TRAINING PROGRAM OF INSTRUCTION (TPI)

FOR

DINFOS-CMC and DINFOS-CMC-DL

CONTENT MANAGEMENT COURSE and
CONTENT MANAGEMENT COURSE – DISTRIBUTED LEARNING

Approved by:

MARTIN DOWNIE, Colonel, USA
Commandant Defense Information School
Supersedes TPI dated 12 March 2012

CONTENT MANAGEMENT COURSE

TRAINING PROGRAM OF INSTRUCTION

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TRAINING PROGRAM OF INSTRUCTION

Preface

TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN): DINFOS-CMC and DINFOS-CMC-DL

TITLE: Content Management Course and Content Management Course – Distributed Learning

TRAINING LOCATION: Defense Information School, Fort Meade, MD and the DINFOS Blackboard Learning Management System.

PURPOSE: To provide the knowledge and skills required to perform the duties of an editor/content manager.

TRAINING METHODOLOGY: Resident and nonresident. The distributed learning course is aligned with the resident course. The two course offerings are equivalent in content, scope and depth.

COURSE DESCRIPTION: The graduate is prepared to perform the duties of an editor/content manager of all communication products. The course covers the application of the latest techniques and theory from military and civilian experts in layout and design, journalism, imagery, graphics and Internet-based capabilities. It provides experienced military communicators with advanced instruction in determining and refining content, designing attractive and functional products, coaching writers and photographers, making ethical decisions, and staff management. Students receive comprehensive training in adapting techniques through publication redesigns and critiques. The course will culminate in an improvement presentation.

SERVICE PREREQUISITES:

Service	Prerequisites:	Notes:
USA		
Enlisted	E-4 through E-6 MOS 46 qualified; E-7 and above 46 Series MOS qualified	
Civilian	GS-07 or above, GS-1035, 1082, 1087, 1001 in an editor position.	
USAF		
Enlisted	E-4 through E-6; AFSC 3N0X5; Graduate of DINFOS-BPAS-W, DINFOS-BPASC, DINFOS BPASC-ADL-NR/R, DINFOS-BPJC-USAF, DINFOS-BSP or AFIS-BJC; completion of CDC 3N055; 6 months experience on a print or electronic publication.	
Civilian	GS-07 and above; Graduate of DINFOS-PAOQC, DINFOS-PAQC, AFIS-PAOC, DINFOS-BPAS-W, DINFOS-BPASC, DINFOS-BPASC-ADL/NR/R, DINFOS-BPJC-USAF, DINFOS-BSP or AFIS-BJC or 6 or more college Journalism credits; 6 months experience on a print or electronic publication.	
USN		
Officer	Graduate of DINFOS-PAQC, DINFOS-PAOQC or AFIS-PAOC or have completed 15 or more college journalism credits; nominated by PAO detailer.	

Enlisted	E-4 and above; In the MC rating and nominated by MC Enlisted detailer.
Civilian	GS-09 or above; Series 1035 or 1082; graduate of DINFOS-PAOQC, DINFOS-PAQC, AFIS-PAOC, DINFOS-BPAS-W, DINFOS-BPASC, DINFOS-BMCSC, or AFIS-BJC or have completed 15 or more college journalism credits; 1 year experience on a military news publication; nominated by CHINFO.
USMC	
Enlisted	E-3 and above with MOS 43XX; Graduate of DINFOS-BPAS-W, DINFOS-BPASC, AFIS-BJC, DINFOS-PAOQC, DINFOS-PAQC or AFIS-PAOC. Requests for waivers must be routed through HQ DivPA to the DINFOS commandant.
USCG	
Enlisted	E-4 and above; Graduate of DINFOS-BPAS-W, DINFOS-BPASC, DINFOS-BPASC-ADL-NR/R; or AFIS-BJC; and 6 months field experience.
International	
CMC-DL is not open to international students.	

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Students attending CMC in residence must score an 85 on the English Comprehension Level (ECL) test. Due to the extensive amount of writing required for the course, international students must have a solid understanding of English language usage, grammar and syntax. Graduate of DINFOS-BPAS-W, DINFOS-BPASC, AFIS-BJC, DINFOS-PAQC, DINFOS-PAOQC, AFIS-PAOC or have completed 15 or more college journalism credits or 1 year experience on a newspaper staff. These requirements cannot be waived.

Interagency

GS-07 and above, Series 1035 or 1082 in an editor position.

COURSE PREREQUISITES: See Army Training Requirements and Resources System (ATRRS) website (https://www.atrrs.army.mil/atrrscc/). Use school code 212.

