

Imaging Instruction Guide

Updated 08/30/2022

Part One: Producing Images

Our overall goal is to generate images of the packs that are the highest possible quality by following 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.

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 on a diagonal.
-

Setup Overview:

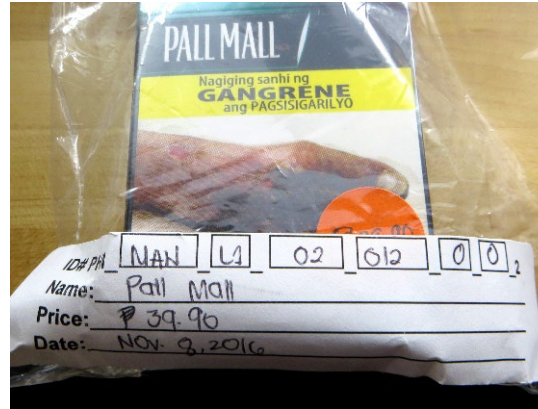
The lights should be placed at the front corners of the light tent, as shown.

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



Photography Procedure

1. Prior to beginning photography, ensure the lights in the room are turned off, doors are shut, and the LED lights are turned to the highest function.










- a. **First**, photograph the unique ID number with the package inside to keep track of each unique ID and pack.
- b. If the price sticker is attached to the pack, remove it before proceeding.
- c. Next, snap the front (0°) and back (180°) of each pack with the cellophane on, if applicable.
Note: Make sure anything printed on the cellophane itself is captured. Review cellophane photos to be certain of decent quality and not blurry before proceeding to remove the cellophane, as these shots cannot be retaken once it is removed. Place the cellophane safely inside of the pack's Ziploc bag before moving on to the next step. It is important to remove the cellophane because it creates a glare when photographed.
- d. To shoot the remaining angles of the tobacco package, refer to the following pages:
 - i. Cigarettes and HTP sticks: pages 4-6
 - ii. Disposable e-cigarettes and pre-filled pods: pages 7-11
 - iii. E-cigarette liquids: pages 12-15
 - iv. Nicotine pouches: pages 16-17
- Note:** Photos must be taken in the order on the chart, so that IGTC staff will be able to discern between different sides.
- e. Keep the chart open while photographing packs for reference.
- f. In order to keep track of the packages, photograph ten packs at a time, upload them, then photograph 10 more. Be sure to replace the pack back into its correct plastic bag after photographing.






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



- 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 is used to get closer to the pack, while making sure that the image does not go out of focus.

Cigarettes and HTP sticks

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

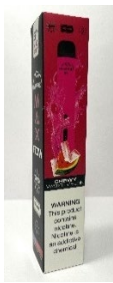

Picture Order #	Picture ID #	Angle	Instructions	Example
1	10	Front with cellophane (0°)	<p>Secure the pack by lining up the edge of the front of the pack directly behind the line drawn in the center of the turntable.</p> <p>Take cellophane pictures in the 0° and 180° positions.</p> <p>Note: For hard packs, the front of the pack is the side where the flip top opens. For soft packs, place the pack on the side to display the tobacco company in the most upright and readable position. <i>Skip these steps if the pack is not wrapped in cellophane and proceed to picture order #3.</i></p>	<p>1  2 </p>
2	11	Back with cellophane (180°)		
3	1	Front (20°)	<p>After the cellophane has been removed, photograph in the following order with the specified angles by turning the turntable once the pack is secured in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable and is lined up with the camera lens: 20°, 0°, 90°, 180°, and 270°.</p>	<p>3  4 </p> <p>5  6 </p> <p>7 </p>
4	2	Front (0°)		
5	3	Right (90°)		
6	4	Back (180°)		
7	5	Left (270°)		

8	8	Flip top open (20°)	<p>With the turntable still set at 0°, open the pack and secure it back in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable. Rotate the turntable so that the camera lens is lined up at 20°.</p> <p>Note: Soft packs will not have a photo taken for this angle, unless additional information or branding is visible when the foil is open.</p>	<p>8</p> 
9	6	Top (0°)	<p>Reset the turntable to 0°. Place the pack so that the edge is lined up with the line at the center. If there is text on the top or bottom of the pack, ensure the text is right side up and readable.</p>	<p>9</p> 
10	7	Bottom (0°)	<p>Detach the camera from the tripod and place it up against the turntable so that the pack is displayed within the focus box on the screen of the camera.</p>	<p>10</p> 
11, 12	9	Stick	<p>Gently secure 1 cigarette to the white sheet on the turntable using the sticky tack. Pick up the camera and get close enough to the turntable so that the corners marked with a red marker are lined up with the corners on the camera's digital screen.</p> <p>Note: If there is text or any other branding present on the stick, place it so that the branding is readable. Multiple angles may need to be shot to capture all branding.</p>	<p>11</p>  <p>12</p> 





