

# Defense Information School

6500 Mapes Road, Fort Meade, Maryland 20755



## Visual Information Management Training Program of Instruction

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# CONTENTS

<b>COURSE PREFACE</b>	3
<b>SERVICE PREREQUISITES</b>	4
<b>TRAINING TASK INVENTORY</b>	6
<b>COURSE OUTLINE</b>	8
<b>MEASUREMENT PLAN</b>	10
<b>REFERENCES</b>	13

## COURSE PREFACE

### **Purpose**

To provide intermediate-level knowledge and skills in the areas of visual information planning, local archive management and accessioning, as well as administration of budget and equipment lifecycle, visual information training and standard operating procedures in order to fulfill the duties associated with the Visual Information Manager in support of the commander's intent.

### **Reason For New Training Program of Instruction**

Supports tasks identified by the TTSB on 5 November 2020.

### **Implementation Date**

Training for this course will begin in November 2021.

### **Training Delivery / Training Length**

Resident / 17 Days

### **Course Description**

The Visual Information Management (VIM) Course is an intermediate level course that provides in-depth training in the duties required to implement and manage the organizational visual information (VI) program. This 17-day training will also provide the knowledge and skills required to plan and manage VI and combat camera forces in support of military operations. Students will be required to apply policy during practical and scenario-driven exercises for the management of VI operations. Subjects covered are: DOD VI program & policy, local budget and equipment lifecycle management, VI training and implementation plans and operational planning.

**Prerequisite Courses:** Students must be a graduate of one of the following courses to attend the Visual Information Management Course: Basic Public Affairs Specialist-Writer (BPAS-W), Basic Photojournalist Course-USAF (BPJC), Broadcast Communication Specialist (BCS), Broadcast Communication Specialist-USAF (BCS-USAF) or Mass Communication Foundations (MCF).

## SERVICE PREREQUISITES

See the Army Training Requirements and Resources System (ATRRS) site: <https://www.atrrs.army.mil/atrrscc/> for Service prerequisites (school code 212).

Service		Ranks	Series
Army	Enlisted	E6-E7	25V & 25R & 25Z
	Officer	O1-O3	
	Civilian	GS-09 - GS-13	10XX
Navy	Enlisted	E6-E8	MC
	Officer	O1-O3	165X
	Civilian	GS-09 - GS-13	10XX
Air Force	Enlisted	E5-E7	3N0XX
	Officer	O1-O3	35XX
	Civilian	GS-07 - GS-12	10XX
Marine Corps	Enlisted	E6-E8	4591
	Warrant Officer	W1-W3	4503
	Officer	O1-O3	4502
	Civilian	GS-09 - GS-13	10XX
Coast Guard	Enlisted	E6-E8	PA
	Warrant Officer	W2-W4	
	Officer	O1-O3	
	Civilian	GS-09 - GS-13	

**International Students**

International students attending this course will be from the defense ministries of nations operating within the Joint Security Cooperation Education and Training (SCETP) framework. Students must obtain a score of 85 English Comprehension Level (ECL), and a 2+/2 Oral Proficiency Interview (OPI). For contact information see the International Military Student Office page on the DINFOS website at: <https://www.dinfos.dma.mil/International/>.

**Point of Contact (POC)**

The POC for this action is the Course Development Office, [cdo@dinfos.edu](mailto:cdo@dinfos.edu).

## TRAINING TASK INVENTORY

This Training Task Inventory incorporates feedback from EUCOM and CENTCOM. Learning outcomes have been aligned with the Public Affairs Training and Education Council's Military Communication Competency Model.

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
		USA	USAF	USN	USMC	USCG
Enabling Learning Objective	<b>Knowledge / Performance</b>					
<b>1. Develop a local visual information (VI) standard operating procedure (SOP)</b>	Performance	H	H	H	H	H
1.1 Identify the role of a VI manager in garrison and in a joint environment						
1.2 Demonstrate an understanding of DoD VI policy and instructions						
1.3 Demonstrate how to implement DoD policy at the organizational level						
<b>2. Demonstrate how to prepare an annual budget and justify unfunded items</b>	Performance	M	H	H	H	H
2.1 Write justifications for unfunded requests						
2.2 Determine itemized budgetary needs						
2.3 Develop quarterly spend plan for annual budget						
<b>3. Develop a visual information (VI) equipment lifecycle management plan</b>	Performance	H	H	H	H	H
3.1 Demonstrate how to manage equipment accountability and lifecycle management						
3.2 Identifying service specific resources						
<b>4. Develop a visual information (VI) training plan</b>	Performance	M	H	H	H	H
4.1 Evaluate VI functional area assessment for corrective action						
4.2 Determine current capabilities of assigned personnel						
4.3 Audit for gaps or shortfalls in capability and opportunities for training						
4.4 Develop training plan based on available resources, skill sets, personnel						
<b>5. Produce a COMCAM Appendix</b>	Performance	M	L	L	H	H
5.1 Communicate the COMCAM mission based on operations order						
5.2 Articulate imagery acquisition requirements and priorities in support of commander's operational objectives						
5.3 Use SMEAC format to articulate mission operations						

