

Combat Camera & Printing SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Combat Camera & Printing Standard Operating Procedures (CCP SOP)
References:	<p>(a) DivO 3104.1 Division Combat Camera & Printing Support</p> <p>(b) MCO 3104.1 Visual Information and Combat Camera Support Manual</p> <p>(c) MCO 5600.31_ Marine Corps Publication & Printing Regulations</p> <p>(d) Visual Information Handbook (VIH)</p>
Enclosures:	<p>(1) Customer Service Desk SOP</p> <p>(2) Video Section SOP</p> <p>(3) Photo Section SOP</p> <p>(4) Graphics & Desktop Publishing SOP</p> <p>(5) Printing Section SOP</p> <p>(6) Imagery Management SOP</p>
Purpose of this SOP:	<p>The purpose of this SOP is to ensure that CCP personnel understand the following:</p> <ul style="list-style-type: none"> • CCP exists to support warfighter requirements. • How CCP operates on a daily basis. • Provides operational standards for individual sections within CCP.
Design of this SOP:	<p>This SOP is designed to make it easy for each section to understand how it operates. Instead of a single, bulky document for everyone to weed through, the enclosures provide each section's mission and operational standards. Each section will have a copy of this SOP and their enclosure. For example, the Printing Section will have the following:</p> <ul style="list-style-type: none"> • CCP SOP • Printing Section SOP (enclosure (5))
CCP Personnel are responsible to:	<p>CCP personnel are responsible to:</p> <ul style="list-style-type: none"> • Be particularly familiar with the references. These are available from the Ops Chiefs and SNCOIC.

	<ul style="list-style-type: none"> • Be prepared for any contingency, operation or exercise. All items will be ready to deploy/use at a moment's notice to include camera kits, 782 gear, uniforms and personal items (wills, Power of Attorneys, etc.) • Continually search for ways to improve warfighter support, reduce turnaround times, and eliminate waste/rework.
<p>Warfighter Defined:</p>	<p>The term "warfighter" is intended to apply to any person who comes to CCP for support in an official capacity.</p>
<p>Warfighter Support Defined:</p>	<ul style="list-style-type: none"> • CCP personnel will treat all warfighters with courtesy, hospitality, professionalism, and respect. • CCP personnel will find a way to support all requests that are not illegal, immoral, or unethical. This applies to all requests, even those that are short-fused in nature. • Although poor planning does not constitute an emergency, it does not negate the need for support. CCP personnel will be highly flexible when dealing with requests – our motto is "Focused on the Warfighter". • Request vs. Initiative: There will be times when a warfighter does not think about Combat Camera & Printing. It is up to us to market our capabilities. If you know about an event that is unique, significant to a command, or historically important, inform the Ops Chief. We can find a way to support it. • The commandant's guidance offers this guiding principle, "Marines always try to do the right thing...Implicit in this philosophy is the conviction that we do not always need regulations that "spell it out" for us in agonizing detail." In other words, don't look for something in writing that says it has to be done a specific way. We are in a creative business – so be creative. • As noted in reference (c), there are regulations that control printing & reproduction support. These will be addressed in enclosure (6). These guidelines are not an escape goat. Find a way to support the request legally, morally and ethically. The OIC, SNCOIC & Ops Chief will provide guidance on these occasions.
<p>Tips for Dealing with Warfighters:</p>	<p>The CCP sections are often fast-paced hubs of activity. Warfighters depend upon CCP for jobs that impact exercises, operations, deployments, command events, etc. It is easy to become overwhelmed with the volume of warfighter</p>

	<p>traffic and phone calls. However, the following tips may prove useful in the execution of your duties:</p> <ul style="list-style-type: none"> • Focus on results – be empathetic to the requestor’s sense of urgency. Do your best to meet all deadlines. Let the requestors know when deadlines are close or missed. • Keep your workspace neatly organized. Keep frequently used numbers, and points of contact readily available. • Welcome all warfighters with a smile and appropriate greeting, “Good morning. I am (<i>rank & name</i>). How may I help you?” If things are hectic, politely ask them to standby for a moment (and then make sure that you get back to them shortly). • Never get into an argument with a warfighter. Politely elevate the situation to the next level (e.g. customer service desk to production Chief, etc.). • Be proactive. Track all jobs. Ensure they are finished before the due date. • Don’t make excuses. We may accomplish tens of thousands of jobs correctly, but one busted job is one too many.
<p>Communication with Warfighters:</p>	<p>CCP personnel will be proactive in their dealings with warfighters. This is especially important in identifying trends and educating warfighters on how to improve their dealings with our unit.</p> <p>Solicit feedback; ask warfighters for ideas to improve support (better, faster, cheaper). The purpose of this is to build rapport, identify challenges, and develop efficient solutions that result in better support.</p>
<p>Empowerment:</p>	<p>The CCP leadership will educate, train, and empower its junior Marines to make decisions regarding warfighter support. The intent is to develop a “just say yes” mentality that is tempered with good judgment. For instance, a warfighter requests several hundred copies of a special photographic collage – the Marine should be able to:</p> <ul style="list-style-type: none"> • Identify the real requirement – what quantity of prints does the warfighter really need? • Negotiate with the warfighter to reach a win-win solution, one that supports the warfighter’s requirement and doesn’t deplete CCP stocks. • If necessary, discuss the establishment of a reimbursable, or have the

	warfighter buy the supplies.
Hours of Operation:	<p>Our unit is here to support the Division 24 hours a day, seven days a week. As a unit within the Operating Forces, we can be called upon at a moment's notice to support any crisis assigned to the Division. There are also numerous times throughout the year where we support exercises in the field for days or even weeks at a time. This is part of our mission!</p> <p>Under normal circumstances our hours of operation are:</p> <ul style="list-style-type: none"> • Monday – Wednesday: 0700 - 1700 • Thursday & Friday: 0700 – 1300 <p>We also have training, field day, and maintenance requirements. We will be closed for this purpose as follows:</p> <ul style="list-style-type: none"> • Thursday: 1300 – 1700 = Training • Friday: 1300 – 1700 = Field Day & Maintenance <p>Remember: We will be flexible for the warfighter. We will stay late or come in early for special requests. If someone walks in the door at 1705, we will support the request.</p>
Priority System:	<p>CCP works within four priority echelons based on valid needs of the warfighter:</p> <p>While you wait: Service rendered while the warfighter waits.</p> <p>Urgent: Service rendered within eight work hours.</p> <p>Priority: Service rendered within three workdays.</p> <p>Routine: Service usually rendered within five workdays. NOTE: some large projects and productions exceed this time limit (e.g. video productions, etc.).</p>
Personnel Readiness:	<p>The CCP VI Chief will ensure that all personnel maintain a high level of readiness, to include:</p> <ul style="list-style-type: none"> • ID card, dog-tags, allergy tags, gas mask inserts • Power of attorney, will, passport, government travel card • MBST, PFT, weapons qualifications • Security clearances, anti-terrorism briefs
Training:	<p>Professional results require a staff that is trained and empowered to achieve personal and professional excellence. Subsequently:</p>

	<ul style="list-style-type: none"> • To the greatest degree possible, work will be scheduled to ensure maximum participation in PT and functions. • The SNCOIC and Training & Personnel Readiness NCO will develop a training program that satisfies individual training standards (ITS) and results in continuously improved warfighter support. • CCP Marines will cross-train – the intent is to develop rapport and establish understanding between sections.
<p>Safety & Security:</p>	<p>CPP will employ preventive measures to avoid accidents and unsafe conditions. This includes Operational Risk Management (ORM), safety inspections, and spot inspections.</p> <p>All CCP Marines are responsible for identifying and correcting safety hazards.</p> <p>Security applies to facilities and property. Secure your equipment at all times. If you are the last one out of the Van, secure the hatch.</p>
<p>Authority:</p>	<p>J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit</p>

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Customer Service Desk SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Customer Service Desk Standard Operating Procedures
References:	(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) MCO 5600.31_ Marine Corps Publication & Printing Regulations (d) Visual Information Handbook (VIH)
Purpose of this SOP:	The purpose of this SOP is to ensure that CCP personnel understand the following: <ul style="list-style-type: none"> • How the Customer Service Desk operates on a daily basis.
Customer Service Desk Personnel are responsible to:	Customer Service Desk personnel are responsible to: <ul style="list-style-type: none"> • Be particularly familiar with the references. These are available from the Ops Chiefs and SNCOIC. • Continually search for ways to improve warfighter support, reduce turnaround times, and eliminate waste/rework. • Maintain a neat and orderly Customer Service Desk area.
Customer Service Desk Personnel are responsible to:	Each day Customer Service Desk personnel will perform the following: <ol style="list-style-type: none"> 1. Check, update & maintain work request logbook. 2. Ensure all completed jobs have been Quality Control (QC) checked. 3. Call out all finished jobs. 4. Check the Combat Camera & Printing E-mail box for any correspondence. 5. Check with the section Ops Chief for any specific guidance. 6. Check the shooting board for jobs at 0700 & 1630 daily. (Camera Section) 7. Ensure phone messages are notated completely and posted correctly. 8. Log in any new requests and forward to the appropriate section. 9. Ensure information on the shooting board matches the COMCAM TEEP. <p>Note: The CCP LOGIN user name is CombatC. The Production Chief maintains the password. The e-mail address is CombatC@1mardiv.usmc.mil.</p>
Authority:	J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit

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Video SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Video Standard Operating Procedures (Video SOP)
References:	(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) MCO 5600.31_ Marine Corps Publication & Printing Regulations (d) Visual Information Handbook (VIH)
Attachments:	(1) Field Slate information (2) VIRIN information (3) Captioning information (4) Production header & footer information (5) Labeling information (6) Video Imagery Flow Chart
Purpose of this SOP:	The purpose of this SOP is to ensure that CCP personnel understand the following: <ul style="list-style-type: none"> • Duties of the Video Production Chief. • Video Section operations. • Video production process.
Video Definitions:	The following definitions apply: <ol style="list-style-type: none"> 1. Raw footage is the camera original without editing. 2. A Prime Cut is the best or usable scenes edited from the raw footage. 3. A Master tape is the approved final video product which is digitized from the AVID. The master is properly labeled and filed according to this SOP. 4. A Multimedia CD is simply a disk loaded with more than one kind of imagery. For example, a CD with both still pictures and video. 5. Stock Footage is a collection of video for use in editing. This can be a tape with only video of LAVs or prime cut tapes of events & exercises. <p>Note: As of this writing, raw footage and prime cuts are acquired and edited on mini-DVCam tapes while master tapes are done on large DVCam tapes.</p>
Video Production Chief duties:	These are not inclusive to the duties of the Video Production Chief. A detailed list is provided in the desktop procedures. This list is for the basic operations of the section in order to provide an overview to section personnel:

