TRAINING PROGRAM OF INSTRUCTION (TPI)

For

DINFOS-VIM

VISUAL INFORMATION MANAGEMENT COURSE

Approved by:

KECK.GARY.
LEE.1075256589

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DN: c=US, o=U.S. Government,
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Date: 2009.07.31 16:11:46 -04'00'

Commandant, Defense Information School
Supersedes TPI Dated 1 October 2005

Visual Information Management Course
Training Program of Instruction

CONTENTS

Visual Information Management Course 1

Preface 3

Functional Area 1 The Visual Information Process

VI Guidance (Policy And Doctrine) 5

VI Operations 7

Functional Area 2 Customer Service and Budgeting

Logistics and Budgeting 9

Customer Service 11

Functional Area 3 Service Specific Visual Information Management

Service Specific VI Management 12

Functional Area 4 Visual Information Management in Operation

Capstone Project 13

Functional Area 5 Course Administration

Course Administration Activities 14

DEPARTMENT OF DEFENSE
Defense Information School
6500 Mapes Road
Fort George G. Meade, MD 20755-5620

July 22, 2011

MEMORANDUM FOR DINFOS COMMANDANT

SUBJECT: Summary of changes to Visual Information Management (VIM)

Below is a summary of changes to the current TPI for VIM. This request is based on decisions made at the VIM IPR held 15 Jun-2010. These changes will be implemented beginning FY 2011 and are listed below.

- Prerequisites changes listed below:
  - USAF – **Change Enlisted E6 to E5 and Officer O3 to O4**
  - USN – **Change Enlisted E8 to E9**

Course Impact: These changes have no impact on the resources or length of the course.

POC for this action is Ms. Charmaine Bracley, Course Developer, DINFOS, 301-677-4259, Charmaine.bracley@dinfos.dma.mil

Charmaine Bracley
Course Developer
Visual Information Management

1st Endorsement, CG

GARY L. KECK
Colonel, U.S. Army
Commandant

TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-VIM

TITLE: Visual Information Management Course

TRAINING LOCATION: Defense Information School, Ft. George G. Meade, Maryland

SPECIALTY AWARDED: None

PURPOSE: This course provides professional development in the knowledge and skills needed to perform the duties of visual information management.

COURSE DESCRIPTION: The Visual Information Management Course provides in-depth training in the duties required to manage a visual information activity. Students apply pertinent doctrine and policy during seminars and practical exercises to the management of a VI activity. Subjects covered are: ethics, functions of a VI activity, procedures for producing VI productions, VI records management, personnel issues, the budgeting process, equipment/supply management, contracting for services, customer relations, deploying VI assets, strategic planning and an overview of the visual information process within the Department of Defense and its component Services, as well as the future of VI.

PREREQUISITES: DOD military and civilian personnel in the VI/PA/Communication career fields.

SERVICE	ENLISTED	OFFICER	CIVILIAN
USAF	E6-E9 3NXXX	O1-O3; 35XX	GS09-GS13; YA/YC 02; 10XX Series
USN	E5-E8 MC	O1-O3 647X; 165X	YA/YC 02; 10XX Series
USA	E7-E9 25Z	O2-O4	GS09-GS13; YA/YC 02; 10XX Series
USMC	E5-E9 46XX	W1-W2 4602	GS07-GS13; YA/YC 02
USCG	E-5 – E-9	01-04 W2-W4	GS9-GS14

International students: International students attending this course must have an English Comprehension Level (ECL) of 70; be in a VI/PA/Communications career field.

Interagency: Students pay-grade, duty position description, and selection in accordance with specific agency guidance, policy and procedures.

SECURITY CLEARANCE: Eligible for secret clearance (USMC)

CLASS SIZE:

Maximum:	24
Minimum:	6
Annual Course Capacity:	144

COURSE LENGTH:

Training Days:	10
Academic Hours:	72.5
Administrative Hours:	7
Total Course Hours	79.5

INSTRUCTOR CONTACT HOURS: 79.5

TYPE/METHOD OF INSTRUCTION:	**HOURS:**
Lecture (L):	33
Demonstration (D):	2
Administrative (Ad):	7
Guest Lecture (GL)/Service Unique:	7.5
Performance Exercise (PE):	2
Written Examination (EW):	4
Performance Examination (EP):	16
Field Trip (FT):	8

TRAINING START DATE: 1 October 2009

ENVIRONMENTAL IMPACT: None. DOD policy was followed to assess the environmental impact.

MANPOWER: The Interservice Training Review Organization (ITRO) formula was used to determine the number of instructors required.

