

**TRAINING PROGRAM OF INSTRUCTION (TPI)**  
**FOR**  
**DINFOS BMCSC-USN**  
**BASIC MASS COMMUNICATION SPECIALIST COURSE**



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**BASIC MASS COMMUNICATION SPECIALIST COURSE  
TRAINING PROGRAM OF INSTRUCTION**

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# TRAINING PROGRAM OF INSTRUCTION

## Preface

**TRAINING PROGRAM OF INSTRUCTION FILE NUMBER (TPFN):** DINFOS-BMCSC-USN

**TITLE:** Basic Mass Communication Specialist Course

**TRAINING LOCATION:** Defense Information School, Fort Meade, MD

**PURPOSE:** To produce a Basic Mass Communication Specialist 'A-School' graduate able to write stories, shoot story-telling pictures and video, and deliver that information in multiple formats to multiple customers from anywhere in the world.

**SPECIALTY AWARDED:** Basic Mass Communication Specialist

**TRAINING METHODOLOGY:** Resident only

**COURSE DESCRIPTION:** The Basic Mass Communication Specialist Course integrates concepts and skills from both the public affairs and visual information career fields, including journalistic writing, still photography, video documentation, digital graphic design, interactive multimedia and web design, and digital print production. Instruction of public affairs concepts and principles includes both internal and external communications with command, community and media, as well as the preparation of information for release to report news and command information in accordance with applicable DoD directives. Students produce a variety of written products to include news and feature stories, leads, headlines, video scripts, programs, Web content, etc., applying the fundamentals of print journalism.

After a study of photographic theory, including optics, light and color theory, exposure, lighting principles and composition, students use digital cameras to capture still imagery, documenting both controlled and uncontrolled action to communicate DoD themes and messages. Students apply the fundamental principles of video documentation and production to create motion picture visual information products supporting military training and operations, public affairs, joint operations, and studio missions. The digital multimedia portion of the course provides students with the fundamentals of design and layout, including digital color theory, typography, digital illustration, raster-based graphics, and digital page layout, including websites and interactive multimedia products for both projected media and hard copy output. In a fully equipped digital production lab, students acquire the basic skills and technical knowledge to manage print production workflow, operate and perform operator level maintenance on digital production equipment and post-production finishing operations, including in-line and traditional bindery equipment, and apply color management principles and procedures for RIP-based printing. The course culminates in a final capstone exercise using scenario-based training in a field-training environment where students demonstrate their ability to integrate and apply the diverse skills attained throughout the course.

**SERVICE PREREQUISITES:**

Service	Prerequisites:	Notes:
<b>USN</b>		
Enlisted	E-1 through E-5 ASVAB: VE + AR = 115 US Citizen Remaining enlistment of 5 years Must be eligible to obtain a SECRET clearance	
<b>International</b>		
Not eligible for BMCSC-USN		

**COURSE PREREQUISITES:** None

**CLASS SIZE:**

MAXIMUM        24  
MINIMUM        12  
COURSE CAP    168

**COURSE LENGTH:** 122 days

ACADEMIC HOURS:        966 hrs  
ADMINISTRATIVE HOURS:        22 hrs  
TOTAL COURSE HOURS:        988 hrs

**TYPE/METHOD OF INSTRUCTION:**

1. Lecture (L) 159 hrs
2. Demonstration (D) 92 hrs
3. Performance Exercise (PE) 508 hrs
4. Exam Performance (EP) 205 hrs
5. Written Examination (EW) 2 hrs
6. Administrative Hours (AD) 22 hrs

**COURSE MEASUREMENT PLAN:** Located in the Course Training Standard

**TRAINING START DATE:** 3 December 2014

**ENVIRONMENTAL IMPACT:** No environmental impact.

**MANPOWER:** The Inter-service 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:** Defense Information School, Office of the Provost, Fort George G. Meade, MD 20755

**REFERENCES:** Located in the last section of this TPI.

**SAFETY FACTORS:** Students are reminded that there may be tripping and electrical hazards within the classroom, as well as the possibility of repetitive stress injuries when using computer systems.