CLASS SIZE:	**Resident**	**Non-resident**
Maximum	16 students	16 students
Minimum	8 students	8 students
Annual capacity	48 students	28 students

COURSE LENGTH:

Academic Hours	149 hours	8 Weeks
Administrative Hours	11 hours	N/A
Total Course Length	20 days	56 days

TYPE/METHOD OF INSTRUCTION:	Resident	Non-resident
Lecture (L)	64 hours	Online
Demonstration (D)	1 hours	1 Demonstration
Performance Exercise (PE)	56 hours	4 Performance Exercises
Exam Performance (EP)	28 hours	3 Performance Exams
Written Exam (EW)	2 hours	1 Written Exam
Administrative (AD)	11 hours	N/A

COURSE MEASUREMENT PLAN: Located in the Course Training Standard.

TRAINING START DATE: 6 August 2015

ENVIRONMENTAL IMPACT: None

MANPOWER: The Inter-service Training Review Organization (ITRO) formula was used to determine the number of instructors required. The Course Design Resource Estimate (CDRE) contains this information.

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

TRAINING DEVELOPMENT PROPONENT: Defense Information School, Directorate of Training, Fort George G. Meade, MD 20755

REFERENCES: Located in the last section of this TPI.

SAFETY FACTORS: Routine.

POC: Course Development Department, Mr. Jorge Gonzalez, jorge.l.gonzalezjr.ctr@mail.mil, (301) 677-3266.

FUNCTIONAL AREA 1
COMMUNICATION MANAGEMENT

TRAINING OUTCOMES:

UNIT 001 MANAGEMENT: Students will gain publication management, organization skills and familiarization with Department of Defense and service publications policies. They will understand the contractual responsibilities of military publications.

UNIT 002 WEB COMMUNICATIONS: Students will identify and apply the basic principles and techniques of creating online publications and how to maximize Internet-based capabilities to enhance the public affairs mission. Students will discuss the variances of social media, online publications and traditional newspapers. They will practice publication management and online publication techniques through unit performance exercises and a classroom presentation. Knowledge gained in this functional area will be further assessed in the final Capstone Project.

FUNCTIONAL AREA 2
CONTENT

TRAINING OUTCOMES:

UNIT 001 COACHING: Students will learn how to coach writers as a way to improve writers versus fixing poorly written copy. They will learn the importance of coaching, which will better train their staff members and prepare them for increased responsibility on a military publication.

UNIT 002 EDITING: Students will identify the principles and contemporary techniques in news, feature, editorial, and commentary writing, and how to apply copy-editing techniques. They will critique publications and recommend improvements, and will learn how to correct content weaknesses in their publications.

UNIT 003 COMMENTARY/EDITORIAL WRITING: Students will write a commentary or editorial. They will learn the purpose, structure, and differences of commentaries and editorials, and how they can support command policies. Knowledge gained in this functional area will be further assessed in the final Capstone Project.

FUNCTIONAL AREA 3

DESIGN

TRAINING OUTCOMES:

UNIT 001 DESIGN TECHNIQUES: Students will learn advanced skills in military publication production. They will apply the latest techniques and theory from military and civilian experts toward enhancing service command/internal information programs with more effective publications. Students will learn how to redesign their publication pages following the principles of modular design and analyzing reader eye-tracking studies.

UNIT 002 PHOTOJOURNALISM: Students will learn advanced photojournalism techniques, which includes photo editing principles, electronic imaging ethics, electronic imaging use in desktop publishing, and effective multi-image designs. Knowledge gained in this functional area will be further assessed in the final Capstone Project.

FUNCTIONAL AREA 4

CAPSTONE PROJECT

TRAINING OUTCOMES:

UNIT 001 CAPSTONE PROJECT: The Capstone Project consists of performance exercises where students practice their skills in publication critique, redesign and justification. They will undergo peer critiques of their publications and research multiple proposed improvements to the publications. Students will facilitate publication improvement by using effective coaching techniques and avoiding design pitfalls. They will write proposed improvements and an executive summary justifying their specific redesign projects. Students will practice effectively "selling" the publication improvements they recommend. The Capstone Project will provide students skills in improving the overall design of their publication and presenting the refined proposals to their commands.

FUNCTIONAL AREA 5
COURSE ADMINISTRATION

TRAINING OUTCOMES:

UNIT 001 COURSE ADMINISTRATION: During this time students records will be created, updated, and archived. Students perform in-processing and out-processing that includes receiving a course and school orientation, receiving information assurance training for proper computer and network use, completing an end-of-course survey, and the course culminates with a graduation ceremony.

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