EQUIPMENT AND FACILITIES: The Course Design Resource Estimate (CDRE) contains this information.

TRAINING DEVELOPMENT PROPONENT: Course Development Department, DINFOS Provost, Defense Information School, Fort George G. Meade, MD 20755.

FUNCTIONAL AREA 1
THE VISUAL INFORMATION PROCESS

UNIT TITLE: VI Guidance (Policy and Doctrine)

TPFN: DINFOS-VIM-001-001-

TPFN HOURS AND TYPE: 10.5L

TPFN TOTAL HOURS: 10.5

PREREQUISITE TPFN: None

TASK(S):

001 Identify and discuss the role of VI within DOD
002 Discuss how VI supports key decision makers and senior DOD leadership
003 Identify regulations, directives, and instructions concerning VI within DOD
004 Explain the role and mission of Combat Camera
005 Explain the requirement for imagery accessioning
006 Explain copyright laws
007 Explain and discuss DOD policy on image editing
008 Explain policy on release of imagery

SUMMARY OF INSTRUCTION: Students participate in discussions concerning the role of visual information within the Department of Defense, gaining a greater understanding of the Visual Information manager's responsibilities according to DOD and Service directives, regulations and instructions. Through discussion and lecture, students learn about VI organizational structure, the effects of new/changing roles, including the role and mission of Combat Camera, its units and capabilities and employment in joint operations, as well as technological advances in documentation and transmission of imagery. After identifying key decision makers and senior DOD leadership, students discuss VI support past and present to these stakeholders through real world examples. Students will discuss the responsibilities of managing the life cycle and proper dissemination channels of imagery produced by DOD personnel, including the requirement for and process of imagery accessioning and distribution to internal and external customers, as well as the role of the Defense Imagery Management Operations Center (DIMOC), Defense Visual Information (DVI) and accessioning points. Discussions include copyright laws and their affect on production and distribution of VI products. They also include DOD policy and compliance on image editing of official DOD imagery and imagery release policy. The students must participate in the discussions to a level that is satisfactory to the instructor.

REFERENCES:

- OMB Circular A-130, *Management of Federal Information Resources*
- DODI 5040.02, *Visual Information*
- DODI 5040.03, *DOD Joint Visual Information Services*
- DODI 5040.04, *Joint Combat Camera Operations*
- DODI 5040.05, *Alterations of Official DOD Imagery*
- DODI 5040.06, *Life-cycle Management of DOD Visual Information (VI)*
- Army Regulation (AR) 25-1, *The Army Information Resources Management Program*
- Department of the Army Pamphlet 25-91, *Visual Information Procedures*
- Air Force Instruction (AFI) 33-117, *Multimedia Management*
- OPNAVINST 3104.1, *Naval Visual Information and Combat Camera Program Policy and Responsibilities*
- OPNAVINST 3104.2, *Naval VI Management Policy, Responsibilities, and Procedures*

- OPNAV Instruction 3104.3, *Naval Combat Camera Program Policy, Responsibilities, and Procedures*
- OPNAV Instruction 3104.4, *Naval VI Imagery Management Policies, Responsibilities, and Procedures*
- OPNAV Instruction 3104.5, *Naval VI Production, Replication, Distribution, and Management Information System Policy, Responsibilities, and Procedures*
- MCO 3104.1, *Marine Corps Visual Information and Combat Camera Support Manual*
- US Copyright Act of 1976
- Public Law 754, Title 5, Federal Records Act of 1950
- DOD 5040.6-M-1, *Decision Logic Table Instructions for Recording and Handling Visual Information Material*;
- DOD Directive 5230.9, *Clearance of DOD Information for Public Release;*
- DOD Instruction 6050.5, *DOD Hazard Communication Program;*
- DOD Instruction 6050.1, *DOD Occupational Safety and Health Program*
- Defense Imagery Management Operations Center: http://DODimagery.afis.osd.mil
- Title 17, U.S. Code; Title 44, U.S. Code Section 31 and 36
- www.copyright.gov

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal

FUNCTIONAL AREA 1
THE VISUAL INFORMATION PROCESS

UNIT TITLE: VI Operations

TPFN: DINFOS-VIM-001-002-

TPFN HOURS AND TYPE: 10 L; 2 D; 2 PE; 2 EW; 8 FT

TPFN TOTAL HOURS: 24

PREREQUISITE TPFN: All previous

TASK(S):

