



Photography Guidelines R3 for USBC Supplement

1. Use a Digital Camera set to 5 Mega Pixels with a preferable .jpg output.
2. Five (5) images will be taken of each can, rotate can clockwise approximately 90 degrees to take a total of 4 side images plus 1 can lid (top).
 - a. One (1) Face Cans
 - i. Label Centered
 - ii. Seam Left, Center on Best Image
 - iii. Seam Centered
 - iv. Seam Right, Center on Best Image
 - v. Can Lid (top)
 - b. Two (2) Face Cans
 - i. With Seam Left, Label 1 Centered
 - ii. Seam Centered
 - iii. With Seam Right, Label 2 Centered
 - iv. Center the intersection between Label 1 & Label 2
 - v. Can Lid (top)
3. Zoom lens in to enlarge image such that there is a small surrounding field of gray background. Max enlargement should not include an electronic zoom.
4. The .jpg file size should be in the range of 2.2 MB.
5. If your camera has a white balance feature, set it to match a white inkjet piece of paper in the range of a 96 brightness level.
6. Center of lens axis should be about 1/3 down from the top of a 12 oz. can **and perpendicular to the face of the can. Please DO NOT photograph a can image that includes both the face of the can and a portion of the top of the can, since this distorts the image and will likely result in our asking you to reshoot the images.**
7. Use an overhead fluorescent light with a color Temperature (Degrees Kelvin) of 5000K, if at all possible. This bulb rating also comes in an incandescent base design. If

something else is used, please identify with the images sent. A flash should not be necessary.

8. Use an F stop equal to or greater than 6.3 and a shutter speed of 1/60 second.
9. **Remove** any can wrap that might be present.
10. Hold or Mount Camera parallel to can and maintain steadiness.
11. Use a photo box or equivalent to prevent reflections, glare, and movement. There should be a light colored gray background in back of the can (approximately 8 inches behind the can). The remainder of the can should be surrounded by a white poster board in the shape of a parabola (approximately 1 ½ feet wide and approximately 2 ½ feet long). Cut a hole in the white poster board for the lens. The diameter of the hole should be ¼ inch smaller than the diameter of the glass portion of the lens. Color the cut inside surface of the hole with a black Sharpie.
12. **Hold** your camera lens **NO** closer than 18 inches from the can to be photographed (This distance can also be greater than 18 inches). This should prevent distortion of the can image. Being too close to the can you are photographing will give you something way different than a rectangle.
13. In **ADDITION** to the image, document and send the following information, preferably in an Excel Spread Sheet:
 - a. Brand Name
 - b. Identify the can number in the USBC V1 or V2 that is the closest to the can you are presenting.
 - c. State specifically the difference between the can you have photographed and the closest can pictured in the USBC V1 or V2.
 - d. Your name, BCCA #, phone number, e-mail address, and date.
 - e. Your best estimate of a Can Number consistent with the USBC Supplement Numbering System
14. Send Images & Description of Differences / Errors to:
 - a. Flats and Cones – John Page, jjjoeybo@aol.com and Bruce Gregg, btgregg@earthlink.net
 - b. Tabs – Jim Wolf, jwolf@goeaston.net and Bruce Gregg, btgregg@earthlink.net
15. Thank you very much for your contribution!