, starting with 001 and continuing as necessary to 999. Field 4 of the VIRIN shall be created without regard to media of acquisition or origination, so that no two units of media are assigned identical VIRINs. For example, Sergeant Doe acquires three still images, then records four video sequences, and then creates a poster containing a montage of still images, all on the same day, in that order. The VIRINs assigned to the still images would end in 001, 002, and 003. Those assigned to the motion sequences would end in 004, 005, 006, and 007. The VIRIN assigned to the poster would end in 008.

4. Full example of a VIRIN: The fourth unit of media created and not discarded by Army Sergeant John Doe, Vision ID RN675 on March 23, 2009, would be assigned the VIRIN 090323-A-RN675-004.

5. In cases where official DoD imagery resides on automated systems collocated with imagery owned by an allied or coalition partner, a fourth hyphen and a fifth field shall be entered identifying the country having ownership of the image. This fifth field shall be two Alpha (A) characters based on the International Standards Organization (ISO) 3166 Country Code (Reference (ah)). For example, the ISO 3166 code for Belgium = BE. This field shall be a default entry of ISO code "US" for DoD imagery on DoD level systems and is not required for Service level systems.

6. Fields 2 and 3 of the VIRIN for a unit of media created by more than one individual shall reflect Vision ID of the individual who was the lead creator or head of the team responsible for creating the item.

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

8. Imagery or other units of media that are derived from existing VIRIN-bearing materials, but that differ substantially in appearance relative to the originals from which derived, shall, upon creation and unless discarded, be assigned a unique VIRIN. For example, two uniquely VIRINed video sequences are edited together so that scenes from one alternate several times with scenes from another. Unless discarded, the end product shall be assigned its own unique VIRIN.

9. The “Image Number/Title/Object Name” field of any embedded caption shall reflect the image’s VIRIN in accordance with Reference (aa).

10. A unique VIRIN shall be created and applied to motion imagery no less often than the beginning of each change in day, camera operator, or subject matter.

ENCLOSURE 7

VISION ID

1. All photographers, videographers, graphic artists, photojournalists, broadcasters, public affairs, and other personnel involved in the creation of official DoD imagery shall be assigned a Vision ID. The Vision ID shall be used for identification of the image originator in field three of the VIRIN when creating official DoD imagery records. See Enclosure 6 of this Instruction.
2. The Vision ID shall consist of five data elements organized in the alpha (A) numeric (N) format (AANNN). The Vision ID shall not contain any elements of PII.
3. The DIMOC shall establish and maintain a Vision ID database and will not expose PII in accordance with DoDI 5400.16 (Reference (ai)) and OMB M-07-16 (Reference (aj)).
4. The Vision ID shall be assigned by the DIMOC through the Defense Imagery Website. All VI professionals who do not have a previously assigned Vision ID shall log in to the Defense Imagery web site at <http://www.defenseimagery.mil> to receive their Vision ID number.
5. The Vision ID shall be auto generated by DIMOC for existing VIRIN records within DIMOC information management systems. All initial entry students at DINFOS shall be registered during in-processing procedures. Any student entering advanced training not yet registered shall be registered during in-processing.

ENCLOSURE 8

VI ACTIVITY MANAGEMENT

1. VI activities bring together the equipment, facilities, and skills essential for generating, preserving, disseminating, and providing ready access to DoD VI.
2. Organizational elements or functions within organizations whose principal responsibility is to provide VI products and/or services (regardless of functional alignment) shall:
  - a. Be authorized and managed in accordance with this Instruction.
  - b. Be operated in the most cost-effective manner possible.
  - c. Be consolidated wherever practical.
  - d. Be centrally managed, at the DoD Component level.
  - e. Be managed by a designated VI manager.
  - f. Provide VI products and services to the other DoD Components in accordance with DoDI 4000.19 (Reference (ak)).
3. VI activities shall be authorized by the managing DoD Component and assigned a unique DVIAN.
  - a. The DVIAN shall consist of five data elements in a single field organized in the alpha (A) numeric (N) format (ANNNN), where “A” is the letter designator of the authorizing DoD Component and NNNN is a number assigned by the Component VI management office (for example, an Office of the Secretary of Defense DVIAN would be “D0204”).
  - b. The DVIAN letter designators for the DoD Components are:
    - (1) A - The Department of the Army.
    - (2) B - The National Geospatial-Intelligence Agency.
    - (3) D - The Office of the Secretary of Defense.
    - (4) F - The Department of the Air Force.
    - (5) G - The National Guard.
    - (6) J - The CJCS.

