



Department of Defense

INSTRUCTION

NUMBER 5040.05

June 6, 2006

ASD(PA)

SUBJECT: Alteration of Official DoD Imagery

References: (a) DoD Directive 5040.05, "Alteration of Official DoD Imagery," August 29, 1995 (hereby canceled)
(b) Deputy Secretary of Defense Memorandum, "DoD Directives Review – Phase II," July 13, 2005
(c) DoD Directive 5122.05, "Assistant Secretary of Defense for Public Affairs," September 27, 2000

1. REISSUANCE AND PURPOSE

This Instruction:

- 1.1. Reissues Reference (a) as a DoD Instruction according to the guidance in Reference (b).
- 1.2. Establishes policy and assigns responsibilities to ensure the absolute credibility of official DoD imagery in and outside the Department of Defense under the authority of Reference (c).

2. APPLICABILITY AND SCOPE

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").

3. DEFINITION

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

4. POLICY

It is DoD policy that:

4.1. Official DoD imagery is an essential tool for decision-makers at every DoD level.

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

4.3. Anything that weakens or casts doubt on the credibility of official DoD imagery in or outside the Department of Defense shall not be tolerated.

4.4. The alteration of official DoD imagery by persons acting for or on behalf of the Department of Defense is prohibited, except as follows:

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

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

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

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

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

4.4.6. Photographic and video post-production enhancement, including animation, digital simulation, graphics, and special effects, used for dramatic or narrative effect in education,

recruiting, safety and training illustrations, publications, or productions is authorized under either of the conditions in subparagraph 4.4.6.1. or 4.4.6.2., below.

4.4.6.1. The enhancement does not misrepresent the subject of the original image; or,

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

5. RESPONSIBILITIES

5.1. The Assistant Secretary of Defense for Public Affairs (ASD(PA)) shall:

5.1.1. In coordination with the other OSD Principal Staff Assistants, provide oversight policy and guidance to ensure the absolute credibility of official DoD imagery.

5.1.2. Monitor compliance of this Instruction.

5.1.3. Ensure compliance with this Instruction for those activities under the purview of the ASD(PA).

5.2. The Other OSD Principal Staff Assistants shall:

5.2.1. Maintain liaison with the ASD(PA) in maintaining oversight policy and guidance to ensure the absolute credibility of official DoD imagery.

5.2.2. Ensure compliance with this Instruction for those activities in their purview.

5.3. The Heads of the DoD Components shall ensure compliance with this Instruction for those activities in their purview.

6. EFFECTIVE DATE

This Instruction is effective immediately.


Dorrance Smith
Assistant Secretary of Defense
for Public Affairs