



Department of Defense INSTRUCTION

NUMBER 5040.02
August 30, 2005

ASD(PA)

SUBJECT: Visual Information (VI)

- References: (a) DoD Directive 5040.2, "Visual Information (VI)," December 7, 1987 (hereby canceled)
- (b) Deputy Secretary of Defense Memorandum, "DoD Directives Review – Phase II," July 13, 2005
 - (c) Office of Management and Budget Circular A-130, "Management of Federal Information Resources," February 8, 1996
 - (d) DoD Directive 5122.5, "Assistant Secretary of Defense (Public Affairs)," September 27, 2000
 - (e) through (u), see enclosure 1

1. REISSUANCE AND PURPOSE

This Instruction:

- 1.1. Reissues reference (a) as a DoD Instruction consistent with reference (b), implements policies and assigns responsibilities under references (c) and (d), and cancels DoD 5020.2-C-1, DoD 5040.2-C-2, DoD 5040.2-C-3, DoD 5040.2-C-4, and DoD 5040.2-G (references (e) through (i)).
- 1.2. Sets DoD policy governing the Visual Information (VI) functional area, other than Combat Camera (COMCAM) (see DoD Directive 5040.4 (reference (j))), productions (see DoD Instruction 5040.7 (reference (k))), and imagery alterations (see DoD Directive 5040.5 (reference (l))).
- 1.3. Assigns responsibilities for managing DoD VI resources.
- 1.4. Authorizes establishing the DoD Joint Combat Camera Center (JCCC), Defense Visual Information Center (DVIC), and Joint Visual Information Services Distribution Activity (JVISDA).
- 1.5. Continues establishment of the DoD Visual Information Steering Committee (DVISC). See enclosure 3.

2. APPLICABILITY AND SCOPE

2.1. This Instruction applies to the Office of the Secretary of Defense (OSD), the Military Departments, the Chairman of the Joint Chiefs of 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 in the Department of Defense (hereafter referred to collectively as the "DoD Components").

2.2. The provisions of this Instruction do not apply to the areas identified in enclosure 4 and in Executive Order 12951 (reference (m)).

3. DEFINITIONS

Terms used in this Instruction are defined in enclosure 2.

4. POLICY

It is DoD policy that:

4.1. VI is an essential information resource. VI aids operational planning and decision-making and is critical to effective and efficient training. VI is fundamental to the historical and evidentiary record of DoD activities and actions. It aids the DoD Public Affairs (PA) community in providing information to the public concerning the Department of Defense's operations and programs. It also supports DoD business operations and facilitates other critical DoD functions.

4.2. VI meeting the Department of Defense's operational, informational, training, PA, research, legal, historical documentation, business, and administrative needs shall be acquired or created, and preserved.

4.3. Imagery of joint interest shall be centrally managed. Information about and access to joint-interest imagery shall be provided by or through central DoD information systems. Such information systems shall be established and operated in compliance with DoD Directive 8320.2 (reference (n)).

4.4. DoD imagery shall conform to DoD-wide technical criteria, be fully captioned, and assigned a DoD-standard identifying number.

4.5. VI requirements common to more than one DoD Component shall be coordinated for optimum use of resources.

4.6. Controls shall be employed to minimize acquiring, creating, transmitting, replicating, distributing, storing, or preserving VI of limited usefulness to the Department of Defense.

4.7. VI with historical or long-term value shall be stored, managed, and preserved in a designated DoD VI records center.

4.8. Organizational elements or functions within organizations whose principal responsibility is to provide VI products and/or services shall be authorized and managed in accordance with DoD Instruction 5040.8 (reference (o)).

4.9. DoD VI shall be life cycle-managed according to DoD Instruction 5040.6 (reference (p)).

4.10. The U.S. Department of State's Office of Strategic Communication, Bureau of International Information Programs, shall have the same access to DoD VI products as DoD organizations, in support of the U.S. Government's public diplomacy effort.

4.11. 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 Global Information Grid and, as such, shall comply with the provisions of DoD Directive 8100.1 (reference (q)).