- (7) K - The Defense Information Systems Agency.
- (8) M - The United States Marine Corps.
- (9) N - The United States Navy.
- (10) O - Other.
- (11) S - The Defense Logistics Agency.
- (12) W - The Uniformed Services University of the Health Sciences.

4. Component VI managers shall register authorized VI activities and provide information about products and services available from each authorized VI activity using DD Form 2858, "Visual Information Activity Profile," at <http://www.dtic.mil/whs/directives/infomgt/forms/formsprogram.htm>. This information shall be reviewed at least annually by the DoD Component managing the VI activity and updated or deleted as required to provide the most current information for prospective users to identify and locate supporting VI activities.

5. Where there is no additional expense to either the providing DoD Component or the DoD, and it is otherwise in the best interests of the U.S. Government, DoD VI activities may enter into support agreements with and provide VI products and services to the DoD Components other than their own; non-DoD Federal activities; State and local governments; and foreign governmental entities in accordance with Reference (ak) and DoDD 5530.3 (Reference (al)).

6. Certain VI activities may be defined as commercial activities consistent with provisions of DoDD 4100.15 and (Reference (am)).

7. VI activity support shall be limited to events or activities that are related to official missions and functions.

ENCLOSURE 9

COMCAM

1. COMCAM forces shall provide the OSD, the CJCS, the Military Departments, the Combatant Commands, and JTFs with a directed imagery capability in support of strategic, operational, and planning requirements during wartime operations, worldwide crises, contingencies, joint exercises, and humanitarian operations. The COMCAM mission can support, but is independent from, unique imagery operations and systems designed to meet specific VI mission requirements, such as intelligence, surveillance, and reconnaissance (ISR), operational test and evaluation, and certain DoD functions.
2. COMCAM forces shall be tasked, deployed, and employed as an integral part of operations to ensure documentation of the entire scope of U.S. military activities during wartime operations, worldwide crises, contingencies, joint exercises, and other events involving the DoD Components having significant national interest.
3. COMCAM imagery requirements may be supported as necessary by other VI resources such as VIDOC teams where combat maneuver and capability are not required.
4. Upon stand up of a JTF, a Joint Imagery Management Operations Cell (JIMOC) shall be established and used to provide oversight, management, and movement for all imagery within the JTF area of responsibility to support the JTF commander and staff. The VI Concept of Operations (VI CONOPS) (Reference (an)) provides operating and procedural concepts and compiles best practices to assist in establishing the JIMOC. The JIMOC shall be integrated with the DIMOC VI information systems. The JIMOC shall have the primary responsibility to integrate COMCAM forces and other VI and imagery assets in-theater, establish mission priorities, and coordinate imagery requirements for the supported staff. The JIMOC shall:
  - a. Assist COMCAM forces in coordinating facilities, transportation, and communications, and other logistical support to sustain deployed personnel.
  - b. Plan to employ COMCAM forces during the initial phase of an operation to ensure comprehensive mission documentation. Ensure that COMCAM forces have full access to document the mission, as is reasonably and tactically feasible, during each phase of the operation.
  - c. Ensure that tasking orders and requests for forces identify the operational controlling authority for COMCAM forces in advance of deployment and provide an in-theater point of contact to DIMOC in accordance with Joint Publication 3-13 (Reference (ao)).
  - d. Coordinate with the DIMOC and publish specific guidelines for imagery distribution, clearance, and security classification requirements.