	<ol style="list-style-type: none"> 1. Ensure all work requests are properly completed. 2. Quality Control check all video projects per the Attachments. 3. Certify that all approved productions contain the proper header & footer information as described in attachment (4). 4. Properly complete all DD Forms 1995. (This is explained in the VI Handbook, reference (d)) 5. Ensure all work requests are properly completed. 6. Certify that all approved products are properly marked. 7. Assign videographers to jobs. 8. Track imagery from acquisition to the archive. 9. Ensure videographers maintain and safeguard equipment. 10. Coordinate with the Photo Production Chief and Camera Ops Chief for all operations, work requests, and events that effect the Camera Section.
<p>Video Section Operations:</p>	<p>Video Section personnel will:</p> <p><u>Daily:</u></p> <ol style="list-style-type: none"> 1. Check with the Production Chief & Camera Ops Chief for special instructions. 2. Check the shooting board for jobs. <p><u>As required:</u></p> <ol style="list-style-type: none"> 1. Properly fill out work requests. 2. Ensure all completed jobs are forwarded to the Production Chief for QC. 3. Ensure all raw footage is properly slated per Attachment (1). 4. Ensure all tapes have a proper VIRIN per Attachment (2). 5. Ensure all prime cuts are properly captioned per Attachment (3). 6. Ensure all approved productions contain the proper header & footer information per Attachment (4). 7. Ensure all Tapes/CDs are correctly labeled per Attachment (5). 8. Ensure all video processed correctly from acquisition to the archives per Attachment (6). <p><u>Notes:</u></p> <ul style="list-style-type: none"> • Routine work requests will not be released to customers without QC. • SNCOIC approval is required for any major exercise/event. These may require PAO release. Desert Scimitar & Kernel Blitz are good examples.
<p>The Production Process:</p>	<p>A video production is nothing more than a complete story. Some have scripted narration, while others revolve around interviews. Either way, there are technical requirements that you must fulfill in order to forward & archive a production. The following are basic production identifications:</p> <ul style="list-style-type: none"> • <i>Production Identification Number (PIN):</i> A PIN is assigned to a production that is officially distributed outside of the local command. It is extensively

	<p>edited and contains header & footer information per attachment #4.</p> <ul style="list-style-type: none"> • <i>Production Approval Number (PAN)</i>: A PAN is assigned to any local production. These can be distributed anywhere within the command. It is extensively edited and contains header & footer information per attachment #4. • <i>Product</i>: A product is any video project that is not extensively edited. A simple example is: <i>Videotape a class with a single camera. Digitize this into the AVID. Put on a title and ending credits only. No other editing is done.</i> <p><i>Note: The majority of our productions are PANs. Our unit gets credit for the number of productions we do each year. The SNCOIC & OIC will determine if a production rates a PIN or PAN.</i></p> <p>Now that we've identified the technical requirements for video acquisition and production, the process is much easier to understand. The basics are as follows:</p> <p><u>Higher Headquarters:</u></p> <ul style="list-style-type: none"> • All PIN productions must be forwarded for cataloging to the Department of Defense (DOD) via the Marine Corps Visual Information Management (VIM) section at MCB Quantico. VIM has responsibility for forwarding these to DOD. The Video Production Chief & SNCOIC will handle these details. • All PAN productions are forwarded to VIM only. They maintain a copy on file for Marine Corps purposes. <p><u>Local requirements:</u></p> <ul style="list-style-type: none"> • All PIN & PAN productions must remain on file at our unit for the life of the production. For example, a Change of Command is valid until a new Commander takes over. • Other productions that do not have a specified life cycle remain on file and are put into the archives for historical use. • Productions deemed outdated by the OIC & SNCOIC are destroyed. This is usually done on a yearly basis.
Public Release:	All archive imagery MUST be cleared for public release by PAO. The CCP SNCOIC handles this requirement.
Authority:	J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit

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Attachment #1 Slate Information

WHAT IS A SLATE?	It is a visible mark on an image whether still or motion. It is usually written on a sheet of paper and recorded on the first frame of a roll of film or digital card, and at the beginning of a video scene. All slates include VIRIN information.
WHEN IS A SLATE NECESSARY?	Every image or scene change requires a slate. If you shoot two substantially differing subjects on the same roll of film/digital card/videotape, slate the new scene.
WHY DO YOU NEED TO SLATE?	It physically identifies the images for future reference.
WHAT DOES THE SLATE DO FOR YOU?	It allows you to recall information & identify your subject. It also gives you the credit for your images.

HOW DO YOU SUCCESSFULLY SLATE IMAGERY?	Steps:	What you do:	Notes:
	1	Use the example below and include all of the following Information:	
	2	<ul style="list-style-type: none"> • Cameraman's Unit • Date recorded • Cameraman's Name/Rank • Roll or Card number/tape number & scene number • Film or Card type/Tape type • Camera Model/type. • Camera serial number. • Subject and Location; use the 5-W's. 	PCMCIA Cards have serial numbers; use these when recording the Card number.
	3	Ensure that you fill the entire frame w/ the slate.	
	4	When videotaping, record for at least 10-seconds.	

Video Slate Example

Cameraman's Name/Rank: Cpl John W. Hardcharger	Date Recorded: 20000209
Cameraman's Unit: 2d Marine Division Combat Camera, Camp Lejeune, NC	
Roll/Card # or Tape & Scene: Tape 2 / Scene 21	Film/Card/Tape type: Sony Mini DV, 60 minutes
Camera Model/Type: Sony DSR-PD100A	Camera Serial Number: 564-Q89-WR96
<p>Subject & Location (Use the 5 W's): 1st Platoon, 2d Recon Battalion, 2d MarDiv (who) performs a beach landing (what) in rigid raider boats (how) at Onslow Beach aboard Camp Lejeune North Carolina (where) on 9 Feb 2000 (when) as a part of training Exercise Solid Shield (why).</p> <p>*Include as much detail as possible. If recording a Marine(s), get name, rank and specific unit. If a large group, unit will suffice.</p>	

Still Image Slate Example

Cameraman's Name/Rank: Cpl John W. Hardcharger	Date Recorded: 20000209
Cameraman's Unit: 2d Marine Division Combat Camera, Camp Lejeune, NC	
Roll/Card # or Tape & Scene: PCMCIA Card # 123456789	Film/Card/Tape type: Calluna Card, 560 Mb
Camera Model/Type: Kodak DCS-620	Camera Serial Number: DCS-123-45-9876
<p>Subject & Location (Use the 5 W's): 1st Platoon, 2d Recon Battalion, 2d MarDiv (who) performs a beach landing (what) in rigid raider boats (how) at Onslow Beach aboard Camp Lejeune North Carolina (where) on 9 Feb 2000 (when) as a part of training Exercise Solid Shield (why).</p> <p>*Include as much detail as possible. If recording a Marine(s), get name, rank and specific unit. If a large group, unit will suffice.</p>	

Attachment #2 VIRIN Information

<p>WHAT IS A VIRIN</p>	<p>A Visual Information Record Identification Number (VIRIN) is the DOD standard for assigning an archive retrieval code for each photograph, video sequence, piece of artwork, video production or multimedia production.</p> <p>The VIRIN consists of fields that represent the date, service, cameraman's information, and sequential number. Example:</p> <p style="text-align: center;">19991208-M-1234A-029</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">19991208</td> <td style="text-align: center;">M</td> <td style="text-align: center;">1234A</td> <td style="text-align: center;">029</td> </tr> <tr> <td style="text-align: center;">Year/month/day</td> <td style="text-align: center;">M = Marine</td> <td style="text-align: center;">Cameraman's last 4 and last initial</td> <td style="text-align: center;">Sequential number. This is the 29th image taken by this photographer on 20001208</td> </tr> </table>	19991208	M	1234A	029	Year/month/day	M = Marine	Cameraman's last 4 and last initial	Sequential number. This is the 29 th image taken by this photographer on 20001208
19991208	M	1234A	029						
Year/month/day	M = Marine	Cameraman's last 4 and last initial	Sequential number. This is the 29 th image taken by this photographer on 20001208						
<p>WHEN IS THE VIRIN DUE?</p>	<p>Upon creation and unless discarded, each non-production unit of media which satisfies the definition of official DOD imagery shall be assigned a VIRIN.</p>								
<p>WHY DO YOU NEED TO KNOW ABOUT THE VIRIN?</p>	<p>You need to know about VIRIN's because they are the ONLY DOD-approved means to code, file and retrieve imagery. VIRIN's are file names for your digital imagery files. VIRIN's are also used as file names for your imagery.</p>								
<p>WHAT DOES THE VIRIN DO FOR YOU?</p>	<p>The VIRIN does several things for you:</p> <ol style="list-style-type: none"> (1) It enables you to submit imagery to the Defense Visual Information Center (DVIC). DVIC is a DOD imagery repository that stores images for approximately ten years before forwarding them to the National Archives. (2) It provides a tool for you to manage local archives. (3) It provides a tool for you to quickly retrieve specific images (especially if the VIRIN is printed inconspicuously on the VI product). (4) It helps DVIC to quickly research and retrieve images for your command. 								

HOW DO YOU WRITE A VIRIN?	Steps:	What you do:	Notes:
	1	Upon creation and unless discarded, each non-production unit of media which satisfies the definition of official DOD imagery shall be assigned a VIRIN. For example, unless discarded, each original 35mm transparency or digital image created by persons acting for or on behalf of DOD activities, functions or missions shall be assigned a VIRIN.	For video this applies to sequences and scenes. It also applies to artwork. See DODD 5040.2 December 7, 1987 ENCLOSURE 7.
	2	The VIRIN shall consist of 15 data elements, in 4 fields, separated by 3 hyphens for a total of 18 characters. Organized in the alpha (A) numeric (N) format NNNNNN-A-NNNNA-NNN. Assign a VIRIN to each image selected	See Example 7-1 above
	3	The Sequential Number in Field 4 of the VIRIN shall be created without regard to media of acquisition or organization, so that no two units of media are assigned identical VIRINs. Look closely at the VIRIN Example 7-1, there is not a media identification code. The media type doesn't matter for archival recall.	A Combat Cameraman acquired 24 digital still images and then picked up his video camera and acquired 10 video scenes in the same day. The only part of the VIRIN that changes is Field 4. The still images would get 001-024 in Field 4, while video gets 025-034. Remember, it doesn't matter if you change media, keep the numbers sequential in the order acquired
	4	Field 2 and 3 of the VIRIN for a unit of media created by more than one individual who was the lead creator or head of the team responsible for creating the item.	This should occur on rare occasions. Sometimes a team deploys and more than one person operates a camera and the same tape is used.
	5	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.	Regarding scanned film, digital images or scanned artwork; save the file using the VIRIN as the file name. Example: 20001001_M_1234A_001.jpg

HOW DO YOU WRITE A VIRIN?	Steps:	What you do:	Notes:
	6	Imagery or other units of media that are derived from existing, VIRIN-bearing materials, and which substantially preserve the appearance and content of the originals from which derived shall be identified with the VIRINs of the originals.	Example: Two uniquely-VIRINed video sequences are edited together in a "butt edit", i.e. First sequence and second sequence butted together without insert editing. The end product shall not be assigned its own, unique VIRIN, but shall instead be labeled with the VIRINs of the two individual video sequences.
	7	Imagery or other units of media that are derived from existing, VIRIN-bearing materials, but which differ substantially in appearance relative to the originals from which derived, shall, upon creation and unless discarded, be assigned a unique VIRIN.	Example: Two uniquely-VIRINed video sequences are edited together so that scenes from one alternate several times with scenes from the other, i.e. insert type editing. Unless discarded, the end product shall be assigned its own, unique VIRIN.
	8	Electronic files containing imagery shall bear as file names the VIRINs of the imagery they contain.	Example: 20001001_M_1234A_001.jpg
	9	If the software in use does not support the VIRIN format. Field shall be used in its entirety. The first character of Field 4 shall be omitted.	Example: VIRIN 980323-A-6789D-004 = filename 98032304.jpg
	10	The "Image Number" field of any embedded IPTC caption shall reflect the image's VIRIN	
	11	During acquisition of motion imagery a unique VIRIN shall be created and applied to motion imagery no less often than the beginning of each change in day, photographer, or subject matter	A slate, which includes a VIRIN, shall be recorded immediately prior to subject matter, whenever possible.