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs (ASD(PA)), consistent with reference (d) shall:

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

5.1.2. Ensure the Director, American Forces Information Service:

5.1.2.1. Establishes DoD VI policies, responsibilities, and procedures.

5.1.2.2. Monitors the implementation and effectiveness of VI policies.

5.1.2.3. Oversees the DoD VI program, including life cycle management of DoD VI products and records.

5.1.2.4. Programs for, funds, operates, and maintains DoD-wide information systems supporting the DoD VI mission.

5.1.2.5. Provides technical training for VI personnel.

5.1.2.6. Establishes, operates, and maintains the following:

5.1.2.6.1. The Joint Combat Camera Center as the Department of Defense's central reception and distribution point for current joint-interest still and motion operational imagery.

5.1.2.6.2. The Defense Visual Information Center as the Department of Defense's central VI records center.

5.1.2.6.3. The Joint Visual Information Services Distribution Activity as the Department of Defense's central distribution point for joint-interest VI end products.

5.1.2.7. Operates and maintains the Defense Information School as the Department of Defense's central VI training, professional development, and knowledge sharing center.

5.1.2.8. Chairs the DVISC.

5.1.2.9. Coordinates matters relating to VI functions, activities, and finances with applicable OSD offices and DoD organizations.

5.1.2.10. Requests and requires VI-related information and reports, as necessary, from the DoD Components.

5.1.2.11. Represents the Department of Defense 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 VI-related events and activities.

5.1.2.12. Coordinates with the Directives and Records Division, Washington Headquarters Services, under the Director, Administration and Management, when representing the Department of Defense with the National Archives and Records Administration on matters relating to records management.

5.2. The Under Secretary of Defense for Acquisition, Technology, and Logistics shall ensure the Director, Defense Threat Reduction Agency operates and maintains a VI records center for nuclear test materials to support DoD organizations.

5.3. The Under Secretary of Defense for Intelligence shall ensure:

5.3.1. The Director, Defense Intelligence Agency, consistent with the procedures set forth in DoD 5240.1-R (reference (r)), operates and maintains a VI records center for intelligence imagery to support DoD organizations. This VI records center shall not maintain intelligence imagery subject to the exclusive authority of the Director of the National Geospatial-Intelligence Agency in accordance with DoD Directive 5105.60 (reference (s)).

5.3.2. The Director, National Security Agency, consistent with the procedures set forth in reference (r), operates and maintains a VI records center for cryptologic and cryptologic-related materials to support DoD organizations.

5.4. The Heads of the DoD Components shall:

5.4.1. Manage VI in accordance with this Instruction and ensure that VI management controls operate according to DoD Directive 5010.38 (reference (t)).

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

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

5.4.4. Provide current joint-interest still and motion operational imagery to the JCCC.

5.4.5. Select and provide VI records with historical or long-term value to the DVIC for accessioning.

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

5.4.7. Provide VI-related information and reports to the ASD(PA), as required.

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

5.4.9. Support and encourage the joint use of VI products and services.

5.5. The Secretaries of the Military Departments shall:

5.5.1. 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.

5.5.2. Maintain mobilization plans for VI personnel and resources.

5.5.3. Monitor and coordinate manpower and personnel requirements, plans, actions, and training to ensure effective management of VI career fields.

5.6. The Secretary of the Army shall operate and maintain a VI records center for medical pathology materials to support DoD organizations.

5.7. The Secretary of the Navy shall designate 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.

6. EFFECTIVE DATE

This Instruction is effective immediately.

A handwritten signature in black ink, appearing to read "Lawrence Di Rita".

Lawrence Di Rita

Principal Deputy Assistant Secretary of Defense
for Public Affairs

Enclosures - 4

- E1. References, continued
- E2. Definitions
- E3. DoD Visual Information Steering Committee (DVISC)
- E4. Exclusions