001 Identify the functions of a visual information center
002 Explain the VI production process
003 Discuss the importance of maintaining production control
004 Discuss joint operations
005 Explain VI support for contingencies
006 Demonstrate use of Joint Lessons Learned Information System (JLLIS)
007 Discuss civilian personnel issues
008 Discuss military personnel issues
009 Observe operations and receive briefing from the Defense Imagery Management Operations Center (DIMOC)
010 Measurement and feedback (Case Study)

SUMMARY OF INSTRUCTION: Students discuss the various functions VI personnel perform and how technological advancements have changed the way their VI center operates, including the role of graphics, photography, video and emerging technology. After defining production vs. documentation, they will further identify production categories, processes, and production contracting, including preparation of a DD 1995. They will also discuss the importance and use of production control, prioritizing workflow and reporting. Students receive information about deployment of VI assets, to include VI community responsibilities for contingencies and joint operations, both national and multinational; issues such as civilian deployability, inter-agency cooperation, problem areas and use of the Joint Lessons Learned (JLLIS) system. During a field trip, the students will explore the Defense Imagery Management Operations Center (DIMOC) mission, imagery accessioning, collection and dissemination to both internal and external customers. Students participate in discussions on the similarities and differences in managing civilian and military personnel, including working relationships, issues and areas of concern when working with military and civilians. Students are required to complete a case study in which they will use critical thinking skills to apply knowledge and techniques gained in all previous TPFN's. Students will write a paper / presentation offering multiple solutions using alternative methods to solve the situations within the case study appropriately. Students must receive a GO on the case study paper.

REFERENCES:

- DODI 5040.02, *Visual Information*
- DODI 5040.03, *DOD Joint Visual Information Services*
- DODI 5040.04, *Joint Combat Camera Operations*
- AR 25-50, *Preparing and Managing Correspondence*
- SECNAVINST 5216.5C, *Naval Correspondence Manual*
- Multi-Service Tactics, Techniques and Procedures for Combat Camera Operations
- Joint Combat Camera Field Guide
- DOD Directive-Memorandum, Life Cycle Management of DOD VI attachments 1-4
- DODD 3025.1, Military Support to Civil Authorities (MSCA)

- Marine Corps Combat Camera (COMCAM) Concept of Operations (ConOps)
- Marine Corps Warfighting Publication 3.33.7
- Air Force Handout 37-137, *Tongue and Quill*
- Deputy Secretary of Defense Memorandum, "Information Vulnerability and the
- World Wide Web," 24 Sep 98
- OMB Circular A-130, *Management of Federal Information Resources*
- AFI 33-117, *Multimedia Management*
- AR 25-1, *Army Information Management*
- Army Pamphlet 25-91, *Visual Information Procedures*
- STP 11-25Z4-SM-TG, Soldiers Manual and Trainer's Guide MOS 25Z Visual Information Chief
- OPNAVINST 3104.5, *Navy Visual Information Production, Replication, Distribution and Management Information System Policy, Responsibilities and Procedures*
- MCO 3104.1, *Marine Corps Visual Information and Combat Camera Support Manual*
- AR 700-127 Appendix H, *Lesson Learned Writing Guide*
- AR 11-33, Army Lessons Learned Program: System Development and Application
- DOD Manual 1400.25M, *Department of Defense Civilian Personnel Manual*
- DOD Instruction 1422.1, *Hours of Duty*
- DOD Directive 1426.1, *Labor Management Relations in DOD*
- DOD Directive 1430.2, *Civilian Career Management*
- DOD Directive 1430.4, *Civilian Employee Training*
- DOD Manual 1348.33, *Manual of Military Decorations and Awards*
- Marine Corps Combat Camera (COMCAM) Concept of Operations (ConOps)
- DOD 1400.25-M *DOD Civilian Personnel Manual*
- AR 600-200, *Enlisted Personnel Management System*
- AR 672-51, *Military Awards*
- AR 623-205, *Enlisted Evaluation Reporting System*
- MCO P1620.7E, *Performance Evaluation System*
- NAVPERS 155560, *Naval Military Personnel Manual*
- OPNAVINST 1610.10 *Navy Performance Evaluation System*
- AFI 36-2403, *The Enlisted Evaluation System*

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal

FUNCTIONAL AREA 2
CUSTOMER SERVICE AND BUDGETING

UNIT TITLE: Logistics and Budgeting

TPFN: DINFOS-VIM-002-001-

TPFN HOURS AND TYPE: 8.5 L

TPFN TOTAL HOURS: 8.5

PREREQUISITE TPFN: All previous

TASK(S):