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Attachment #3 Caption Information

WHAT IS A CAPTION?	A caption is a brief narrative that describes an image (e.g. photograph, video scene or artwork). A good caption answers the questions who, what, where, when, why and sometimes how .
WHEN IS THE CAPTION DUE?	The caption is due as soon as possible after the image is exposed or created.
WHY DO YOU NEED TO KNOW ABOUT A CAPTION?	<p>You need to know about captions for several reasons:</p> <ul style="list-style-type: none"> (1) Captions add historical value to imagery. (2) Captions are required if an image to be accepted by the MCIMU or DVIC. In other words, imagery without captions is worthless once outside the local command and will NOT be accessioned. (3) Captions have historically been one of the areas in which photographers and illustrators need the most improvement. (4) Well written captions add to the value and usability of your imagery. For instance, newspapers, magazines and book authors are more likely to use a well-captioned image. (5) The HQMC Historical Division routinely slams us on our caption writing skills. They need thorough, accurate captions in order to use your imagery with historical credibility.
WHAT DOES THE CAPTION DO FOR YOU?	<p>The caption does several things for you:</p> <ul style="list-style-type: none"> (1) Captions are a mission requirement, well written captions are part of your job. (2) Well written captions help to get your imagery published. Well published imagery helps to advertise your unit's successes. This supports CMC guidance (3) Captions ensure that the imagery your Marines risk

	<p>their lives to capture will get sent to the MCIMU.</p> <p>(4) Well written captions significantly add to your ability to support PAO.</p>		
<p>HOW DO YOU WRITE A CAPTION?</p>	<p>Steps:</p>	<p>What you do:</p>	<p>Notes:</p>
	<p>1</p>	<p>You write a caption from the viewpoint of Mr. Joe Public (e.g. avoid using military jargon or acronyms).</p>	<p>Use DD Form 2537 (see next 2 pages), which can be found and downloaded from http://dodimagery.afis.osd.mil/</p>
	<p>2</p>	<p>Gather specific information during the shoot.</p>	<p>More is always better -- if possible.</p>
	<p>3</p>	<p>Write a caption that provides specific examples for “who, what, where, when, why and how”.</p>	<p>Examples: <u>Bad Caption:</u> “Marine General in Japan for ceremony honoring the 50th anniversary of the battle of Iwo Jima.”</p> <p><u>Good caption:</u> “General Charles Krulak, Commandant of the United States Marine Corps, addresses survivors of the battle of Iwo Jima during the 50th anniversary of the battle of Iwo Jima on November 10, 1999, at the foot of Mount Suribachi in Japan. This ceremony is one of several commemorating the fiftieth anniversary of significant battles during world war II.”</p>
	<p>4</p>	<p>Store the caption in the file info portion of PhotoShop.</p>	
	<p>5</p>	<p>Critique your Marines captions routinely.</p>	<p>Critique, critique, critique.</p>
	<p>6</p>	<p>Check with the MCIMU for feedback.</p>	

**Attachment #4
Header and Footer Information**

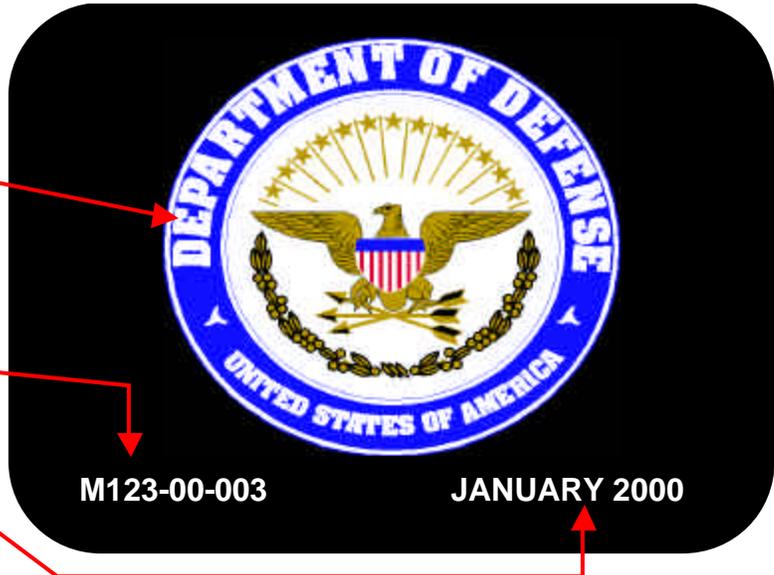
<p>WHAT IS A VIDEO PRODUCTION HEADER & FOOTER?</p>	<p>The Header & Footer are identifying marks and a technical part of a video production. They allow for proper calibration of video equipment before playback of the production. They are called header and footer because of the placement of information within the production. The header is at the “head” or beginning of the production while the footer is at the “foot” or end.</p> <p>Note: Directive 5040.2, Visual Information, explains in great detail what productions are and how they are identified for official use (see the Defense Visual Information web site http://dodimagery.afis.osd.mil for access to DoD Directives and forms). Please review this directive for details on how to use a DD-Form 1995, VI Production Request and Report, to request Production Identification Numbers (PIN) and Production Approval Numbers (PAN). Visual Information Management (VIM) is the official Marine Corps authority for assigning PIN's & PAN's. DoD VI also has specific guidance on the use of “Closed Caption” within official DoD productions. Contact VIM in order to obtain your production numbers, guidance, and any other information on video productions.</p>
<p>WHEN IS A HEADER & FOOTER NECESSARY?</p>	<p>Every PIN & PAN video production requires a header and footer. Productions that do not require a PIN or PAN, should also contain a header and footer. These will allow you to reference and archive the productions at the local level. The local VI Job Order number can be used in place of the PIN or PAN within the header and footer.</p>
<p>WHY DO YOU NEED A HEADER & FOOTER?</p>	<p>Like a VIRIN, the header and footer will identify the production as a unique item within the DoD or Marine Corps Production System. The PIN or PAN is used in the header and footer (see below) and will allow it to be recalled in the Defense Automated Visual Information System (DAVIS) or within VIM.</p> <p>Components of the header allow for technical calibration of video playback/broadcast equipment.</p>

WHAT DOES HEADER & FOOTER DO FOR YOU?	These will allow you to catalog your productions at the local level as well as track them within the DoD system. The header and footer also provide you with a place to “credit” your section for its hard work.		
HOW DO YOU MAKE A HEADER?	Steps:	What you do:	Notes:
	1	The initial 4 minutes of video should be divided as follows:	
	2	Black : 30 seconds	00:00 to 00:30
	3	Color Bars & 1K tone : 1 minute	0:30 to 01:30
	4	Black : 10 seconds	01:30 to 01:40
	5	DoD Seal Slate : 10 Seconds Only used in PIN & PAN productions. <i>Leave this slate out for local products.</i> (See Slate Examples below)	01:40 to 01:50
	6	Black : 10 seconds	01:50 to 02:00
	6	Header Slate : 30 seconds This slate uses the Marine Corps Seal for proper identification. Place the PIN/PAN on this slate as well as the DOD slate. For local products, use your VI job order number. (See slate example below)	02:00 to 02:30
	6	Black : 10 seconds	02:30 to 02:40
	7	Countdown : 10 seconds (Note: Last 2 secs are black)	02:40 to 02:50
	8	Start program	
HOW DO YOU MAKE A FOOTER?	Steps:	What you do:	Notes:
	1	Once program ends, add the following information.	We will say the production was 15-minutes long, so the countdown will start at 15:00
	2	Black : 5 secs	15:00 to 15:05
	3	Footer Slate : 20 seconds (*See example below) <i>As per DoD guidance, the DoD seal will be used in all productions assigned a PIN. The Marine Corps seal will be used in all productions assigned a PAN.</i>	15:05 to 15:25
	4	Black : 1 minute minimum	15:25 to 16:25

VIDEO SLATES EXAMPLES

DOD SEAL SLATE EXAMPLE

- 1. The DoD seal. This will be used for all PIN & PAN productions. You can acquire and file copy of the seal from VIM or DVI. You do not need this slate on local products.
- 2. PIN or PAN
- 3. Completion date of Production.



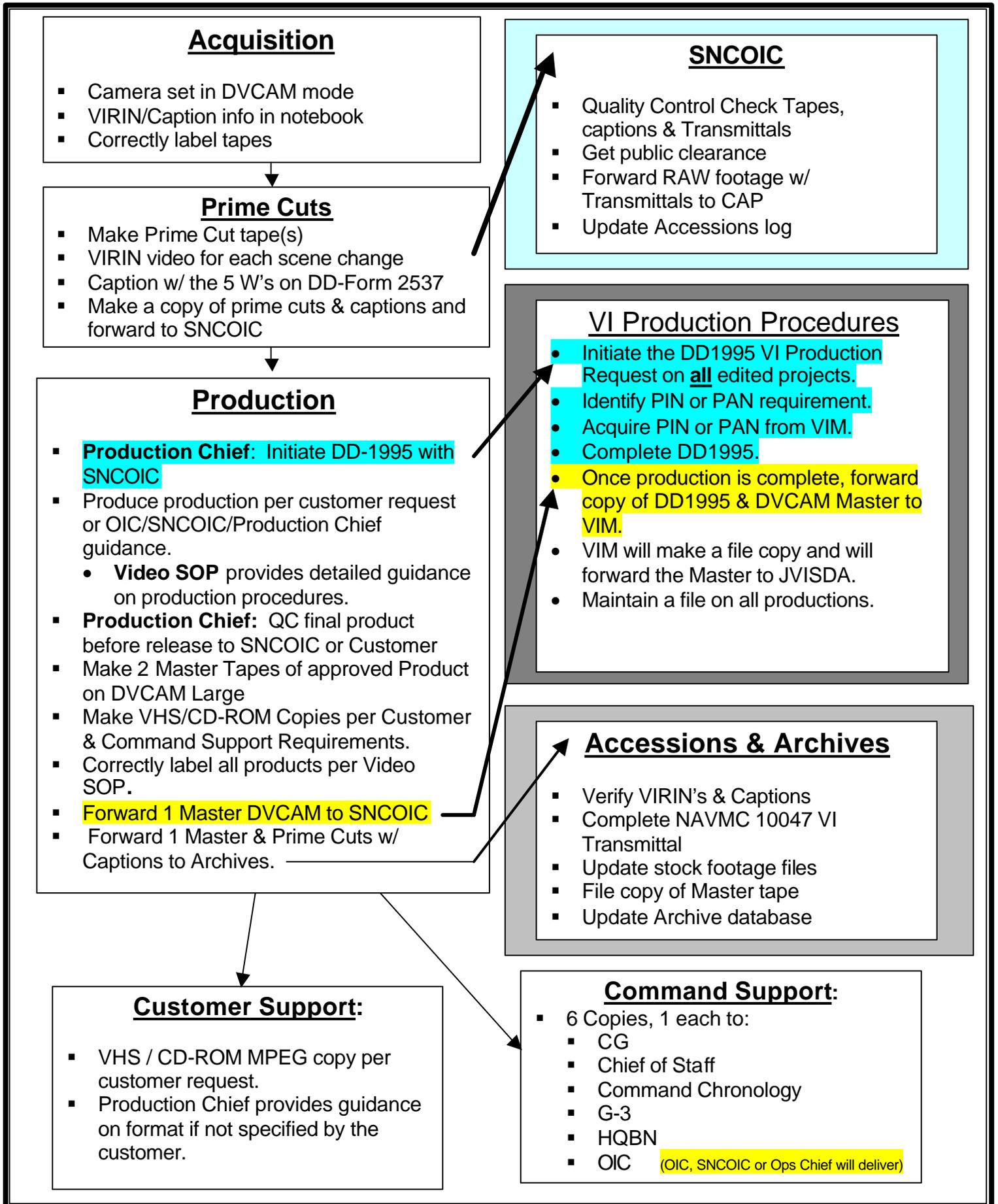
HEADER SLATE EXAMPLE

- 1. The Marine Corps seal should be used for all PIN, PAN & local productions
- 2. Production Title
- 3. PIN/PAN/Local VI Job order number.
- 4. Producing unit's name and location.
- 5. Completion date of Production.
- 6. Total run time of production. This includes the header & footer times.