E1. ENCLOSURE 1

REFERENCES, continued

- (e) DoD 5040.2-C-1, Volume I, "Catalog of Audiovisual Productions, Army Productions," June 1, 1984, (hereby canceled)
- (f) DoD 5040.2-C-2, Volume II, "Catalog of Audiovisual Productions, Navy and Marine Corps Productions," June 1, 1984, (hereby canceled)
- (g) DoD 5040.2-C-3, Volume III, "Catalog of Audiovisual Productions, Air Force and Miscellaneous DoD Productions," June 1, 1984, (hereby canceled)
- (h) DoD 5040.2-C-4, Volume IV, "Catalog of Audiovisual Productions, DoD Productions Cleared for Public Release," June 1, 1984, (hereby canceled)
- (i) DoD 5040.2-G, "Defense Automated Visual Information System (DAVIS) User Guide" (hereby canceled)
- (j) DoD Directive 5040.4, "Joint Combat Camera (COMCAM) Program," August 13, 2002
- (k) DoD Instruction 5040.7, "Visual Information Production Procedures," September 7, 2001
- (l) DoD Directive 5040.5, "Alteration of Official DoD Imagery," August 29, 1995
- (m) Executive Order 12951, "Release of Imagery Acquired by Space-Based National Intelligence Reconnaissance Systems," February 22, 1995
- (n) DoD Directive 8320.2, "Data Sharing in a Net-Centric Department of Defense," December 2, 2004
- (o) DoD Instruction 5040.8, "Visual Information (VI) Activity Management," January 26, 2005
- (p) DoD Instruction 5040.6, "Life Cycle Management of DoD Visual Information (VI)," April 10, 2001
- (q) DoD Directive 8100.1, "Global Information Grid (GIG) Overarching Policy," September 19, 2002
- (r) DoD 5240.1-R, "Procedures Governing the Activities of DoD Intelligence Components that Affect United States Persons," December 7, 1982
- (s) DoD Directive 5105.60, "National Imagery and Mapping Agency," October 11, 1996
- (t) DoD Directive 5010.38, "Management Control (MC) Program," August 26, 1996
- (u) Part 52 of the Federal Acquisition Regulation, "Solicitation Provisions and Contract Clauses," current edition

E2. ENCLOSURE 2

DEFINITIONS

E2.1.1. Accessioning. The acts and procedures by which records are taken into the physical custody of a records center, archival agency, or other records repository.

E2.1.2. 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.

E2.1.3. Caption. Short explanatory or descriptive data accompanying imagery. A caption should answer the who, what, when, where, how, how many, and why questions relative to the imagery.

E2.1.4. Defense Visual Information Center (DVIC). The Department of Defense's central VI records center. It receives, stores, preserves, provides reference service on, and disposes of VI records. It also replicates and distributes VI end products.

E2.1.5. Distribution. In VI, the process of supplying an end product to its intended end users, by any means.

E2.1.6. DoD Imagery.

E2.1.6.1. Imagery recorded or created by DoD personnel using U.S. Government-owned or -leased equipment and supplies.

E2.1.6.2. Imagery seized or captured by DoD personnel during or in the aftermath of military operations.

E2.1.6.3. Imagery acquired by 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.

E2.1.7. DoD-Standard Identifying Number. In VI, a DoD-wide uniform designator assigned to a VI record for identifying, tracking, and/or controlling inventory. The standard identifying number for Defense Inventory Productions is the Production Identification Number (PIN); and for all other VI records except Local-Use-Only Productions is the Visual Information Record Identification Number (VIRIN). There is no standard DoD identifying number for Local-Use-Only Productions.

E2.1.8. End Product. In VI, visual information in the form of a finished deliverable immediately ready for its intended end users.

E2.1.9. 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.

E2.1.10. 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 cels, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits.

E2.1.11. Imagery. A visual representation of a person, place, or thing recorded and stored in any format on a physical medium.

E2.1.12. Joint Combat Camera Center (JCCC). The Department of Defense's central reception and distribution point for current Joint-interest still and motion operational imagery. The JCCC electronically processes and edits imagery acquired by DoD photographers, primarily operating in Joint and Service Combat Camera teams deployed to wartime, contingency and humanitarian operations, joint exercises, and other operations or events involving United States military forces. The JCCC distributes that imagery via the Internet and other electronic means to the OSD, the Chairman of the Joint Chiefs of Staff, the other DoD Components and the Federal Agencies, and the general public.

E2.1.13. Joint-Interest Imagery. Imagery that depicts subjects of known or probable interest to the Office of the Secretary of Defense, the Chairman of the Joint Chiefs of Staff, or more than one DoD Component. All COMCAM imagery shot in the joint environment is assumed to be joint-interest imagery. Other imagery, both from COMCAM sources and other-than-COMCAM sources, such as Public Affairs and photojournalists, that depicts subjects of known or probable interest to the OSD, the Chairman of the Joints Chief of Staff, or more than one DoD Component, is also joint-interest imagery.