5. A Joint Imagery Management Officer (JIMO) shall be identified within the Combatant Command J3 to plan for the employment of VI and COMCAM forces. The JIMO shall:

a. In all applicable crisis action and deliberate plans, include a COMCAM Appendix 11 to Annex C of the Joint Operation and Planning Execution System (JOPES). This appendix shall establish a joint VI and COMCAM concept of operations. Within that concept of operations, initial imagery requirements to support the identified commander's themes and messages shall be delineated.

b. Include within Annex F of the JOPES procedures to ensure that unclassified VI and COMCAM imagery is reviewed by a designated public release authority. Imagery shall be designated either cleared or not cleared for distribution to sources external to the DoD. Authority to clear imagery for release may be delegated to the JTF or DoD Combatant Command release authority to expedite the movement of imagery.

c. Include within Annex K of the JOPES the communications requirements necessary for the transmission of COMCAM imagery to the DIMOC.

d. Identify, validate, coordinate, and prioritize strategic and operational imagery requirements for appropriate tasking into the tactical imagery collection process.

e. Provide input and/or assistance in development of PA and SC Annexes for VI imagery requirements.

f. Serve as the Combatant Command representative to the JCCPG.

6. Strategic, operational, tactical, and joint interest imagery shall be forwarded immediately to the DIMOC as a shared resource to support the operational and planning requirements of OSD, the Joint Staff, the Military Departments, and Combatant Commands. These requirements include situational awareness, information operations, mission assessment, legal documentation, and PA.

7. The JIMOC shall have a deployable imagery management capability for the joint force commander (JFC) to provide visibility and repurposing of strategic, operational, tactical, and joint interest imagery.

8. Imagery shall be reviewed for protection of classified information and transmitted according to applicable security regulations and local instructions. Such review shall be accomplished in accordance with DoD 5200.1-R and DoD 5205.02-M (References (ap) and (aq)).

9. Except when it would delay forwarding, review of unclassified COMCAM imagery for possible public release shall be accomplished in theater, at the lowest practical level. Such review shall be accomplished in accordance with Reference (b) and DoDD 5230.09 (Reference (ar)).

ENCLOSURE 10

PROHIBITED ALTERATION OF OFFICIAL DoD IMAGERY

1. The alteration of official DoD imagery by persons acting for or on behalf of the DoD is prohibited. Prohibited alterations include the addition, removal, or changing of photographic details. Examples of prohibited alteration include the addition, changing, or removing of individuals, equipment, scenery, or the unrealistic changing of color or light. Certain modifications or enhancements to official DoD imagery are permitted in accordance with section 4 of this enclosure.
2. Photographic techniques common to digital imaging stations used to achieve the accurate recording of an event or object are considered corrective techniques and are permitted. The techniques include dodging, burning, color balancing, spotting, dusting, “de-noising,” sharpening and contrast adjustment.
3. The digital compression of official DoD imagery is permitted.
4. The undisclosed modification or enhancement of official DoD imagery by persons acting for or on behalf of the DoD is prohibited. Any and all image modification or enhancement for any purpose must be disclosed in the caption data so that the image does not mislead or deceive.
  - a. When DoD official imagery requires modification or enhancement for specific uses, an original source image will be preserved in the most native or camera raw format available. When any change is made, data is lost. To enable the widest repurposing of DoD imagery and to ensure the integrity of the image, the original fidelity of the image must be maintained. The modified or enhanced image caption will indicate that the image is not the original source image.
  - b. Photographic and video image enhancement, exploitation, and simulation techniques used in support of unique cartography, topography, engineering; geodesy; intelligence; criminal investigation; medical RDT&E; scientific and training requirements are authorized if they do not misrepresent the subject of the original image. The image caption will indicate that the image was enhanced and a brief description of the enhancement technique will be entered (e.g., “Topographic elevation detail was added to the image”).
  - c. The use of image editing, such as cropping or enlargement to selectively isolate, link, or display a portion of a photographic or video image is authorized where the effect does not serve to misrepresent the facts or circumstances of the event or object as originally recorded. The image caption will indicate that the image was modified and a brief description of the editing modification will be entered (e.g., “This image was cropped to emphasize the subject”).
  - d. The obvious masking of portions of a photographic image in support of specific criminal investigation, privacy, security, or legal requirements is authorized. The image caption will indicate that the image was modified and a brief description of the masking modification will be entered (e.g., “Portions of this image were masked for investigative reasons”).

e. Photographic and video post-production enhancement, including animation, digital simulation, photo illustration; photo montage; graphics, and special effects, used for dramatic or narrative effect in education, recruiting, and training illustrations, publications, or productions is authorized when:

(1) The enhancement does not misrepresent the subject of the original image.