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Video Imagery Flow Chart



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Photo SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Photo Standard Operating Procedures (Photo SOP)
References:	(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) MCO 5600.31_ Marine Corps Publication & Printing Regulations (d) Visual Information Handbook (VIH)
Attachments:	(1) Field Slate information (2) VIRIN information (3) Captioning information (4) Labeling information (5) Photo Imagery Flow Chart
Purpose of this SOP:	The purpose of this SOP is to ensure that CCP personnel understand the following: <ul style="list-style-type: none"> • Duties of the Photo Production Chief. • Photo Section operations.
Video Definitions:	The following definitions apply: <ol style="list-style-type: none"> 1. IPTC Header: Caption data that is embedded into a digital still image as part of the image file, and conforms to the standard developed by the International Press Telecommunications Council and the Newspaper Association of America. 2. JPEG format is a compressed file. The Joint Photographers Expert Group created this compression for digital imaging. They named the format after themselves. 3. A Multimedia CD is simply a disk loaded with more than one kind of imagery. For example, a CD with both still pictures and video. 4. TIFF or Tagged Image File Format is a Kodak proprietary still image file. All professional DCS cameras acquire the camera original image in this format.
Photo Production Chief duties:	These are not inclusive to the duties of the Photo Production Chief. A detailed list is provided in the desktop procedures. This list is for the basic operations of the section in order to provide an overview to section

	<p>personnel:</p> <ol style="list-style-type: none"> 1. Ensure all work requests are properly completed. 2. Quality Control check all photo projects per the Attachments. 3. Certify that all approved products are properly marked. 4. Ensure all work requests are properly completed. 5. Assign photographers to jobs. 6. Track imagery from acquisition to the archive. 7. Ensure photographers maintain and safeguard equipment. 8. Coordinate with the Video Production Chief and Camera Ops Chief for all operations, work requests, and events that effect the Camera Section.
<p>Photo Section Operations:</p>	<p>Photo Section personnel will:</p> <p><u>Daily:</u></p> <ol style="list-style-type: none"> 1. Check with the Production Chief & Camera Ops Chief for special instructions. 2. Check the shooting board for jobs. <p><u>As required:</u></p> <ol style="list-style-type: none"> 1. Properly fill out work requests. 2. Ensure all images are properly slated per Attachment (1). 3. Ensure all images have a proper VIRIN per Attachment (2). 4. Ensure all images are properly captioned per Attachment (3). 5. Ensure all products are correctly labeled per Attachment (4). 6. Ensure all completed jobs are forwarded to the Production Chief for QC. 7. Ensure all video processed correctly from acquisition to the archives per Attachment (5). <p><u>Notes:</u></p> <ul style="list-style-type: none"> • Routine work requests will not be released to customers without QC. • SNCOIC approval is required for any major exercise/event. These may require PAO release. Desert Scimitar and Kernel Blitz are good examples.
<p>Public Release:</p>	<p>All archive imagery MUST be cleared for public release by PAO. The CCP SNCOIC handles this requirement.</p>
<p>Authority:</p>	<p>J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit</p>

Attachment #1 Slate Information

WHAT IS A SLATE?	It is a visible mark on an image whether still or motion. It is usually written on a sheet of paper and recorded on the first frame of a roll of film or digital card, and at the beginning of a video scene. All slates include VIRIN information.
WHEN IS A SLATE NECESSARY?	Every image or scene change requires a slate. If you shoot two substantially differing subjects on the same roll of film/digital card/videotape, slate the new scene.
WHY DO YOU NEED TO SLATE?	It physically identifies the images for future reference.
WHAT DOES THE SLATE DO FOR YOU?	It allows you to recall information & identify your subject. It also gives you the credit for your images.

HOW DO YOU SUCCESSFULLY SLATE IMAGERY?	Steps:	What you do:	Notes:
	1	Use the example below and include all of the following Information:	
	2	<ul style="list-style-type: none"> Cameraman's Unit Date recorded Cameraman's Name/Rank Roll or Card number/tape number & scene number Film or Card type/Tape type Camera Model/type. Camera serial number. Subject and Location; use the 5-W's. 	PCMCIA Cards have serial numbers; use these when recording the Card number.
	3	Ensure that you fill the entire frame w/ the slate.	
	4	When videotaping, record for at least 10-seconds.	

Video Slate Example

Cameraman's Name/Rank: Cpl John W. Hardcharger	Date Recorded: 20000209
Cameraman's Unit: 2d Marine Division Combat Camera, Camp Lejeune, NC	
Roll/Card # or Tape & Scene: Tape 2 / Scene 21	Film/Card/Tape type: Sony Mini DV, 60 minutes
Camera Model/Type: Sony DSR-PD100A	Camera Serial Number: 564-Q89-WR96
<p>Subject & Location (Use the 5 W's): 1st Platoon, 2d Recon Battalion, 2d MarDiv (who) performs a beach landing (what) in rigid raider boats (how) at Onslow Beach aboard Camp Lejeune North Carolina (where) on 9 Feb 2000 (when) as a part of training Exercise Solid Shield (why).</p> <p>*Include as much detail as possible. If recording a Marine(s), get name, rank and specific unit. If a large group, unit will suffice.</p>	

Still Image Slate Example

Cameraman's Name/Rank: Cpl John W. Hardcharger	Date Recorded: 20000209
Cameraman's Unit: 2d Marine Division Combat Camera, Camp Lejeune, NC	
Roll/Card # or Tape & Scene: PCMCIA Card # 123456789	Film/Card/Tape type: Calluna Card, 560 Mb
Camera Model/Type: Kodak DCS-620	Camera Serial Number: DCS-123-45-9876
<p>Subject & Location (Use the 5 W's): 1st Platoon, 2d Recon Battalion, 2d MarDiv (who) performs a beach landing (what) in rigid raider boats (how) at Onslow Beach aboard Camp Lejeune North Carolina (where) on 9 Feb 2000 (when) as a part of training Exercise Solid Shield (why).</p> <p>*Include as much detail as possible. If recording a Marine(s), get name, rank and specific unit. If a large group, unit will suffice.</p>	

Attachment #2 VIRIN Information

<p>WHAT IS A VIRIN</p>	<p>A Visual Information Record Identification Number (VIRIN) is the DOD standard for assigning an archive retrieval code for each photograph, video sequence, piece of artwork, video production or multimedia production.</p> <p>The VIRIN consists of fields that represent the date, service, cameraman's information, and sequential number. Example:</p> <p style="text-align: center;">19991208-M-1234A-029</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td style="text-align: center;">19991208</td> <td style="text-align: center;">M</td> <td style="text-align: center;">1234A</td> <td style="text-align: center;">029</td> </tr> <tr> <td style="text-align: center;">Year/month/day</td> <td style="text-align: center;">M = Marine</td> <td style="text-align: center;">Cameraman's last 4 and last initial</td> <td style="text-align: center;">Sequential number. This is the 29th image taken by this photographer on 20001208</td> </tr> </table>	19991208	M	1234A	029	Year/month/day	M = Marine	Cameraman's last 4 and last initial	Sequential number. This is the 29 th image taken by this photographer on 20001208
19991208	M	1234A	029						
Year/month/day	M = Marine	Cameraman's last 4 and last initial	Sequential number. This is the 29 th image taken by this photographer on 20001208						
<p>WHEN IS THE VIRIN DUE?</p>	<p>Upon creation and unless discarded, each non-production unit of media which satisfies the definition of official DOD imagery shall be assigned a VIRIN.</p>								
<p>WHY DO YOU NEED TO KNOW ABOUT THE VIRIN?</p>	<p>You need to know about VIRIN's because they are the ONLY DOD-approved means to code, file and retrieve imagery. VIRIN's are file names for your digital imagery files. VIRIN's are also used as file names for your imagery.</p>								
<p>WHAT DOES THE VIRIN DO FOR YOU?</p>	<p>The VIRIN does several things for you:</p> <ol style="list-style-type: none"> (1) It enables you to submit imagery to the Defense Visual Information Center (DVIC). DVIC is a DOD imagery repository that stores images for approximately ten years before forwarding them to the National Archives. (2) It provides a tool for you to manage local archives. (3) It provides a tool for you to quickly retrieve specific images (especially if the VIRIN is printed inconspicuously on the VI product). (4) It helps DVIC to quickly research and retrieve images for your command. 								

HOW DO YOU WRITE A VIRIN?	Steps:	What you do:	Notes:
	1	Upon creation and unless discarded, each non-production unit of media which satisfies the definition of official DOD imagery shall be assigned a VIRIN. For example, unless discarded, each original 35mm transparency or digital image created by persons acting for or on behalf of DOD activities, functions or missions shall be assigned a VIRIN.	For video this applies to sequences and scenes. It also applies to artwork. See DODD 5040.2 December 7, 1987 ENCLOSURE 7.
	2	The VIRIN shall consist of 15 data elements, in 4 fields, separated by 3 hyphens for a total of 18 characters. Organized in the alpha (A) numeric (N) format NNNNNN-A-NNNNA-NNN. Assign a VIRIN to each image selected	See Example 7-1 above
	3	The Sequential Number in Field 4 of the VIRIN shall be created without regard to media of acquisition or organization, so that no two units of media are assigned identical VIRINs. Look closely at the VIRIN Example 7-1, there is not a media identification code. The media type doesn't matter for archival recall.	A Combat Cameraman acquired 24 digital still images and then picked up his video camera and acquired 10 video scenes in the same day. The only part of the VIRIN that changes is Field 4. The still images would get 001-024 in Field 4, while video gets 025-034. Remember, it doesn't matter if you change media, keep the numbers sequential in the order acquired
	4	Field 2 and 3 of the VIRIN for a unit of media created by more than one individual who was the lead creator or head of the team responsible for creating the item.	This should occur on rare occasions. Sometimes a team deploys and more than one person operates a camera and the same tape is used.
	5	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.	Regarding scanned film, digital images or scanned artwork; save the file using the VIRIN as the file name. Example: 20001001_M_1234A_001.jpg

HOW DO YOU WRITE A VIRIN?	Steps:	What you do:	Notes:
	6	Imagery or other units of media that are derived from existing, VIRIN-bearing materials, and which substantially preserve the appearance and content of the originals from which derived shall be identified with the VIRINs of the originals.	Example: Two uniquely-VIRINed video sequences are edited together in a "butt edit", i.e. First sequence and second sequence butted together without insert editing. The end product shall not be assigned its own, unique VIRIN, but shall instead be labeled with the VIRINs of the two individual video sequences.
	7	Imagery or other units of media that are derived from existing, VIRIN-bearing materials, but which differ substantially in appearance relative to the originals from which derived, shall, upon creation and unless discarded, be assigned a unique VIRIN.	Example: Two uniquely-VIRINed video sequences are edited together so that scenes from one alternate several times with scenes from the other, i.e. insert type editing. Unless discarded, the end product shall be assigned its own, unique VIRIN.
	8	Electronic files containing imagery shall bear as file names the VIRINs of the imagery they contain.	Example: 20001001_M_1234A_001.jpg
	9	If the software in use does not support the VIRIN format. Field shall be used in its entirety. The first character of Field 4 shall be omitted.	Example: VIRIN 980323-A-6789D-004 = filename 98032304.jpg
	10	The "Image Number" field of any embedded IPTC caption shall reflect the image's VIRIN	
	11	During acquisition of motion imagery a unique VIRIN shall be created and applied to motion imagery no less often than the beginning of each change in day, photographer, or subject matter	A slate, which includes a VIRIN, shall be recorded immediately prior to subject matter, whenever possible.