E2.1.14. Joint Visual Information Services Distribution Activity (JVISDA). The Department of Defense's central distribution point for joint-interest VI end products. It is responsible for receiving, documenting, replicating, controlling quality, controlling inventory and life cycle managing Defense Inventory Productions and other VI end products.

E2.1.15. Life Cycle Management. The process of managing records as they pass from the point of origination through active use and maintenance to their final disposition by either transfer to an archival institution or destruction.

E2.1.16. Medium. In VI, any physical object, such as drawing paper, film, videotape, drive or disc, which contains or can contain visual information. VI media are typically transportable, to facilitate dissemination of the visual information they contain.

E2.1.17. Mixed Media. Imagery and non-visual information combined as a single informational product. Examples include a videotape with accompanying printed material and a map with embedded pictures.

E2.1.18. Photomechanical Reproduction. An image printed from a photographic matrix. Examples include lithographs, photogravures, and the half-tone prints found in newspapers.

E2.1.19. Preservation. In VI, the processes involved in protecting and conserving visual information. 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.

E2.1.20. Production Identification Number (PIN). The DoD-standard identifying number for Defense Inventory Productions. It is a six-digit number issued by a DoD Component's VI Management Office. Example of a PIN: 505117.

E2.1.21. Video. Motion imagery that is recorded or transmitted as either a digital or analog electromagnetic signal.

E2.1.22. Visual Information (VI). Information in the form of visual or pictorial representation of person(s), place(s), or thing(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand- or computer-generated graphic art and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes three-dimensional, alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial representations, or contain pictorial representations (such as maps that include pictures). VI also excludes graphic art that depicts abstractions or abstract relationships, i.e., objects other than persons, places, or things (such as organization charts, symbols, process flows, quantitative data, or logical relationships).

E2.1.23. VI Activity. An organizational element or a function within an organization whose principal responsibility is to provide VI products and/or services.

E2.1.24. 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.

E2.1.25. VI Management Office. A staff office at the headquarters level that typically prescribes VI policies and procedures and supervises or oversees VI functions.

E2.1.26. VI Product. A copy of a VI record, or a collection, compilation, or composite of such copies.

E2.1.27. 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.

E2.1.28. 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. While 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.

E2.1.29. VI Records Center. A facility where VI records are stored pending their ultimate disposition. Such facilities often have environmental controls and other features designed to efficiently house, preserve, and facilitate reference service on VI and related records.

E2.1.30. Visual Information Record Identification Number (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.

E3. ENCLOSURE 3

DOD VISUAL INFORMATION STEERING COMMITTEE (DVISC)

E3.1. THE DVISC:

E3.1.1. 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 related issues.

E3.1.2. Is chaired by the ASD(PA) or the ASD(PA)'s designee, and consists of the Director, Defense Visual Information (if not designated Chair by the ASD(PA)); each Military Department's designated senior representative for VI matters; the Secretary of the Navy's designated Marine Corps senior representative for VI matters; and the ASD(PA)'s designated representative for VI and COMCAM training, professional development, and knowledge sharing.

E3.1.3. Meets quarterly, or at the request of a member and with the consent of the Chair.

E3.1.4. May establish working groups as the Chair deems appropriate.

E4. ENCLOSURE 4

EXCLUSIONS

E4.1. MEDIA-RELATED EXCLUSIONS

The provisions of this Instruction do not apply to:

- E4.1.1. Photomechanical reproductions and photocopies.
- E4.1.2. Maps and other geodetic products.
- E4.1.3. X-rays.
- E4.1.4. Microfilm.
- E4.1.5. Microfiche.
- E4.1.6. Mixed media packages with a predominance of text.

E4.2. CONTENT-RELATED EXCLUSIONS

Except as provided at section E4.5. this Instruction does not apply to:

- E4.2.1. Command and control imagery created as a function of weapons system operations.
- E4.2.2. Imagery collected or generated exclusively for surveillance, reconnaissance, cryptologic, or intelligence purposes.
- E4.2.3. Imagery gathered pursuant to criminal investigations and other legal evidentiary procedures.
- E4.2.4. Medical diagnostic imagery, including x-rays, ultrasound, computerized axial tomography (CAT), magnetic resonance imaging (MRI), and nuclear medical scans.
- E4.2.5. 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.
- E4.2.6. Geospatial intelligence, including imagery, imagery intelligence and geospatial information, under the authority and responsibility of the National Geospatial-Intelligence Agency (see reference (m)).
- E4.2.7. Contractor bid or proposal imagery, marked in accordance with Part 52 of the Federal Acquisition Regulation (see reference (u)).