**POC:** Course Development Department [DINFOSDOTCourseDeveloper@DINFOS.DMA.mil](mailto:DINFOSDOTCourseDeveloper@DINFOS.DMA.mil), 301-677-2038

## **FUNCTIONAL AREA 1 MEDIA STUDIES – PART I**

### **TRAINING OUTCOMES:**

**UNIT 001 PUBLIC AFFAIRS FUNDAMENTALS:** Students identify the U.S. Navy mission and their role in supporting that mission as public affairs professionals, including an examination of the public affairs principles of accountability, full disclosure, expeditious release, message alignment, and ethics. After exploring the U.S. Navy's public affairs organizational structure (including the Office of the Chief of Information, its field activities and their missions), and examining Department of Defense principles of information, students research the creation of and uses for public affairs guidance. Using their understanding of ethical and legal behavior as it applies to public affairs including conflict of interest, defamation, libel, privacy rights, and copyright laws, students demonstrate an understanding of proactive and reactive public affairs postures, and use the research, planning, implementing, and evaluating model in public affairs planning. Students assess the concept and execution of an internal information program, and explore community relations programs within the Department of the Navy, including policies, resources, and the ways they may support such programs.

**UNIT 002 NEWSWRITING:** Students explore the concept of communication and its forms, functions, model and elements. Students identify types of mass communication, their functions, practice active listening and note-taking skills, demonstrate an understanding of basic office administrative skills, including file management and organization. Using their knowledge of the functions of news and newsgathering, students assess the newsworthiness of a given situation and explain how to publish and distribute public affairs products. Students examine types of stories used in military publications and how information is obtained for those stories. Students research information, write various types of headlines, leads, bridges, and news stories for internal and external audiences. In accordance with Associated Press Stylebook and U.S. Navy Style Guide, students write several types of stories including general, advance, pre-deployment, mission and localized. In all of their work, students demonstrate an understanding of basic English skills, grammar, verbal communication, and effective writing theories, using copy-editing symbols to identify and correct errors.

**UNIT 003 DIGITAL PHOTOGRAPHY FUNDAMENTALS:** After a study of photographic theory, including optics, light and color theory, exposure, lighting principles and composition, students capture effective still imagery, which is correctly focused and exposed, and properly color balanced. Using digital imaging and graphics software to perform ethical image editing, image management, students produce and package imagery in various formats for distribution and archiving. Students correctly prepare all imagery and products for accessioning in compliance with DoD Visual Information (VI) policy, assigning correct Visual Information Record Identification Numbers (VIRIN), and writing proper captions in accordance with DoD policy, the Associated Press Stylebook, and the U.S. Navy Style Guide.

## **FUNCTIONAL AREA 2 MEDIA STUDIES – PART II**

### **TRAINING OUTCOMES:**

**UNIT 001 PUBLIC AFFAIRS FUNDAMENTALS:** Students apply media relations concepts pertaining to public affairs within the Department of the Navy, including ground rules, planning, and media escort. In accordance with DoD guidelines for the release of information, students write initial and follow-up accident/incident releases. After selecting appropriate media types for communication of timely, accurate information to specific publics, students respond in writing to queries from media organizations, and discuss proper preparation for on-camera interviews.

**UNIT 002 FEATURES:** After being introduced to terminology common to creative and feature writing, students examine interview techniques, different types of leads and transitions, and other story-telling devices of fiction writers, including the use of figurative language, description, quotes, and biographical information. Student select suitable topics, then collect pertinent information, organize, write, and revise both news and human-interest feature stories.

**FUNCTIONAL AREA 3**  
**APPLIED DIGITAL PHOTOGRAPHY**

**TRAINING OUTCOMES:**

**UNIT 001 APPLIED DIGITAL PHOTOGRAPHY:** Students apply the knowledge and skills acquired during the Digital Photography Fundamentals unit to document military events and communicate command themes and messages. Students practice multiple flash lighting in a studio setting, use portable lighting to document crime scene and investigative scenarios, and produce on-scene portraits. Using internet-based capabilities, students produce a picture story for distribution, adhering to DoD VI standards for ethical image enhancement, captioning, and release.

