



# Photo Submission Business Rules

These are the business rules for submitting photography to the Navy Office of Information (CHINFO) for posting to Navy.mil

Following these guidelines will ensure accurate and timely use of your imagery. All submissions are archived on the Navy Imagery Server and selected images are posted to Navy.mil and made available to civilian media outlets. All submissions are sent to DVIDS and the National Archives via T-3 media.

Top consideration (issues) – expanded information below

- Files must have embedded captions
- Use gov't email addresses (on both ends of the transmission)
- Attach photos – do not drag and drop in email
- VIRIN all files

## Photo use success:

- Horizontals are preferred for Navy.mil's photos of the day slider
- Send various views of the event showing left, right and straight on viewpoints
- Ensure the person shown has emotion, action or interaction
- Operational photography is highly desired
- Look for the Navy brand (uniform, clothing or signs)
- Eliminate background distractions or corporate items (cans, bottles etc.)
- Use the composition rules
  - Rule of thirds
  - Balancing elements
  - Leading lines
  - Symmetry and patterns
  - Distinct viewpoint (don't always shoot from eye level)
  - Clean backgrounds
  - Contrast to background
  - Sense of depth
  - Framing
  - Send us a picture story. We'll not only use it on Navy.mil and social media pages, but we'll prominently display it here at the Pentagon.



# Photo Submission Business Rules

## Transfer methods:

The primary transmission method for still images is an email attachment to:

[navymedia@navy.mil](mailto:navymedia@navy.mil)

- We prefer large files. Send the largest file your email provider can handle.
- Provide a brief, clear description in the subject line. (“Photos for release” or a VIRIN is not a clear description.) Example: USS Shipname conducts RAS with USNS Shipname 1 of 5.
- Attach files to the email using the attachment button, do not use inline attachments (drag and drop).
- Please use **government email accounts**. Commercial email accounts are discouraged and may delay image posting.
- Provide contact information in the body of the email.
- Do not send image files to personal email (.mil or commercial) accounts unless worked out in advance with a specific member of the OI-2 staff for a specific event.

## Alternate transfer methods:

- AMRDEC  
<https://safe.amrdec.army.mil/SAFE/>  
Naval Postgraduate School developed instructions: ○  
[http://www.nps.edu/Visitors/AMRDEC\\_SAFE\\_Getting\\_Started\\_Guide.pdf](http://www.nps.edu/Visitors/AMRDEC_SAFE_Getting_Started_Guide.pdf)
- Navy Imagery Server
  - <http://imagery.navy.mil>
  - To obtain a username and password contact [navymedia@navy.mil](mailto:navymedia@navy.mil).
- DVIDS
  - <http://www.dvidshub.net>
  - Upload instructions:  
[http://static.dvidshub.net/training/post\\_news\\_photos\\_direct.pdf](http://static.dvidshub.net/training/post_news_photos_direct.pdf)
- Commercial file transfer
  - We routinely receive still image files via Flickr, Google Docs, Dropbox and other commercial file sharing programs and social media applications. Please use these methods as a **last resort** as OI-2 may not have ready access to those sites due to ever changing information assurance policies. File size is typically an issue, caption information is often missing, VIRINs are sometimes rewritten and release status is frequently not clear. Please consider content and urgency prior to selecting a non-DoD maintained method of file transfer. This method often delays image posting and distribution.



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## Image specifications:

- Send the original file(s) whenever possible
- Caption data **must be** embedded.
  - If you do not have the software or capability to embed captions, upload your files to DVIDS through the DVIDS Direct system. This process embeds your metadata.
- High resolution images must be 300 ppi with no cropping
- If a cropped image is submitted, the original, uncropped file must also be sent
- JPG files should be compressed to a quality of 10 with a max compression of 8
- Do not crop images to reduce file size. Cropping photos to 5x7 is outdated guidance and no longer desired.
- The following information must be included in the metadata:
  - Caption
  - Location
  - VIRIN (ZZ999 will not be accepted after May 1, 2016). Use a VISION ID or DVIAN. You may use another photographer's VISION ID.
  - Classification
  - Release authority and contact information
  - Keywords
  - Photographer rank and name
  - Caption editor
  - Command shown
- All image files must be named by VIRIN. If you do not have a VIRIN please visit <http://www.defenseimagery.mil/learning/howto/virin.html> to obtain one