001 Define the Program Objective Memorandum (POM) process
002 Explain the process for preparing budgets
003 Identify alternate funding sources
004 Discuss support agreements
005 Describe procedures for life – cycle equipment plans
006 Discuss importance of equipment compatibility
007 Discuss importance of equipment accountability
008 Explain role of contracting office
009 Discuss purchase procedures
010 Explain sole-source justification
011 Explain role of agencies such as TASA/DRMO

SUMMARY OF INSTRUCTION: Students will be provided information on the overall budget system and the process by which the Services create a Program Objective Memorandum (POM), including the Planning, Programming and Budgeting System (PPBS). Students receive instruction on how to prepare a budget, including proper budget justification, funding distribution, resource prioritization, funding sources and alternatives, support agreements and their role, life cycle equipment plans, and how to tie budget requirements to unit mission statements and strategic goals. The class discusses procedures to prepare both cyclic and dynamic life-cycle equipment plans, the importance of equipment compatibility and accountability in these plans, and be given examples from which to model their own. Students explain and discuss the role of logistics agencies such as TASA/DRMO in the procurement process, the role of the contracting office on defense procurement, government-wide purchase card and vendor interaction, the procedures and requirements for sole-source justification, and making smart purchasing decisions. The students must participate in the discussions to a level that is satisfactory to the instructor.

REFERENCES:

- DOD Instruction 4000.19, *Interservice and Intragovernmental Support*
- DOD Instruction 7045.7, *Implementation of the Planning, Programming, and Budgeting System*
- DOD Directive 7045.14, *The Planning, Programming and Budgeting System*
- DOD Manual 7110.1M, *Department of Defense Budget Guidance Manual*
- DOD 7000.14-R, *Financial Management Regulation*
- DOD 7045.7-H, *FYDP Program Structure*
- DOD 4160.21-M, *Defense Reutilization and Marketing Manual*
- DODI 4715.3, *Environmental Conservation Program*
- DODI 4715.4, *Pollution Prevention*
- MCO P7100.8, *Field Budget procedures*
- Marine Corps Combat Camera (COMCAM) Concept of Operations (ConOps)
- DOD Instruction 7200.10, *Guidance for Accounting and Reporting of Government Property Lost, Damaged, or Destroyed*

- DOD Directive 7200.11, *Liability for Government Property Lost, Damaged, or Destroyed*
- DOD Manual 4160.21, *Defense Reutilization and Marketing Manual*
- T-ASA Web site: http://tasa.DODmedia.osd.mil/main.html
- DRMS Web site: http://www.drms.dla.mil/
- Federal Supply Service Web site: http://www.fss.gsa.gov
- DOD 4140.1-R, DOD Material Management Regulation
- DOD 4000.25-M, Defense Logistics Management System
- DOD 4000.25-1-M, Military Standard Requisitioning and Issue Procedures
- DOD 4120.24-M, DOD Standardization Program, Policies and Procedures
- DODI 4161.2, Management, Control and Disposal of Government Property in the Possession of Contractors
- Army Regulation 735-5, Policies and Procedures for Property Accountability
- Federal Acquisition Regulation Part 13, Simplified Acquisition Procedures
- Defense Acquisition Regulation
- USAF Internal Procedures for Using the International Merchant Purchase Authorization Card
- (IMPAC), 28 Apr 97
- DOD 4000.25-M, Defense Logistics Management System
- DODI 4100.33, Commercial Activities Program Procedures
- DOD 4205.1-G, Guide to the Defense Acquisition Regulation for Small Business, Small Disadvantaged Business, Women-owned Business
- Title 10 U.S. Code
- DOD 7000.14-R, Department of Defense Financial Management Regulations

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal

FUNCTIONAL AREA 2
CUSTOMER SERVICE AND BUDGETING

UNIT TITLE: Customer Service

TPFN: DINFOS-VIM-002-002-

TPFN HOURS AND TYPE: 3 L; 2 EW

TPFN TOTAL HOURS: 5

PREREQUISITE TPFN: All previous

TASK(S):

001 Analyze good customer relations
002 Describe ways to market service to mission critical customers
003 Explain alternative sources and their importance
004 Describe contents and use of a VI Manager's continuity book
005 Measurement and feedback (Case Study 2)

SUMMARY OF INSTRUCTION: Students identify contents of a continuity book to assist them in performing their duties as a VI Manager. As a VI manager, they are responsible for preparing correspondence and should be aware of sources within their particular Service to improve their writing skills. Customer service plays a vital role in any business and the military is no different. Students explore the importance of customer relations in the operation of a VI center, discussing ways to make VI viable by learning to identify key customers (internal and external) and stakeholders, how to market VI services and the impact of these services on the unit mission. Students will understand how to use production reports and work orders to justify additional resources, including use of alternative sources. The students must participate in the discussions to a level that is satisfactory to the instructor. Students are required to complete a case study in which they will use critical thinking skills to apply knowledge and techniques gained in all previous TPFN's. Students will write a paper / presentation offering multiple solutions using alternative methods to solve the situations within the case study appropriately. Students must receive a GO on the case study paper/presentation.