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Attachment #3 Caption Information

WHAT IS A CAPTION?	A caption is a brief narrative that describes an image (e.g. photograph, video scene or artwork). A good caption answers the questions who, what, where, when, why and sometimes how .
WHEN IS THE CAPTION DUE?	The caption is due as soon as possible after the image is exposed or created.
WHY DO YOU NEED TO KNOW ABOUT A CAPTION?	<p>You need to know about captions for several reasons:</p> <ul style="list-style-type: none"> (1) Captions add historical value to imagery. (2) Captions are required if an image to be accepted by the MCIMU or DVIC. In other words, imagery without captions is worthless once outside the local command and will NOT be accessioned. (3) Captions have historically been one of the areas in which photographers and illustrators need the most improvement. (4) Well written captions add to the value and usability of your imagery. For instance, newspapers, magazines and book authors are more likely to use a well-captioned image. (5) The HQMC Historical Division routinely slams us on our caption writing skills. They need thorough, accurate captions in order to use your imagery with historical credibility.
WHAT DOES THE CAPTION DO FOR YOU?	<p>The caption does several things for you:</p> <ul style="list-style-type: none"> (1) Captions are a mission requirement, well written captions are part of your job. (2) Well written captions help to get your imagery published. Well published imagery helps to advertise your unit's successes. This supports CMC guidance (3) Captions ensure that the imagery your Marines risk

	<p>their lives to capture will get sent to the MCIMU.</p> <p>(4) Well written captions significantly add to your ability to support PAO.</p>		
<p>HOW DO YOU WRITE A CAPTION?</p>	<p>Steps:</p>	<p>What you do:</p>	<p>Notes:</p>
	<p>1</p>	<p>You write a caption from the viewpoint of Mr. Joe Public (e.g. avoid using military jargon or acronyms).</p>	<p>Use DD Form 2537 (see next 2 pages), which can be found and downloaded from http://dodimagery.afis.osd.mil/</p>
	<p>2</p>	<p>Gather specific information during the shoot.</p>	<p>More is always better -- if possible.</p>
	<p>3</p>	<p>Write a caption that provides specific examples for "who, what, where, when, why and how".</p>	<p>Examples: <u>Bad Caption:</u> "Marine General in Japan for ceremony honoring the 50th anniversary of the battle of Iwo Jima." <u>Good caption:</u> "General Charles Krulak, Commandant of the United States Marine Corps, addresses survivors of the battle of Iwo Jima during the 50th anniversary of the battle of Iwo Jima on November 10, 1999, at the foot of Mount Suribachi in Japan. This ceremony is one of several commemorating the fiftieth anniversary of significant battles during world war II."</p>
	<p>4</p>	<p>Store the caption in the file info portion of PhotoShop.</p>	
	<p>5</p>	<p>Critique your Marines captions routinely.</p>	<p>Critique, critique, critique.</p>
<p>6</p>	<p>Check with the MCIMU for feedback.</p>		

CLASSIFICATION OF THIS PAGE		
VISUAL INFORMATION CAPTION SHEET		
1. PROJECT/EXERCISE/EVENT TITLE	2. VIRIN	3. DATE RECORDED (YYMMDD)
4. CAMERA OPERATOR <i>(Rank/Name/Home Unit)</i>	5. MEDIA/FILM TYPE	6. TAPE/ROLL/DISC NUMBER
7. CLASSIFICATION OF MEDIA	8. CLASSIFICATION OF CAPTION	9. CLASSIFICATION AUTHORITY
10. SYNOPSIS/COVER STORY		
a. LOCATION	b. DESCRIPTION OF PROJECT/ACTIVITY/EXERCISE/EVENT	
11. INDIVIDUAL IMAGERY DESCRIPTIONS		a. CAMERA NUMBER
b. TIME CODE: HR:MIN:SEC/ NEG-SLIDE NUMBER	c. DESCRIPTION <i>(Who, what, when, where, how, and why)</i>	d. CLASSIFICATION OF SCENE/ IMAGE
DD Form 2537, FEB 94 (EG) Previous edition is obsolete		CLASSIFICATION OF THIS PAGE

Attachment #4 Label Information

WHAT IS A VI LABEL?	It is an indelible, visible mark on the VI product. It identifies the product as the "Property of the United States Marine Corps" or "Official U. S. Marine Corps Imagery".
WHEN IS A LABEL NECESSARY?	Every VI product requires a label.
WHY DO YOU NEED LABELS?	It visibly marks the product as Official.
WHAT DOES THE LABEL DO FOR YOU?	It allows you to identify and catalog your products. It also gives you and your unit credit.

HOW DO YOU SUCCESSFULLY LABEL VI PRODUCTS?	Steps:	What you do:	Notes:
	1	VI Products come in different types of media. They can be images, prints, tapes or discs; therefore each requires a different type of label. Also, some products are governed by DoD regulations and require certain markings.	Standardized VI Products Label Examples are provided below.
	2	Still Prints: Use a sticky label and place it on the back of the print.	Include the following info: <ul style="list-style-type: none"> • "Official U.S. Marine Photograph" • Producing Unit • VIRIN • Artist's Name • Date Printed • Local VI Job Order number
	4	Videotape Productions: Label the spine and face of both the tape and box/cover with the same information contained in the Header Slate (Ch 7110). Note: If one of the labels is physically unable to hold all the information, ensure that at a minimum the Title & PIN/PAN/VI Job Order # are indicated.	Include the following Info: <ul style="list-style-type: none"> • Production Title • PIN/PAN/ VI Job # • Producing unit's name with location. • Completion Date of Production. • Total run time of production. • Tape Number; Tape 1 of 2, 2 of 2, etc.

5	<p>Videotape Raw Footage: These are usually done in the field and with a pen. The goal is to put as much info on the tape as possible for identification. Since Videotapes can have multiple VIRIN's within the footage itself, do not include this on the label.</p>	<p>At a minimum include:</p> <ul style="list-style-type: none"> • Cameraman's Rank & Full Name • Event Name • Date • Tape number
6	<p>CD-ROM Productions/DVD Discs: These discs are managed in the same way as video productions. PINs & PANs are required for products disseminated within DoD and the Marine Corps. Contact VIM for specific guidance as well as DoD 5040.2. Ensure that the required information goes on the CD face as well as the CD Sleeve/Cover. The only info required on the CD Cover Spine is the Title and PIN/PAN/VI #. Utilize the standard printable white, silver or gold colored CD-ROM's.</p> <p>Note: The back of the CD Box or cover should contain any specific information or guidance for product use. This is where you will want to put the System Requirements. You may also include your local Logo at your discretion or as required.</p>	<p>Include the following:</p> <ul style="list-style-type: none"> • DoD or USMC Seal • Production Title • PIN/PAN/ VI Job # • Completion Date of Production. • Producing unit's name with location. • Type of Disc, i.e. CD-ROM ISO 9660 or DVD (no platform.) • Computer Platform Supported. • Disc Number; Disc 1 of 2, 2 of 2, etc. <p>Note: Sometimes the manufacturers of multi-media software require you to insert a label on the face of the CD and back of the cover showing its use in the product. These can be placed on the label at your discretion</p>
7	<p>Accession Discs (CD's, Zips, Jaz): Today most of your images will be forwarded to VIM Accessioning in the digital format. You will utilize a data disc of some sort for these submissions. You may want to personalize your Center's submissions by adding images or artwork to the CD faces & covers. This is a great way to market your capabilities. But in order to ensure the submissions are identifiable, include the noted information.</p>	<p>At a minimum include the following information on your Accession CD's:</p> <ul style="list-style-type: none"> • Producing unit's name with location. • Month of submission • Disc Number • Any special information

