



# TPackSS: Tobacco Pack Surveillance System Photography Protocol 2015

## Photography Protocol

*Updated 08/10/15*

### **Part One: Producing Images**

Our overall goal is to generate images of the packs that are the highest possible quality by following a uniform protocol. The most important part of this step is to generate images that are clear, well-lit, and have all four corners of the pack in the photo.

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#### *Setup and Assembly:*

See photos on page 2 for setup reference.

- Step One: Set up the light tent.
    - A. Unzip the light tent and carefully unfold.
    - B. Attach the white backdrop using the Velcro so that it covers both the back panel and the bottom of the light tent.
    - C. Place the turntable in the middle of the box, turned so that the “0” mark is in the front and centered, lined up with the red dot.
  - Step Two: Place camera on table tripod, and screw into place.
    - A. Bend out the legs of the tripod so that they are fully extended.
    - B. Ensure that the lens is focused at the center of the turntable.
    - C. Make sure the camera is set to “AUTO” mode.
  - Step Three: Set up the lighting.
    - A. Remove the lights, stands, and light covers from the suitcase.
    - B. To connect the light to the light cover, match up the three brass tabs on the light with the three slots on the light cover, and rotate them into place. Tighten the knob on the top of the light cover to secure it.
    - C. To connect the light to the stand, set the hole on the base of the light onto the silver knob on the stand.
    - D. Plug in the lighting, and turn the dial switch on the back of each light as far as they will turn.
    - E. Place the lights at the two front corners of the light tent, as shown. Lights should be placed on a diagonal.
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*Setup Overview:*

The lights should be placed at the front corners of the light tent, as shown.

Angle the lights so that the light projects through the sides of the tent.



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*Photographing Packs:*

**There are four standards for high-quality images that, if met, will prevent reshoots:**

- 1. Packs are photographed straight-on.**
- 2. All four corners of the pack are in the shot.**
- 3. The photo is in focus and well-lit.**
- 4. Move the camera as close as possible to the light tent to get a high-quality image.**
  - **Zoom: If necessary, use the zoom feature to get closer to the pack, but make sure the image does not go out of focus.**



Use the chart on page four as a guide for photographing each pack, keeping the following in mind:

- A. In order to keep track of the packages, photograph fifty packs at a time, upload them, then photograph 50 more.
    - Be sure to replace the pack back into its correct plastic bag after photographing.
  - B. **Important!**  
**The tobacco product should be kept in its original packaging. Do not remove the cellophane.**
    - Take two pictures of the pack in the following order: 20 and 180 degrees.
  - C. To begin, the pack should be placed with the front facing the camera, with the edge of the front of the pack on the black line.
  - D. **Take photos in the order presented on the following chart.**
  - E. Keep the chart on page 4 open while photographing packs for reference.
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**Standards for high-quality images:**

- Packs are photographed straight-on.
- All four corners of the pack are in the shot.
- The photo is in focus and well-lit.
- If necessary, use the zoom feature, but make sure the image is in focus.

**Photos MUST be taken in the following order:**

#	Side	Instructions	Example
1	Front on 20 degree angle	The cellophane should remain on the pack during the photography process. A photo should be taken of the front of the pack at 20 degrees. (For hard packs, the front of the pack is the side where the flip top opens. For soft packs, place the pack so that the tobacco company text on the side of the package is upright and readable. The front of the pack is the side that is face up after the pack is placed in this position.) After the front photo, a picture of the back side of the pack should be taken.  Photograph the two pictures, in the following order: 1) front on 20 degree angle, and 2) back (180 degrees).	1 
2	Back (180 degrees)		2 

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**Part Two: Uploading to Dropbox**

- Step One: Remove the memory card from the camera, and insert the memory card into the reader, and then into a USB port.
- Step Two: Open the Dropbox folder on your computer (Start>My Computer>Dropbox) or on [www.dropbox.com](http://www.dropbox.com).
  - A. Navigate: appropriate country folder> “Tobacco Pack Images”>appropriate city folder.
- Step Three: Open a new Finder window, and open the files from the memory card.
  - A. View as thumbnails.
  - B. Rename each thumbnail on the memory card with the appropriate Unique ID **before** uploading the series of images to the designated city folders on [dropbox.com](http://dropbox.com).

- i. Rename the first image to match the first portion of the unique ID (ex. RUS\_MOS\_H1\_03\_001). The second image will receive the unique ID followed by a parentheses and a number 1 (ex. RUS\_MOS\_H1\_03\_001(1) ).
  - C. Copy and paste the series of images into the labeled city folder on Dropbox.
  - D. Repeat this process for every new pack.
- Step Four: Feedback.
  - A. On every day that packs are photographed and uploaded to Dropbox during post-field work, email IGTC staff and provide a summary of work completed. In the email, include the photographs taken and which folders they were uploaded to (ex: Today, Russia > Moscow, packs 001-049 were uploaded.), the total number of packs that were collected in the city whose packs are being photographed, and the total number of packs that have been photographed for that particular city (ex: 49 packs of a total of 156 packs collected in Moscow have been photographed to date.).

**\*Important:** Dropbox will only upload the photos while the computer is on and connected to the internet. Allow time for the photos to sync with Dropbox before shutting down the computer and logging out.

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