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

(3) The image caption indicates that the image was enhanced and a brief description of the enhancement is entered in the caption (e.g., “This image is a photo illustration; graphical elements for simulation of adverse weather conditions were added”).

GLOSSARY

PART I. ABBREVIATIONS AND ACRONYMS

ASD(NII)/DoD CIO	Assistant Secretary of Defense for Networks and Information Integration/Department of Defense Chief Information Officer
ASD(PA)	Assistant Secretary of Defense for Public Affairs
CAP	Component Accessioning Point
CCP	Component Coordinating Point
CJCS	Chairman of the Joint Chiefs of Staff
COMCAM	Combat Camera
DDGO	Deputy Director for Global Operations
DIMOC	Defense Imagery Management Operations Center
DINFOS	Defense Information School
DIRNSA/CHCSS	Director National Security Agency/Chief, Central Security Service
DMA	Defense Media Activity
DoDD	DoD Directive
DoDI	DoD Instruction
DTM	Directive-Type Memorandum
DTRA	Director Defense Threat Reduction Agency
DVI	Defense Visual Information
DVIAN	Defense Visual Information Activity Number
DVIC	Defense Visual Information Center
DVIDS	Defense Video and Imagery Distribution System
DVISC	Defense Visual Information Steering Committee
IMI	interactive multimedia instruction
IO	information operations
IPTC	International Press Telecommunications Council
ISO	International Standards Organization
ISR	intelligence, surveillance, and reconnaissance
J-3	operations directorate of a joint staff
JCCC	Joint Combat Camera Center
JCCPG	Joint Combat Camera Planning Group
JFC	joint force commander
JIMOC	Joint Imagery Management Operations Cell
JIMO	Joint Imagery Management Officer
JOPEs	Joint Operation and Planning Execution System
JPEG	Joint Photographic Experts Group
JTF	joint task force
JVISDA	Joint Visual Information Services Distribution Activity

NARA	National Archives and Records Administration
NMCC	National Military Command Center
OGA	other Government agencies
PA	public affairs
PD	public diplomacy
PII	personally identifiable information
RDT&E	research, development, test, and evaluation
VI	visual information
VI CONOPS	visual information concept of operations
VIDOC	visual information documentation
VIRIN	Visual Information Record Identification Number
Vision ID	Visual Information Professional Identifier
USD(AT&L)	Under Secretary of Defense for Acquisition, Technology, and Logistics
USD(I)	Under Secretary of Defense for Intelligence
UTC	unit type codes

## PART II. DEFINITIONS

Unless otherwise noted, these terms and their definitions are for the purposes of this Instruction.

accessioning. The acts and procedures by which records are taken into the physical custody of a record holdings activity, archival agency, or other record repository.

acquisition. In VI, the process of recording VI in a camera; creating it by hand, mechanically, or on a computer; or obtaining it by purchase, donation, or seizure.

archival master. VI media, designated as an archival master by the DIMOC, that either consists of the camera original or contains one or more VI records copied from the camera original media or file (or the best available copy) in order to best preserve VI content.

archival set. A master set of media or files created by a VI record holding activity to preserve VI records. For digital motion media, the archival set consists of the high-resolution compressed archival file, and a caption. For film and video motion media, the archival set consists of an archival master, a dub master, caption, and a reference or window dub. For digital still images, the archival set consists of the uncompressed high-resolution digital image and embedded caption; otherwise, if an uncompressed high-resolution image is not available, a compressed or uncompressed digital image of the highest-resolution available and embedded caption. For film-based still photographs, the archival set consists of the camera original negative or transparency, a captioned print (if available), an internegative (if available), and a digital image copy with

embedded caption. For other still pictorial records, the archival set consists of the original and either a reference copy (a copy suitable for use for viewing by either staff or public) or a digital copy (if a reference copy does not exist) and a caption.

caption. Short explanatory or descriptive data accompanying imagery. A caption should answer who, what, when, where, how, how many, and why questions relative to the imagery. Captions are embedded as metadata in digital imagery.

COMCAM. The acquisition and use of still and motion imagery in support of combat, information, humanitarian, special force, intelligence, reconnaissance, engineering, legal, public affairs, and other operations involving the Military Services by COMCAM forces specifically trained, organized, equipped, and tasked to provide such support.