12, 13, etc.	12, 13, etc.	Additional features	<p>If there are any further aspects, such as additional stick angles, interesting branding on the cellophane/pull tab or inserts, photograph these last.</p> <p>Note: For inserts, be sure to photograph the front and the back.</p>	<div>13</div> <div>14</div>
-----------------	-----------------	---------------------	---	---


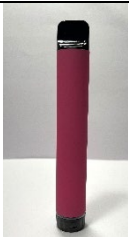

Disposable E-cigarettes and pre-filled pods that are contained in a rectangular pack




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

Picture Order #	Picture ID #	Angle	Instructions	Example
1	17	Front with cellophane (0°)	<p>Secure the pack by lining up the edge of the front of the pack directly behind the line drawn in the center of the turntable.</p> <p>Take cellophane pictures in the 0° and 180° positions.</p> <p>Note: For hard packs, the front of the pack is the side opposite the ingredients side. For soft packs, place the pack on the side to display the brand/manufacturer in the most upright and readable position.</p> <p><i>Skip these steps if the pack is not wrapped in cellophane and proceed to picture order #3.</i></p>	
2	18	Back with cellophane (180°)		
3	1	Front (20°)	<p>After the cellophane has been removed, photograph in the following order with the specified angles by turning the turntable once the pack is secured in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable and is lined up with the camera lens: 20°, 0°, 90°, 180°, and 270°.</p>	<div>  <p>3</p> </div> <div>  <p>4</p> </div>
4	2	Front (0°)		
5	3	Right (90°)		
6	4	Back (180°)		
7	5	Left (270°)		

				<div data-bbox="1423 203 1537 430" data-label="Image"> </div> <div data-bbox="1654 203 1768 430" data-label="Image"> </div> <div data-bbox="1507 552 1612 755" data-label="Image"> </div>
8	8	Flip top open (20°)	<p>With the turntable still set at 0°, open the pack and secure it back in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable. Rotate the turntable so that the camera lens is lined up at 20°.</p> <p>Note: Soft packs will not have a photo taken at this angle, unless additional information or branding is visible when the foil is open. Do not take out the content from the pack for this shot.</p>	<div data-bbox="1459 836 1579 1063" data-label="Image"> </div>
9	6	Top (0°)	<p>Reset the turntable to 0°. Place the pack so that the edge is lined up with the line at the center. If there is text on the top or bottom of the pack, ensure the text is right side up and readable.</p>	





10	7	Bottom (0°)		<div>9 </div> <div>10 </div>
11	9	Front (0°)	<p>Take the device with the soft pack intact from the pack and place it in the center of the red corners on the turntable.</p> <p>Take photos of the front and back of the pack from above, while ensuring the red markings are in the corners of the frame on the camera screen.</p>	<div>11 </div>
12	10	Back (180°)		<div>12 </div>





13	11	Front (0°)	<p>Take the device out of its pack and place it standing up in the middle of the turntable, with the front of the device lined up at 0°.</p> <p>Rotate the turntable to take pictures in the following order with the specified angles: 0°, 180°, 90°, 270°.</p> <p>Note: If there is a cap covering the device, do not take it off the cap. Take pictures of all the above angles first with the cap on, then proceed with repeating the above angles without the cap.</p>	
14	12	Back (180°)		
15	13	Right (90°)		





16	14	Left (270°)		 <p>16</p>
17	15	Top (0°)	<p>Reset the turntable to 0°. Using sticky tack to secure the device on its side, place it so that the edge is lined up behind the line in the center of the turntable.</p> <p>If there is text on the top or bottom of the bottle, ensure the text is right side up and readable.</p>	 <p>17</p>
18	16	Bottom (0°)		 <p>18</p>
19, 20, etc.	19, 20, etc.	Additional features	<p>If there are any further aspects, interesting branding on the cellophane/pull tab or inserts, photograph these last.</p> <p>Note: For inserts, be sure to photograph the front and the back.</p>	



E-cigarette liquids

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

Picture Order #	Picture ID #	Angle	Instructions	Example
1	15	Front with cellophane (0°)	Secure the pack by lining up the edge of the front of the pack directly behind the line drawn in the center of the turntable. Take cellophane pictures in the 0° and 180° positions. Note: Front of the pack is the side opposite the ingredients side. <i>Skip these steps if the pack is not wrapped in cellophane and proceed to picture order #3.</i>	
2	16	Back with cellophane (180°)		
3	1	Front (20°)	After the cellophane has been removed, photograph in the following order with the specified angles by turning the turntable once the pack is secured in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable and is lined up with the camera lens: 20°, 0°, 90°, 180°, and 270°.	<div>   </div> <div>   </div>
4	2	Front (0°)		
5	3	Right (90°)		
6	4	Back (180°)		
7	5	Left (270°)		