LABEL EXAMPLES

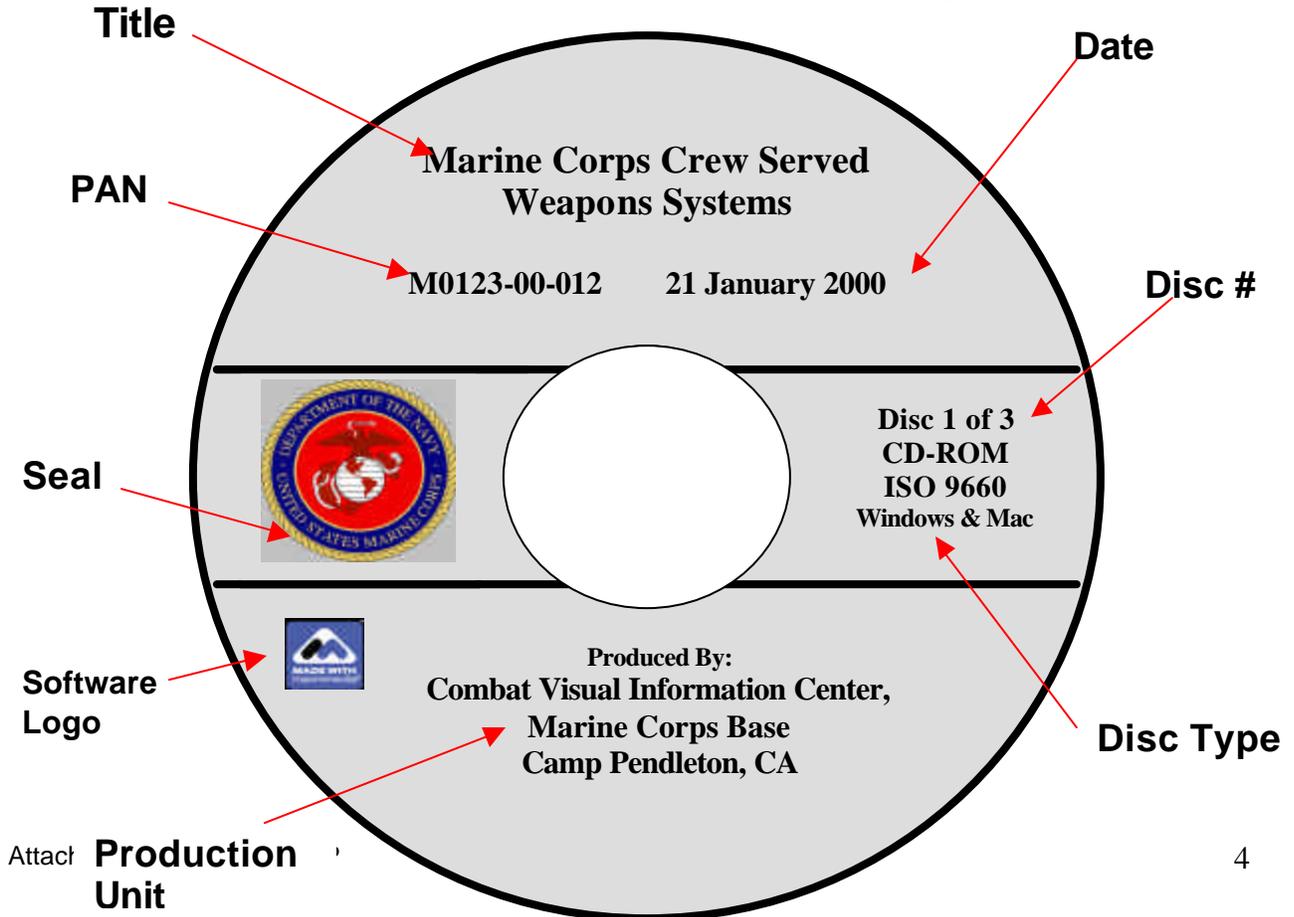
Raw Video Face Label Example

Sgt John P. Smith
CAPEX 1-2000
21 January 2000
Tape 1 of 2

Raw Video Spine Label Example

Sgt John P. Smith	CAPEX
1-2000	
21 January 2000	Tape 1 of 2

Production Disc Face Label Example



LABEL EXAMPLES

Production Disc Cover & Spine Example

Marine Corps Crew Served Weapons Systems

M0123-00-012

21 January 2000



Produced By:
Combat Visual Information Center,
Marine Corps Base
Camp Pendleton, CA

Disc 1 of 3

CD-ROM
ISO 9660

Windows
&
Mac

Marine Corps Crew Served Weapons Systems

M0123-00-012

System Requirements:

Windows:

Pentium® Class 200 MHz computer or higher
Microsoft Windows 95®, 98®, or NT® 4.0
32 MB RAM or higher
8X CD-ROM or faster

Macintosh®:

PowerMac or higher
OS 8.0 or higher
32 MB RAM or higher
8X CD-ROM or faster

Instructions:

Windows: This CD-ROM was made with an Auto Run program. It should automatically run when loaded. If it does not Auto Run, Select **Run** from the **Start** button. Click **Browser** and select your CD drive. Double-click the **MCCSWS.EXE** file to start the program.

Macintosh®: Double click on the **CD-ROM** desktop icon. Double click on the **MCCSWS** installer file to run program.



**CD Cover
Back side**

**Software
Logo**

LABEL EXAMPLES

Accession Disc Cover & Spine Example



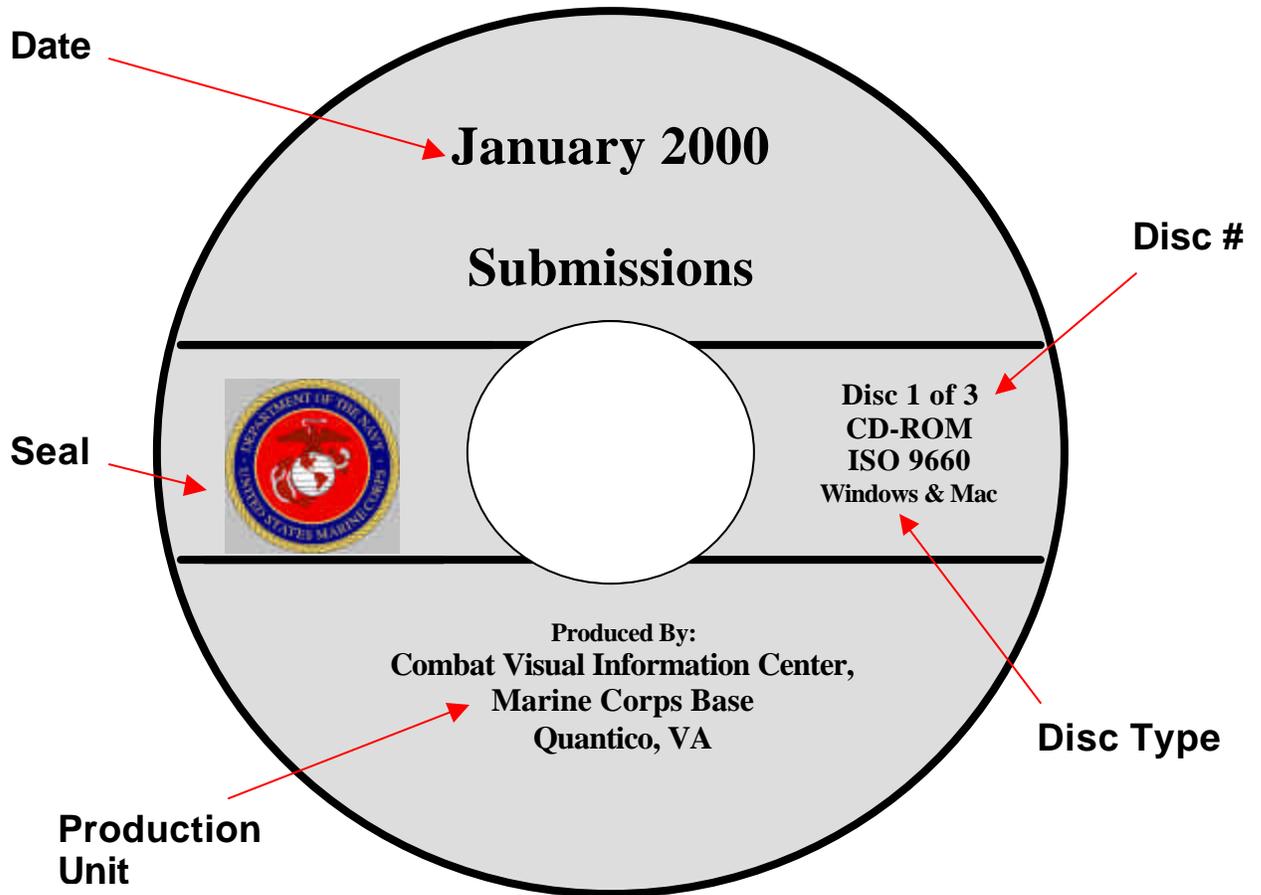
CVIC, Marine Corps Base, Quantico, VA Jan 2000 Disc 1 of 2