E4.2.8. Visual data and visual information obtained from DoD acquisition test programs that reflect capabilities and limitations of weapon system performance.

E4.3. ORGANIZATION-RELATED EXCLUSIONS

Except as provided at section E4.5., this Instruction does not apply to:

E4.3.1. The American Forces Radio and Television Service.

E4.3.2. The broadcasting services of the Military Departments.

E4.3.3. Activities engaged in or supporting research, development, test and evaluation (RDT&E).

E4.3.4. Military exchanges and exchange services.

E4.3.5. Military morale, welfare and recreation (MWR) programs.

E4.3.6. The Defense Commissary Agency.

E4.3.7. The Navy Motion Picture Service.

E4.4. EQUIPMENT-RELATED EXCLUSIONS

This Instruction does not apply to:

E4.4.1. Equipment of a VI nature:

E4.4.1.1. Embedded in training simulations, training devices or other integrated training systems.

E4.4.1.2. Not performing a VI function.

E4.4.1.3. Acquired with nonappropriated funds.

E4.4.2. Audio or video teleconferencing equipment.

E4.4.3. Simulators.

E4.5. EXCEPTIONS TO EXCLUSIONS

Except for geospatial intelligence described in paragraph E4.2.6., reference (m), and imagery collected, generated or retained exclusively for intelligence purposes pursuant to reference (r), this Instruction applies, without regard to the exclusions above, to:

E4.5.1. VI that documents:

E4.5.1.1. News events reported in the media.

E4.5.1.2. Combat operations.

E4.5.1.3. Major peacetime operations, such as peacekeeping operations, responses to major disasters, and evacuations of civilians from overseas trouble spots.

E4.5.1.4. The physical and environmental effects of combat, terrorist activities, or natural disasters.

E4.5.1.5. The physical environment in which military operations are planned or take place.

E4.5.1.6. Distinguished visitors at sites of military operations.

E4.5.1.7. War crimes, acts of terrorism or sabotage, aircraft crashes, accidental firings or launchings of major weapons, ship collisions or sinkings, or nuclear weapons mishaps.

E4.5.1.8. Crimes, motor vehicle accidents, workplace accidents or other incidents that involve DoD personnel or take place on DoD sites or facilities, and that:

E4.5.1.8.1. Involve distinguished visitors.

E4.5.1.8.2. Result in deaths or life-threatening injuries.

E4.5.1.8.3. Result in significant damage to DoD property or facilities, or to a large number of vehicles.

E4.5.1.8.4. Result in major court-martials, civilian criminal prosecutions, or lawsuits for significant property damage.

E4.5.1.8.5. Attract the non-routine attention of local or national news media.

E4.5.1.9. Ceremonies, parades, or other events marking significant:

E4.5.1.9.1. Changes of command or retirements.

E4.5.1.9.2. Presentations of honors or awards.

E4.5.1.9.3. Aircraft or other major equipment rollouts.

E4.5.1.9.4. Ship launchings, christenings, commissionings, or decommissionings.

E4.5.1.9.5. Arrivals or departures of distinguished visitors.

E4.5.1.9.6. International-level sporting events.

E4.5.1.9.7. Celebrity entertainment events.

E4.5.1.10. Professional conferences, meetings, seminars, public speeches, lectures, video history interviews, or other presentations involving:

E4.5.1.10.1. Current or former flag-rank officers or senior civilian officials.

E4.5.1.10.2. Recognized authorities in a field of military interest.

E4.5.1.10.3. Participants in or eyewitnesses to historically important events within the Department of Defense or relating to subjects of major DoD or national news media interest.

E4.5.1.10.4. Current or former DoD personnel who achieved media fame or notoriety.

E4.5.1.11. 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.

E4.5.1.12. Other events or activities of potential historical significance.

E4.5.2. VI used to create DoD productions.

E4.5.3. Equipment of a VI nature acquired incidental to contracts or RDT&E projects and no longer used to support them.