				 <p>7</p>
8	8	Flip top open (20°)	<p>With the turntable still set at 0°, open the pack and secure it back in place with the front edge of the pack directly behind the line drawn in the center of the sheet on the turntable. Rotate the turntable so that the camera lens is lined up at 20°.</p> <p>Note: Do not take out the liquid bottle from the pack for this shot.</p>	 <p>8</p>
9	6	Top (0°)	<p>Reset the turntable to 0°. Place the pack so that the edge is lined up with the line at the center. If there is text on the top or bottom of the pack, ensure the text is right side up and readable.</p>	 <p>9</p>
10	7	Bottom (0°)		 <p>10</p>

11	9	Front (0°)	<p>Take the bottle out from its pack and place it standing up in the middle of the turntable, with the front of the pack lined up at 0°.</p> <p>Rotate the turntable to take pictures in the following order with the specified angles: 0°, 180°, 90°, 270°.</p>	 <p>11</p>
12	10	Back (180°)		 <p>12</p>
13	11	Right (90°)		 <p>13</p>
14	12	Left (270°)		 <p>14</p>







15	13	Top (0°)	Reset the turntable to 0°. Using sticky tack to secure the bottle on its side, place it so that the edge is lined up behind the line in the center of the turntable. If there is text on the top or bottom of the bottle, ensure the text is right side up and readable.	 
16	14	Bottom (0°)		
17, 18, etc.	17, 18, etc.	Additional features	<p>If there are any further aspects, interesting branding on the cellophane/pull tab or inserts, photograph these last.</p> <p>Note: For inserts, be sure to photograph the front and the back.</p>	




For packs of e-cigarette products that have shapes other than those specified in this protocol, like the packs below, capture all sides that contain printing.



Nicotine Pouches

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

Picture Order #	Picture ID #	Angle	Instructions	Example
1	1	Front (0°)	Put the pack lying flat on the turntable. Take the picture from above the pack. Ensure that the text on the top or bottom of the pack is right side up and readable.	1 
2	2	Bottom (0°)		2 
3	3	Front (0°)	Place the pack in the middle of the turntable, with the front of the pack lined up at 0°. Rotate the turntable to take pictures in the following order with the specified angles: 0°, 180°, 90°, 270°.	3 
4	4	Back (180°)		4 
5	5	Right (90°)		5 
6	6	Left (270°)		6 

7	7	Top, open (0°)	Open the pack without removing the pouches from the pack. Take a picture from above the pack.	7 
8	8	Front (0°)	Take one nicotine pouch from the pack and place it in the center of the red corners on the turntable. Take photos of the front and back of the pouch from above, while ensuring the red markings are in the corners of the frame on the camera screen.	8 
9	9	Back (180°)		9 
10, 11, etc.	10, 11, etc.	Additional features	If there are any further aspects, interesting branding on the lid or inserts, photograph these last. Note: For inserts, be sure to photograph the front and the back.	

Uploading to Dropbox

After photographing ten packs, the in-country partner will begin to upload the images to Dropbox so that IGTC staff can review the images.

- Step One: Remove the memory card from the camera and insert the memory card into the reader, then into a USB port.
- Step Two: Open the Dropbox folder on your computer (Start>My Computer>Dropbox).
 - A. The Dropbox drive will appear just like any other drive on your computer.
 - B. Open the shared “Professional Photos” folder from IGTC Staff, then open the folder for the appropriate city.
 - C. IGTC Staff has already created folders for each neighborhood and product type. Open the folder for the corresponding neighborhood (ex: H1) and product type (ex: HTP).
- Step Three: Create a new folder for each ID number as you upload the corresponding pack images.
 - A. Create a new folder for the first set of images, using their pack number in the unique ID. (ex: 001)
- Step Four: Open a new Finder window and open the files from the memory card.
 - A. View as thumbnails.
 - B. Copy and paste the corresponding images into the labeled folder.
 - C. Rename the images using the following name convention: product type_pack number_picture ID. Example: For an e-cigarette liquid, pack # 045, front (0°) without cellophane, the name of the image is E_045_2
 - D. Repeat this process for every new pack.
- Step Five: Feedback.
 - A. Check that the files have been uploaded successfully by opening one of the images.
 - B. Contact IGTC staff to notify them that the first ten packs have been uploaded.
 - C. After receiving feedback, complete any necessary retakes, then proceed to the next 10 packs.
 - D. After the first ten packs have been approved, IGTC staff will notify the in-country partner of the schedule for feedback for the rest of the packs.

- E. ***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.