COMCAM forces. U.S. military personnel specially trained and employed to acquire, process, and transmit classified and unclassified still and motion imagery in support of air, sea, and ground military operations including combat operations. COMCAM forces reside in specially designated units or as organic COMCAM embedded in combat units. COMCAM forces are deployable force multiplier that provides commanders with combat-trained documentation teams that are primary suppliers of operational imagery to support battlefield information superiority.

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

commercial activity. An activity that provides a product or service obtainable (or obtained) from a commercial source. A DoD commercial activity may be the mission of an organization or a function within the organization. It must be a type of work that is separable from other functions or activities so that it is suitable for performance by contract in accordance with Reference (am).

CCP. A central or designated point in the DoD Components for the coordination of imagery for transmission to the DIMOC record holdings.

DIMOC. The DoD's central VI enterprise level activity for collection, management, storage, and distribution of classified and unclassified strategic, operational, tactical, and joint-interest still and motion imagery, VI end products and records.

DVI Directorate. The DMA directorate responsible for policy development, management, oversight, and pronency of DoD Visual Information.

DVIAN. A unique identifier assigned to each DoD VI activity.

distribution. In VI, the process of supplying an end product to its intended end users, by any means.

documentation imagery. Imagery depicting actual events, activities, phenomena, places, or people, recorded primarily to create a record of the subject matter.

DoD imagery.

Imagery recorded or created by DoD personnel including DoD contractors, using U.S. Government-owned or leased equipment and supplies.

Imagery seized, captured, or confiscated by DoD personnel during or in the aftermath of military operations in accordance with U.S. law, the laws of war, and applicable DoD policy.

Imagery acquired by the DoD through contract, donation, or transfer. Imagery recorded or created by DoD personnel using privately owned equipment and supplies is generally not considered DoD imagery.

DoD standard identifying number. In VI, a DoD-wide uniform designator assigned to a VI record for identifying, tracking, and/or controlling inventory is the VIRIN except for Defense inventory productions and local-use-only productions, which are identified in accordance with Reference (f).

DVIDS. A DoD digital imagery system providing uplink, transmission, reception, distribution, marketing to news services, and usage tracking in support of the DoD, OGA, allied, and coalition partners.

end product. VI in the form of a finished deliverable immediately ready for its intended end users.

equipment of a VI nature. Equipment that records, processes, produces, edits, stores, displays, or presents VI, or which is integral to the VI end product production process.

graphic art. In VI, hand-, mechanically-, or computer-drawn art works or pictorial representations that are created rather than recorded in a camera. Examples include charts, posters, photo illustrations, photo montages, computer-generated pictures, drawings, paintings, animation cells, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits.

imagery. A visual representation of a person, place, or thing recorded and stored in any format, in electronic or in a physical medium.

International Press Telecommunications Council (IPTC) Header. Metadata that is embedded into a digital still image as a part of the image file, and conforms to the standard developed by the IPTC and Newspaper Association of America.

JIMOC. A deployable imagery management capability to integrate and coordinate within joint forces headquarters and provide JTF commanders with oversight of imagery operations and access to all VI products produced in the area of operations.

joint-interest imagery. Imagery that depicts subjects of known or probable interest to the Office of the Secretary of Defense, the CJCS, or more than one DoD Component. All COMCAM and

VIDOC imagery shot in the joint environment is assumed to be joint-interest imagery. Other imagery, from COMCAM sources and other-than-COMCAM sources, such as Public Affairs and photojournalists, that depicts subjects of known or probable interest to the OSD, the CJCS, or more than one DoD Component, is also joint-interest imagery.

life-cycle management. The process of managing records as they pass from the point of origin through active use and maintenance to their final disposition by either transfer to an archival institution or destruction.

media neutral. Record information created, used, maintained, accessed, stored, retained or disposed of, regardless of the medium (paper and/or electronic) in which it is presented.

medium. In VI, any physical object, such as drawing paper, film, videotape, drive, or disc, that contains or can contain VI. VI media are typically transportable, to facilitate dissemination of the VI they contain.

multimedia. The integration of text, audio, still or video imagery, graphics, and/or animation in a non-linear production according to a plan or script for the purpose of conveying information to a user.