**CD Cover
Back side**

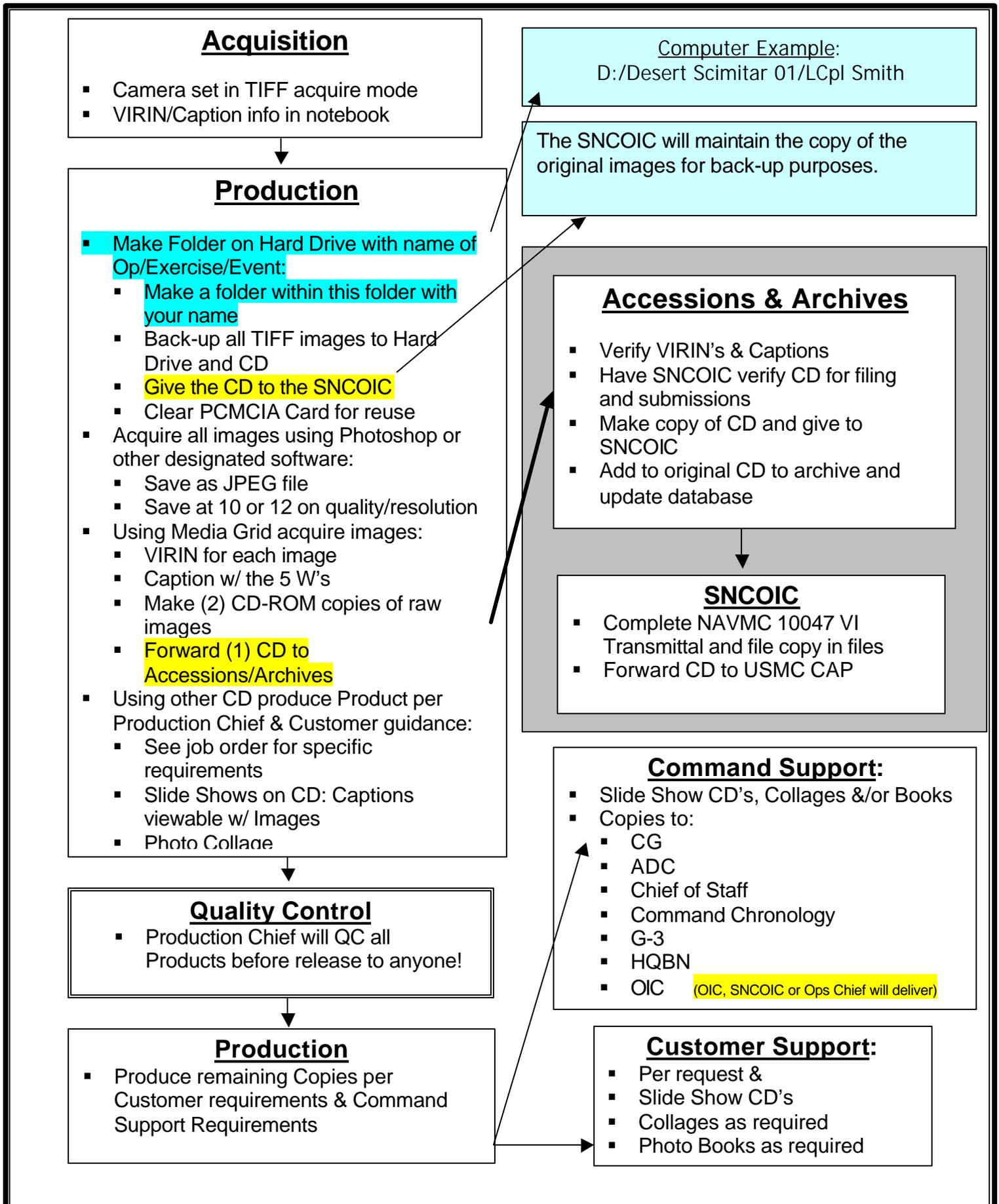
LABEL EXAMPLES

Accession Disc Face Example



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Photo Imagery Flow Chart



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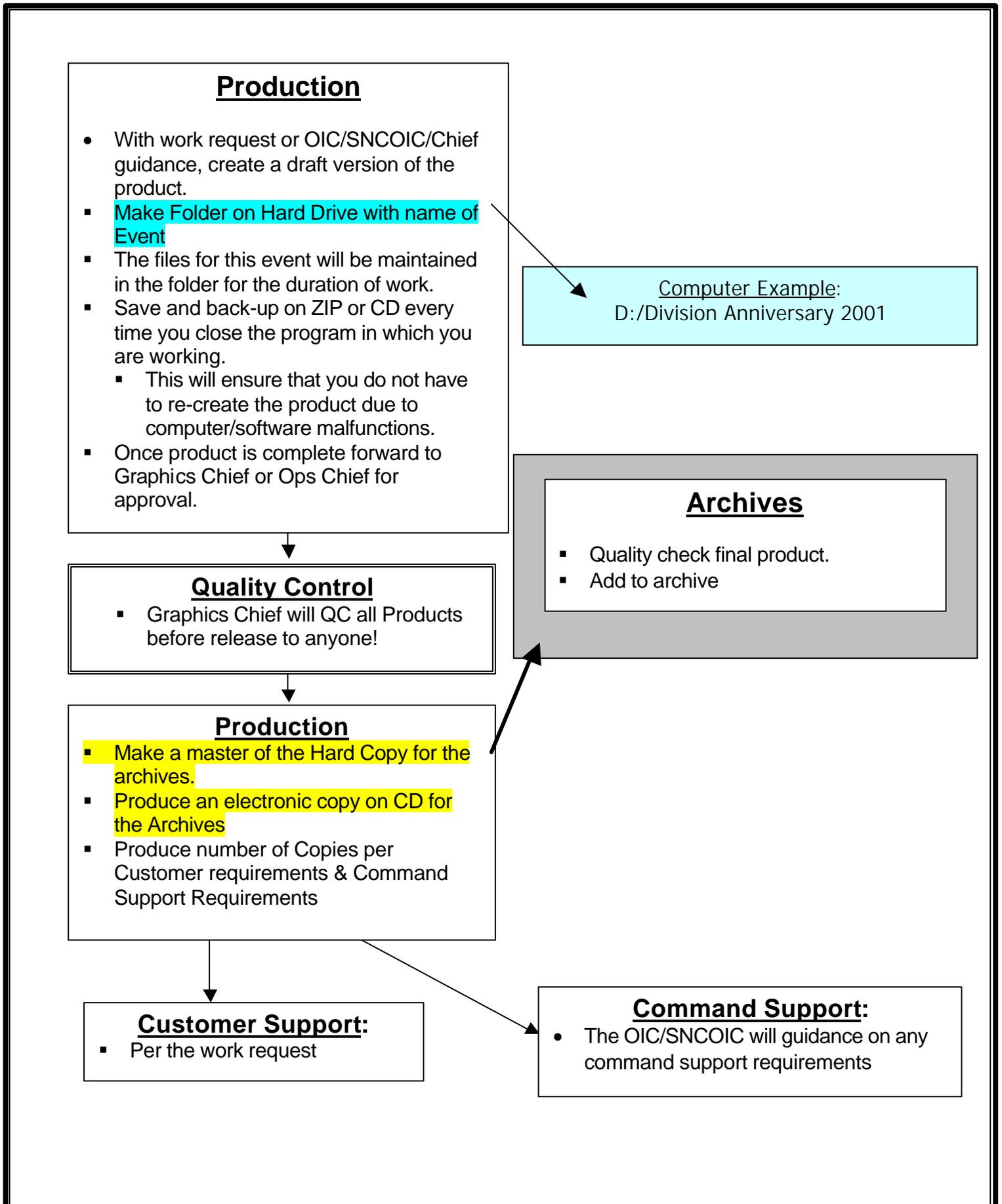
Graphics SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Graphics Standard Operating Procedures (Graphics SOP)
References:	(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) MCO 5600.31_ Marine Corps Publication & Printing Regulations (d) Visual Information Handbook (VIH)
Attachments:	(1) Production Flow Chart
Purpose of this SOP:	<p>The purpose of this SOP is to ensure that CCP personnel understand the following:</p> <ul style="list-style-type: none"> • Duties of the Graphics Chief. • Graphics & Desktop Publishing Section operations.
Video Definitions:	<p>The following definitions apply:</p> <ol style="list-style-type: none"> 1. Graphic Art: Relating to the design, creation, and preparation of two and three-dimensional visual aid products. Includes charts, graphs, posters, and visual materials for brochures, covers, television, motion pictures, printed publications, displays, presentations, and exhibits prepared manually, by machine, or by computer. 2. Desktop Publishing: Specific use of computers, software, and printers to produce briefs, brochures and publications in hard copy and/or electronic form. 3. Hard Copy: A paper copy of the product. 4. Electronic Copy: An file copy on CD-ROM.
Graphic Chief duties:	<p>These are not inclusive to the duties of the Graphic Chief. A detailed list is provided in the desktop procedures. This list is for the basic operations of the section in order to provide an overview to section personnel:</p> <ol style="list-style-type: none"> 1. Ensure all work requests are properly completed. 2. Quality Control check all projects, specifically alignment, registration & spelling. 3. Ensure all work requests are properly completed. 4. Track products from creation to completion.

	<ol style="list-style-type: none"> 5. Ensure equipment is properly maintained and safeguarded. 6. Coordinate with the Production Chiefs and Ops Chiefs for all operations, work requests, and events that affect the Camera Section. 7. Color production must be controlled and given specific attention. It is very expensive and must be regulated. The OIC/SNCOIC will provide detailed guidance on this due to contractual obligations with many pieces of equipment.
<p>Graphic Section Operations:</p>	<p>Graphics Section personnel will:</p> <p><u>Daily:</u></p> <ol style="list-style-type: none"> 1. Check with the Graphics Chief & Ops Chiefs for special instructions. <p><u>As required:</u></p> <ol style="list-style-type: none"> 1. Properly fill out work requests. 2. Quality Control check every product paying particular attention to spelling, punctuation, grammar, alignment and registration. 3. All files will be backed-up on disk and the computer hard drive during the production process 4. Ensure all completed jobs are forwarded to the Graphics Chief for QC. 5. Once a job is approved it will be filed in the archives. See Attachment (1) for production flow details. 6. Notify Graphics Chief and Supply of any supply & material shortfalls. 7. Keep waste to a minimum and do not produce color products without specific guidance. <p><u>Notes:</u></p> <ul style="list-style-type: none"> • Graphics is a very creative occupation. Most technical guidance is provided by the customer's request. The equipment and software used in this section dictates our capabilities. • Routine work requests will not be released to customers without QC. • SNCOIC approval is required for any major event. Division Anniversary and Birthday Ball programs are good examples.
<p>Authority:</p>	<p>J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit</p>

Graphics Production Flow Chart



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Printing SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Printing Standard Operating Procedures (Photo SOP)
References:	(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) MCO 5600.31_ Marine Corps Publication & Printing Regulations (d) Visual Information Handbook (VIH)
Attachments:	(1) Printing & Graphic Glossary of Terms (2) DD Form 844 (3) Pre Press & Layout Form (4) Dummy Layout Sheet
Purpose of this SOP:	The purpose of this SOP is to ensure that CCP personnel understand the following: <ul style="list-style-type: none"> • Duties of the Printing Production Chief • Printing Section operations.
Definitions:	1. Attachment (1) contains the majority of terms used by Lithographers.
Print Production Chief duties:	These are not inclusive to the duties of the Print Production Chief. A detailed list is provided in the desktop procedures. This list is for the basic operations of the section in order to provide an overview to section personnel: <ol style="list-style-type: none"> 1. Ensure all Forms [Attachments (2) through (4)] are properly completed. 2. Assign lithographers to jobs. 3. Track work requests to ensure all jobs are performed correctly and completed on time. 4. Ensure lithographers maintain and safeguard equipment. 5. Quality Control check all work before release to customer paying particular attention to registration, alignment and spelling. 6. Coordinate with the Print Ops Chief for all operations, work requests, and events that affect the Print Section. 7. Keep waste to a minimum. 8. Notify CCP Supply when Supplies and Materials are needed. <u>Do not let them run out before requesting replenishment!</u>

<p>Print Section Operations:</p>	<p>Photo Section personnel will:</p> <p><u>Daily:</u></p> <ol style="list-style-type: none"> 1. Check with the Production Chief & Ops Chief for special instructions. 2. Check the customer service desk for jobs. <p><u>As required:</u></p> <ol style="list-style-type: none"> 1. Properly fill out all forms and/or guide customers in the same. 2. Ensure all completed jobs are forwarded to the Production Chief for QC. 3. Keep a neat and safe work area. 4. Notify the Production Chief when Supplies and Materials are needed. <u>Do not let them run out before requesting replenishment!</u> <p><u>Notes:</u></p> <ul style="list-style-type: none"> • Routine work requests will not be released to customers without QC. • SNCOIC approval is required for any major exercise/event. These may require PAO release. Desert Scimitar and Kernel Blitz are good examples.
<p>Printing Limitations:</p>	<p>Most jobs are limited to 10,000 sheets of 8.5x11 inch paper. This supports 100 copies of a 100-page document/book or 200 copies if requested at 4.25x5.5 inches.</p> <p>Larger requests can and will be supported with coordination between the customer and the Production Chief.</p>
<p>Copyright regulations:</p>	<p>Reference (a) provides guidance on copyright. These laws affect every section in CCP.</p>
<p>Authority:</p>	<p>J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit</p>

Imagery Management SOP

Focused on the Warfighter

From:	Combat Camera & Printing Officer
To:	Combat Camera & Printing Personnel
Subject:	Imagery Management Standard Operating Procedures
References:	<p>(a) DivO 3104.1 Division Combat Camera & Printing Support (b) MCO 3104.1 Visual Information and Combat Camera Support Manual (c) Visual Information Handbook (VIH) (d) DD 5040.5, Alteration of Official DoD Imagery (e) DD 5230.9, Clearance of DoD Information for Public release (f) DD 5040.yy-2M, Instructions for Handling VI Material (g) DD 5040.yy-4M, DoD Imagery & Caption Style Guide (h) DoD Instruction 5040.6, Life-cycle Management of DoD VI (i) Decision Logic Table (DLT)</p>
Attachments:	<p>(1) DoD VI & COMCAM Definitions (2) Imagery Management Flow Charts, Photo/Video (3) Archival Tracking System (4) DD Form 2537, Visual Information Caption Sheet (5) DD Form 1995, VI Production Request and Report (6) NAVMC 10047 Audiovisual Material Transmittal/Work Request</p>
Purpose of this SOP:	<p>The purpose of this SOP is to ensure that CCP personnel understand the following:</p> <ul style="list-style-type: none"> • Important definitions for the Accession and Archival process. • Duties of the Imagery Management Chief. • Guidelines on imagery accession and archival process.
Definitions:	<p>Attachment (1) contains the Key VI & COMCAM Definitions. The following definitions are not included in that list but are vital for our Imagery Management Process:</p> <ol style="list-style-type: none"> 1. IPTC Header: Caption data that is embedded into a digital still image as part of the image file, and conforms to the standard developed by the International Press Telecommunications Council and the Newspaper Association of America. 2. JPEG format is a compressed file. The Joint Photographers Expert Group created this compression for digital imaging. 3. A Master tape is the approved final video product. The master is properly labeled and filed according to this SOP. 4. A Multimedia CD is simply a disk loaded with more than one kind of