REFERENCES:

- Navy Customer Service Manual
- AFI 33-117, *Multimedia Management*
- AR 25-1, *The Army Information Resources Management Program*
- Army Pamphlet 25-91, Visual Information Procedures
- OPNAVINST 3104.1, *Naval Visual Information and Combat Camera Program Policy and Responsibilities*
- OPNAVINST 3104.2, *Naval VI Management Policy, Responsibilities, and Procedures*
- OPNAV Instruction 3104.3, *Naval Combat Camera Program Policy, Responsibilities, and Procedures*
- OPNAV Instruction 3104.4, *Naval VI Imagery Management Policies, Responsibilities, and Procedures*
- OPNAV Instruction 3104.5, *Naval VI Production, Replication, Distribution, and Management Information System Policy, Responsibilities, and Procedures*
- MCO 3104.1, *Marine Corps Visual Information and Combat Camera Support Manual*

INSTRUCTOR/STUDENT RATIO: 1:24 (L)
SAFETY FACTORS: Normal

FUNCTIONAL AREA 3
SERVICE SPECIFIC VISUAL INFORMATION MANAGEMENT

UNIT TITLE: Service Specific VI Management

TPFN: DINFOS-VIM-003-001-

TPFN HOURS AND TYPE: 7.5 GL

TPFN TOTAL HOURS: 7.5

PREREQUISITE TPFN: All previous

TASK(S):

001 Receive information on current issues in Army VI
002 Receive information on current issues in the Marine Corps VI
003 Receive information on current issues in Navy VI
004 Receive information on current issues in Air Force VI
005 Receive information on current issues in Coast Guard PA

SUMMARY OF INSTRUCTION: Service representatives will brief students on current issues related to Visual Information / Public Affairs communities within each Service. Students will gain an understanding of each Services' operating strategies, operational support and way ahead for these communities. The students must participate in the discussions to a level that is satisfactory to the service specific instructor.

REFERENCES:

- AFI 33-117, *Multimedia Management*
- MCO 3104.1, *Marine Corps Visual Information and Combat Camera Support Manual*
- OPNAVINST 3104.1, *Naval Visual Information and Combat Camera Program Policy and Responsibilities*
- OPNAVINST 3104.2, *Naval VI Management Policy, Responsibilities, and Procedures*
- OPNAV Instruction 3104.3, *Naval Combat Camera Program Policy, Responsibilities, and Procedures*
- OPNAV Instruction 3104.4, *Naval VI Imagery Management Policies, Responsibilities, and Procedures*
- OPNAV Instruction 3104.5, *Naval VI Production, Replication, Distribution, and Management Information System Policy, Responsibilities, and Procedures*
- AR 25-1, *The Army Information Resources Management Program*
- Army Pamphlet 25-91, Visual Information Procedures

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal

FUNCTIONAL AREA 4
Visual Information Management in Operation

UNIT TITLE: Capstone Project

TPFN: DINFOS-VIM-004-001-

TPFN HOURS AND TYPE: 1 L; 16 PE

TPFN TOTAL HOURS: 17

PREREQUISITE TPFN: All previous

TASK(S):

001 Develop work center strategic plan (targeted to increasing value to the mission)

SUMMARY OF INSTRUCTION: In this exercise, students prepare and present their CAPSTONE project encompassing knowledge, techniques and skills gained in the entire course. Students will use information learned during the course to research and develop a strategic plan targeted to increasing value of their current work center to the mission of their present unit and Service strategic goals. An instructor panel based on a pre-disseminated checklist will critique projects/presentations.

REFERENCES:
All previous

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal

FUNCTIONAL AREA 5
COURSE ADMINISTRATION

UNIT TITLE: Course Administration Activities

TPFN: DINFOS-VIM-005-001-

TPFN HOURS AND TYPE: 7 AD

TPFN TOTAL HOURS: 7

PREREQUISITE TPFN: None

TASK(S):

001 In-processing
002 End-of-course survey
003 Closing Ceremony
004 Complete Out-processing

SUMMARY OF INSTRUCTION: Self-explanatory

REFERENCES: DINFOS Policy and Procedures Manual

INSTRUCTOR/STUDENT RATIO: 1:24 (L)

SAFETY FACTORS: Normal