non-record VI material. DoD-owned VI materials that do not meet the Federal statutory definition of records. Non-record VI materials include most digital copies of still images, video dub copies, extra motion film prints, photographic prints, dupe slides, production copy CD and DVD, and material copied from DoD imagery.

official DoD 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 DoD activities, functions, or missions.

operational imagery. Imagery that supports planning, organizing, coordination, employment, and sustainment of forces.

photomechanical reproduction. An image printed from a photographic matrix. Examples include lithographs, photogravures, and the half-tone prints found in newspapers.

preservation. The processes involved in protecting and conserving VI. These include storage under environmentally protected conditions, conversion from obsolete to current formats, copying to more durable media, protecting from physical damage, cleaning, and securing against accidental or deliberate erasure, alteration, or loss.

production. In VI, a complete, linear or non-linear presentation, sequenced according to a plan or script that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

strategic communication. Defined in Joint Publication 1-02 (Reference (as)).

strategic imagery. Imagery depicting broad missions, coordinated programs, plans, themes, and messages to inform or engage key audiences.

tactical imagery. Imagery that fulfills single-requirement, immediate use missions.

VI. Information in the form of visual or pictorial representation of person(s), place(s), or thing(s), either with or without sound.

VI activity. An organizational element or a function within an organization, whose principal responsibility is to provide VI products and/or services.

VI activity profile. A DoD-wide information system used to identify organizational information and the functions, products, and services that authorized VI activities provide.

VI CONOPS. A living document that reinforces VI as a strategic communication supporting capability and expands the use of imagery from beyond the tactical to the operational and strategic levels as a strategic asset for all DoD users.

video. Motion imagery that is recorded or transmitted as either a digital or analog electromagnetic signal.

VIDOC. Motion, still, and audio recording of technical and non-technical events that is made while occurring, and not usually under, the production control of the recording element. VI documentation includes documentation by COMCAM forces.

VIDOC team. A team composed of personnel (military or civilian) not assigned to COMCAM forces or billets.

VI facility. Anything, stationary or mobile, permanent or temporary, that houses a VI activity.

VI functions. The individual VI processes such as production, documentation, reproduction, distribution, records preservation, presentation services, fabrication of training aids and displays, and provision of related technical services.

VI management office. A headquarters staff level office that typically prescribes VI policies and procedures and supervises or oversees VI functions.

VI product. A copy of a VI record, or a collection, compilation, or composite of such copies.

VI program. The system of personnel, equipment, supplies, facilities, policies, procedures, training, and logistical support that enables the acquisition, recording, transmission, storage, production, and generation of VI records and VI products in support of DoD missions.

VI record. VI with a related caption and identifying number designated as record material in accordance with the requirements of Federal law or Federal regulations. If a VI record resides on a physical medium (such as film, tape, drive, or disk), the record is the informational content

as distinct from the medium on which it resides. VI records may include but are not limited to still and motion photography, audio recordings, multimedia, graphic art, broadcast recordings, posters, magazines and will include future visual media as they are developed.

VI record holdings. VI record holdings encompass media typically stored in digital format but may include physical or analog media (photographic film, video, print graphics) and made available pending their ultimate disposition. Such holdings are often usually located in facilities that have environmental controls and other features designed to efficiently house, preserve, and facilitate access to that media and related records.

VIRIN. A DoD standard, alphanumeric designator assigned to a VI record other than a VI production. The life-cycle number used for managing VI records and ensuring: (1) VI content is permanently associated with the DoD professional who created it; (2) the VI enterprise record system does not contain duplicate material; and (3) the country owning rights to the image when residing on common storage systems.

Vision ID. The alpha numeric identification number generated by the DIMOC assigned as a personal identifier to all photographers, videographers, graphic artists, photojournalists, broadcasters, public affairs and other personnel involved in the creation of official DoD imagery. The Vision ID is used for identification of the originator in field three of the VIRIN for all official VI content created by that specific VI Professional.

VI services. Services that support the production, acquisition, storage, maintenance, loan, dissemination and presentation of VI imagery, productions, products or equipment.

window dub. A duplicate of a motion VI record created with a time code window to facilitate management of the record. The window dub is an element of the archival set when the motion material resides on a physical medium such as tape or motion picture film.