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## Image Adjustments

Department of Defense Instruction 5040.05 prohibits most digital manipulation of DoD imagery. We allow minor color and tonal adjustments, dodging, burning and cropping. Any other adjustments need to be clearly stated in the caption. Digitally altering an image by adding or deleting content is not acceptable.

- Unauthorized Editing:
  - Adding or removing people or objects from an image
  - Changing rank or any alteration to uniform items (ribbons, pins, devices)
  - Excessive use of the Sharpen function to enhance an out of focus image
  - Changes in density, contrast, color and saturation levels that substantially alter the original scene
  - Backgrounds should not be digitally blurred or eliminated
  - Removal of “red eye” from photographs is not permissible.
  - Removing facial blemishes or wrinkles
  - Multiple exposures (see also Authorized Editing: Panoramic)
  - Changes that would suggest that the subject is thinner, heavier, taller or shorter.
  - Do not stage, pose or re-enact events
  - Environmental or studio portraits must not mislead viewers to believe that the photograph was a spontaneous event.
- Authorized Editing:
  - A photo illustration must graphically depict a concept that might not necessarily be rooted in reality and must be clearly identified in the caption as a photo illustration. The photo credit must read “U.S. Navy photo illustration.” Changes must be readily apparent to the viewer. You cannot make a micro change and call it an illustration. See DoD Instruction 5040.02 for more information  
<http://www.dtic.mil/whs/directives/corres/pdf/504002p.pdf>
  - High-dynamic-range (HDR) images must be clearly identified as “U.S. Navy high dynamic range photo” in the byline. An HDR image is not a photo illustration.
  - Panoramic photos made from stitching together two or more image files must clearly state in the caption that the image was “created by combining images to create a panoramic effect.” Panoramic images are not photo illustrations.



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- Masking is acceptable for security, privacy or legal requirements. The caption must clearly state the portions of the image that have been altered and a reason must be given for the alteration. Masked images are not photo illustrations. The original, unaltered image should be sent at a later date for inclusion in the Navy's permanent archive.

## Captions:

To write an effective caption, keep the following tenets in mind:

- Accuracy
  - Confirm information in the caption is specific, accurate and complete. This includes ensuring the captions are grammatically and stylistically accurate, adhering to the guidance contained in the [Navy Styleguide](#) and [Associated Press Stylebook](#). Ensure that you identify the person and specific activity in the photo. Generic captions are a prime reason for not using a photo on Navy.mil
- Brevity
  - Describe the action in the photo. Do not list people, items or actions not shown in the image.
- Clarity
  - A caption must be clear in both intent and expression. Select language to make certain the reader will understand what is happening in the image.
- Do not include quotes or social media tags

## The 5 W's:

- Who: If the subject of a sentence is a person or persons, provide the rate/rank, first and last name, title, and military unit for each person. Do not include the names of military dependents or minors.
- What: Describe the action captured in the image. Use active voice and do not over describe the action.
- When: Include the date in the dateline and within the body of the caption.
- Where: Provide the geographic location in the dateline as well as in the body of the caption. Refer to guidance contained in the [Navy Styleguide](#) and [Associated Press Stylebook](#).
- Why: Explain the purpose of the event, exercise or operation depicted in the image. For examples of complete captions please refer to this [link](#) or visit [Navy.mil](#) for more than 150,000 caption examples.



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Links to additional

resources: [Navy Style Guide](#)

[Associated Press Stylebook](#) (Login)

For additional information please email us at [navymedia@navy.mil](mailto:navymedia@navy.mil), visit our training site at <http://imagery.navy.mil/training.html> or call us at (703) 614-9154