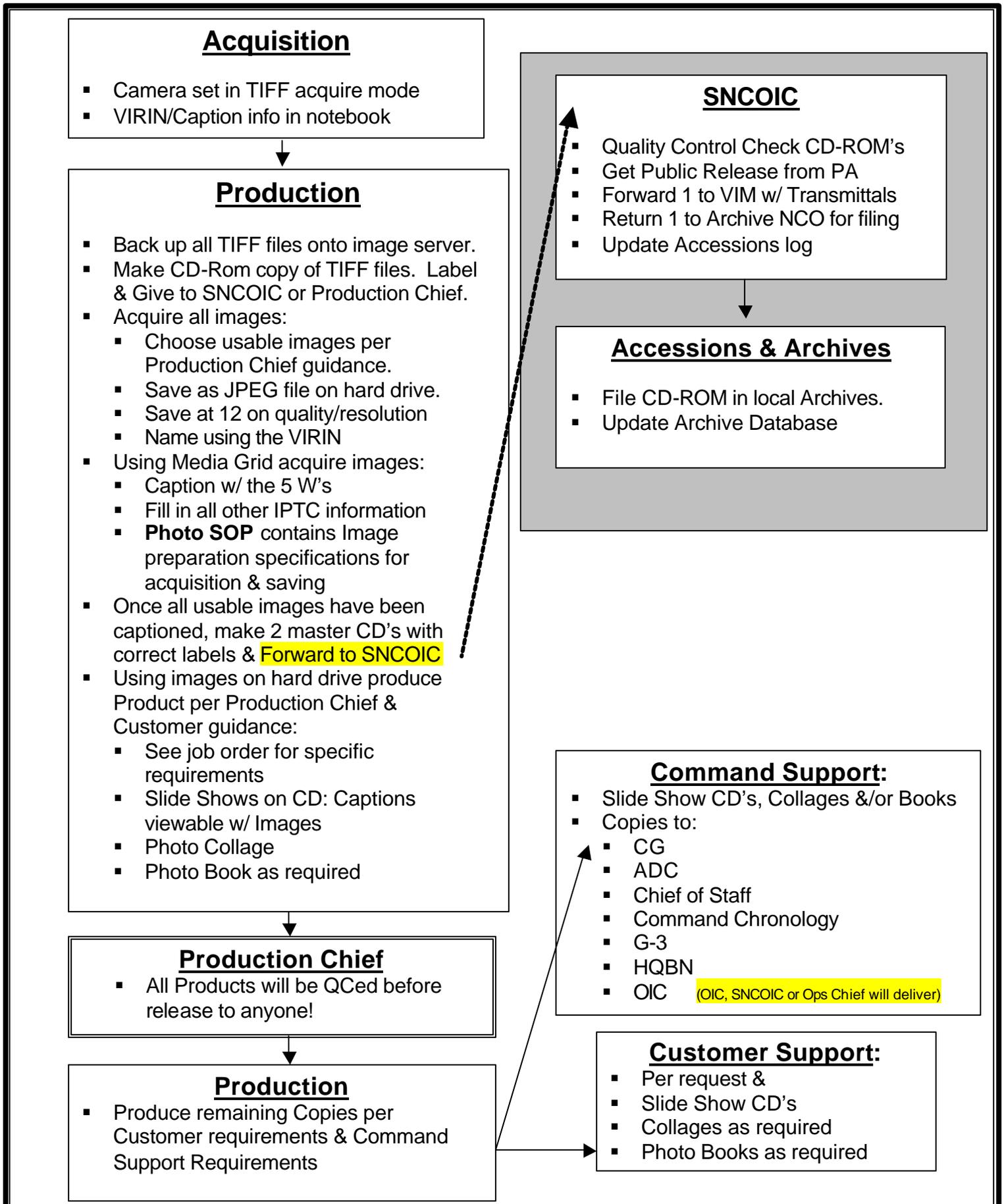
	<p>imagery. For example, a CD with both still pictures and video.</p> <ol style="list-style-type: none"> 5. A Prime Cut is the best or usable scenes edited from the raw footage. 6. Raw footage is the camera original without editing. 7. Stock Footage is a collection of video for use in editing. This can be a tape with only video of LAVs or prime cut tapes of events & exercises. 8. TIFF or Tagged Image File Format is a Kodak proprietary still image file. All professional DCS cameras acquire the camera original image in this format. <p>Note: As of this writing, raw footage and prime cuts are acquired and edited on mini-DVCam tapes while master tapes are done on large DVCam tapes.</p>
<p>Imagery Management Chief duties:</p>	<p>These are not inclusive to the duties of the Imagery Management Chief. A detailed list is provided in the desktop procedures. This list is for the basic operations of the section in order to provide an overview:</p> <ol style="list-style-type: none"> 1. Be intimately familiar with the references. 2. Ensure VIRINs are correct. 3. Ensure Captions are correct. 4. Ensure video captions are filed with the videotape. 5. Quality Control all imagery before they are entered into the archive. 6. Ensure archive is maintained and updated on a weekly basis.
<p>Imagery Accession and Archival Process:</p>	<p><u>Imagery Flow:</u> Attachment (2) provides a visual aid on how digital imagery and video flow from acquisition to the customer and archives (local and DoD). This chart will reside in each work section and within the Mobile Photographic Lab (MPL). The Video & Photo SOP's provide guidance on labeling imagery, tapes and CD-ROM's as required in the flow chart.</p> <p><u>DOD Imagery Requirements:</u> Utilize references (c) through (i) to correctly manage imagery for DOD requirements. These are in electronic form on the "H" drive in the Combat Camera and Printing folder, under the sub-folder "VI Directives". These references are also utilized for certain phases of the local archive process. DOD mandates that we forward historically relevant imagery for filing. The Video Production Chief & SNCOIC will provide guidance for each event. The DOD Archive requires a Prime Cut of our raw footage with captions. They are overwhelmed with imagery and expect us to pick our best for submission. Basically the imagery flows to DOD like so:</p> <ol style="list-style-type: none"> 1. Acquire imagery 2. Correctly caption & VIRIN all usable imagery per reference (i) and OIC/SNCOIC guidance 3. Complete correct forms as noted below

	<ol style="list-style-type: none"> 4. Send imagery to the Marine Corps Component Accessioning Point (CAP) at Quantico, Virginia 5. The CAP quality checks imagery, files copies for USMC use, and then forwards to the Defense Visual Information Center (DVIC), March ARB 6. DVIC accesses the imagery into the archive for retrieval by other services and the public. Their web site is www.dodmedia.osd.mil/dvic/index.htm. 7. After a specified period of time, approximately 25 years, this imagery is forwarded to the National Archives in Silver Spring, Maryland. <p><u>Local:</u> We are required to maintain a local archive of significant imagery for command support. Attachment (3) clearly defines our local filing system. This must be followed and updated according to DOD and OIC guidance.</p> <ul style="list-style-type: none"> • Command historical items are maintained indefinitely. • Master copies of PIN & PAN productions are maintained until obsolete. These are reviewed yearly by the OIC/SNCOIC. • Stock footage is maintained for editing purposes. These are reviewed & updated every as required. • Raw footage is maintained until prime cuts are finished, stock footage is updated, and production editing is completed. <p><u>Note:</u> Copies of prime cuts are maintained until verified that Higher HQ has received copies.</p> <p><u>Required Forms:</u> Numerous forms are required for the Accession and Archival process. The most common are included as Attachments (4) through (6). The correct way to use these forms is outlined in references (c) through (i).</p>
Public Release:	All archive imagery MUST be cleared for public release by PAO. The CCP SNCOIC handles this requirement.
Authority:	J. A. SANDERS, Officer In Charge, Combat Camera & Printing Unit

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Attachment #1

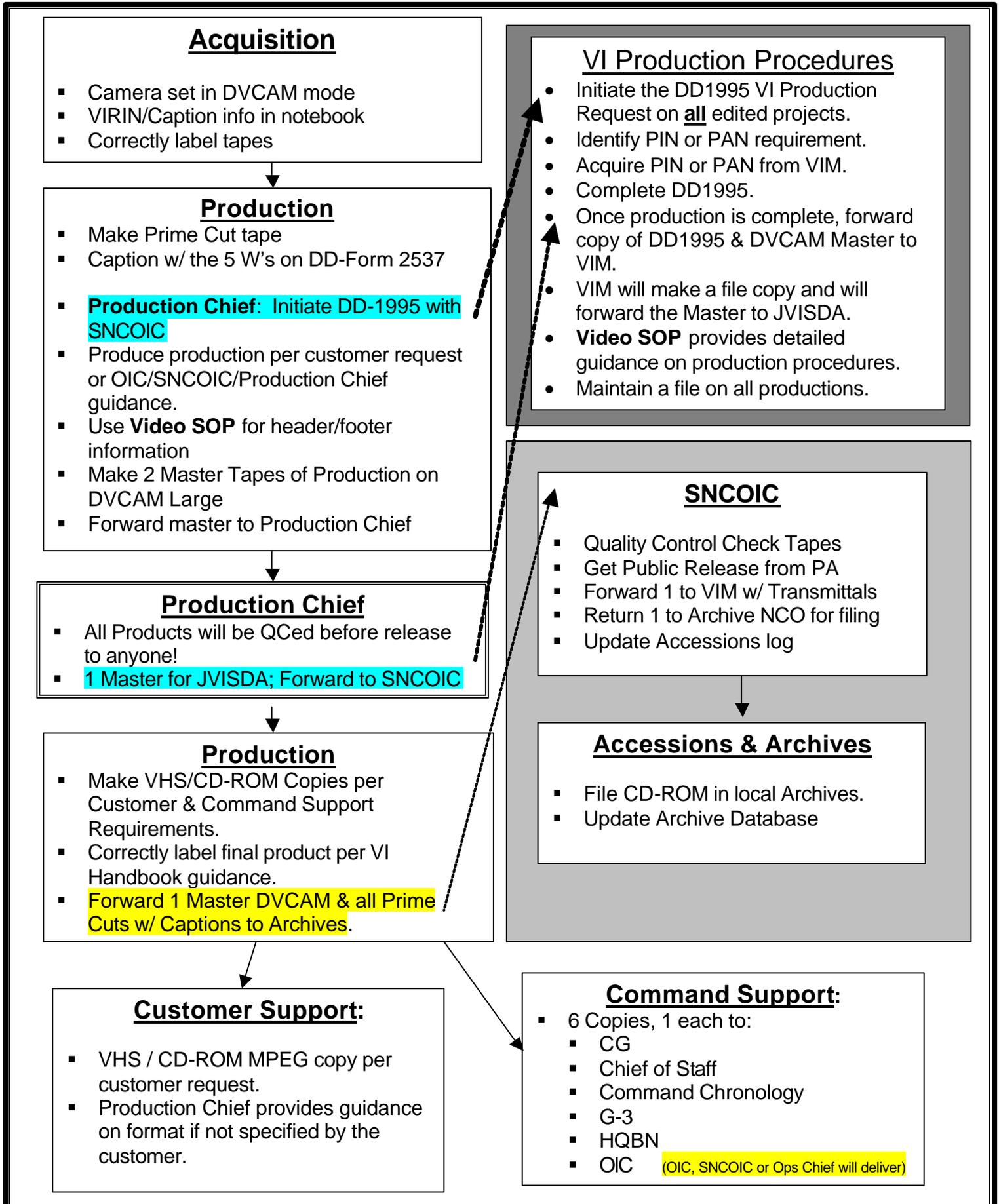
Imagery Management Flow Chart – Digital Photos



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Attachment #1

Imagery Management Flow Chart – Video



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