## **FUNCTIONAL AREA 4 VIDEO FUNDAMENTALS**

### **TRAINING OUTCOMES:**

**UNIT 001 VIDEO DOCUMENTATION:** Students apply the fundamental principles of video documentation and production to create visual information products supporting military training and operations, public affairs, joint operations, and studio missions. Using these fundamentals, which include video camera operations, shot sequence, field of view, shooting strategies and audio and lighting techniques, students apply video framing, composition, and visualization to capture video stories of controlled and uncontrolled action. Applying their knowledge of storyboarding, script writing, audio and non-linear video editing, and the export of final products for distribution, students produce video documentation and video stories of military events and features in support of DoD themes and messages.

## **FUNCTIONAL AREA 5**

### **DIGITAL MULTIMEDIA, WEB DESIGN, & PRINT PRODUCTION**

#### **TRAINING OUTCOMES:**

**UNIT 001 VECTOR-BASED GRAPHIC DESIGN:** After a study of the principles and elements of design, students demonstrate their proficiency with vector-based graphic design, including the proper use of layers, Bézier curves, paths, anchor points, and viewing modes, to reproduce logos or other media, and to create original digital illustration projects. Application of basic layout principles, design fundamentals, color theory, copyright laws, and knowledge of output medium constraints are emphasized in all tasks.

**UNIT 002 RASTER-BASED GRAPHIC DESIGN:** Students demonstrate technical proficiency in the use of raster-based graphic design software, including an understanding of non-destructive image editing, proper use of color modes, color adjustments, and image/data compression techniques for distribution of digital multimedia products in various file formats matching customer requirements. Students perform ethical image editing techniques in compliance with DoD Visual Information policy and regulations. Application of basic layout principles, design fundamentals, color theory, copyright laws, and knowledge of output medium constraints are emphasized in all tasks.

**UNIT 003 DESKTOP PUBLISHING OPERATIONS:** Students use raster-based, vector-based, and desktop publishing software to combine text, graphics, and digital images to produce original desktop publishing products. Students demonstrate knowledge of digital pre-press dynamics to print hard copy desktop publishing products to a digital color printer. Application of basic layout principles, design fundamentals, color theory, copyright laws, and knowledge of output medium constraints are emphasized in all tasks.

**UNIT 004 WEB DESIGN:** Students discuss communication terms, protocols, computer communications connectivity and various methods to send and receive computer-based files. Students develop and apply their knowledge about the Internet, web browsers, site structure, navigation methods, Section 508 regulations, and contemporary web standards to design and package digital multimedia products for various internet-based media platforms. Using web page design software, students create a web site, including multiple pages with internal and external links. Application of basic layout principles, design fundamentals, color theory, copyright laws, and knowledge of output medium constraints are emphasized in all tasks.

**UNIT 005 INTERACTIVE MULTIMEDIA:** Students use storytelling techniques, interface design, information structure and flow to create interactive multimedia products, using graphics, text, and audio in a navigable, interactive visual presentation. Students assemble a digital portfolio of their work, representative of the variety of public affairs and visual information products created throughout the course. Application of basic layout principles, design fundamentals, color theory, copyright laws, and knowledge of output medium constraints are emphasized in all tasks.

**UNIT 006 DIGITAL PRINT PRODUCTION:** In a fully equipped digital production lab, students acquire the basic skills and technical knowledge to manage print production workflow, operate and perform operator level maintenance on digital production equipment and post-production finishing operations, including in-line and traditional bindery equipment. Students apply color management principles throughout the pre-press and production process, including the application of color working spaces and color profiles to input and output devices in RIP-based print production. Students employ the fundamentals of digital pre-press, print shop operations, finishing and quality assurance to produce professional quality print products and publications in support of DoD missions, themes and messages.

**FUNCTIONAL AREA 6**  
**FIELD TRAINING EXERCISE**

**TRAINING OUTCOMES:**

**UNIT 001 FTX:** Instruction culminates in a capstone exercise using scenario-based training in a field-training environment. Students work individually and in teams to produce a variety of public affairs and visual information products designed to demonstrate their ability to integrate and apply the diverse skill sets attained throughout the course.

## **FUNCTIONAL AREA 7 ADMINISTRATION**

### **TRAINING OUTCOMES:**

**UNIT 001 ADMINISTRATION:** Students are required to complete various administrative tasks necessary for effective course management. Administrative tasks include in-processing and orientation; gear issue and turn-in; out-processing and providing feedback for course critiques; and participation in graduation activities.

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