Terminal Learning Objective	Competency	Training Importance High, Medium, Low				
		USA	USAF	USN	USMC	USCG
Enabling Learning Objective	Knowledge / Performance					
<b>6. Produce a visual information (VI) plan to address the purpose, resources, and appropriate allocation in support of a communication plan</b>	Performance	H	H	H	H	H
6.1 Demonstrate an understanding of the components of a VI Plan						
6.2 Understand the purpose of the VI Plan						
6.3 Prioritize and Manage assets in support of commander's intent						
6.4 Articulate concept of operations						
<b>7. Compose a FRAGO/RFS</b>	Performance	H	M	H	H	H
7.1 Determine COMCAM resources needed to support and update Joint Task Force mission requirements						
7.2 Communicate additional requirements in a FRAGO format						

## COURSE OUTLINE

Functional Area narratives describe how the course is organized to meet the level of student competency as identified by the Terminal Learning Objectives (TLO's) listed in the TTI and include projected instructional hours for each functional area.

### **FUNCTIONAL AREA 1: Policy and Program**

In functional area one, students will discuss the role of visual information within DoD, the role of the VI Manager and how visual information supports the commander's intent. This includes, but is not limited to, an understanding of the policies, responsibilities and procedures for archiving and managing DoD VI records, resources and activities. Students will also be made aware of available resources such as the Visual Information Style Guide and DoD publications such as: OMB Circular A-130, 44 U.S.C., DoDI 5040.02, Visual Information Style Guide (VISG), DOD Controlled Vocabulary, DoD VI Records Schedule, DODI 5040.07 and CJCSI 3205.01. Practical application of these areas of knowledge will be applied in the production of a Standard Operating Procedure (SOP) which will incorporate citations of DoD policy with the administration of responsibilities and procedures. This functional area will be evaluated to the performance level.

***Total Unit Hours: 20***

### **FUNCTIONAL AREA 2: VI Budget and Personnel**

In functional area two, students learn how to prepare an annual budget and how visual information supports the commander's intent. Students will also understand how to itemize their budgetary requirements, justify unfunded items and develop the quarterly spend plan for the annual budget. Students also learn how to manage equipment accountability and manage the lifecycle of that equipment. In addition, students will conduct an audit of their teams' current capabilities, and, based on gaps in performance or ability, students will develop a training plan. This functional area will be evaluated to the performance level.

***Total Unit Hours: 48***

### **FUNCTIONAL AREA 3: VI Planning and Operations**

In functional area three, students will be exposed to a scenario and an operational order (OPORD). Assuming the roles and responsibilities of a visual information (VI) manager, students will be tasked with the creation of a COMCAM appendix in which they will articulate the acquisition requirements and priorities in support of the commander's operational objectives. Prior to entering the operational phase of the mission, students will produce a visual information (VI) plan to address the tasks, available resources and appropriate resource allocation in support of the communication plan. Once the scenario's mission moves into the operational phase, students will encounter events that necessitate updates to their VI plan's schedule, the responsibilities of the personnel under their leadership and the creation of a fragmentary order (FRAGO). This functional area will be evaluated to the performance level.

***Total Unit Hours: 56***



## **Course Administration**

The course administration hours include student in- and out-processing, student introductions, gear issue and graduation.

***Total Unit Hours: 10***

***Total Course Hours: 134***

## MEASUREMENT PLAN

This Measurement Plan establishes procedures for evaluating student achievement of objectives in the Visual Information Management Course. All summative assessments are a permanent part of students' academic records and count toward their final grade. Each assessment is weighted to indicate its relative importance to the overall course grade.

### Grading Policy

- 1. Minimum academic standard:** The minimum passing score for each evaluated item is 70 percent. The maximum score on a re-administered exam meeting the minimum standard is a score of 70 percent. Students must achieve a minimum passing score on each assessment before progressing in the course.

### Recycles/Elimination:

Students will not be recommended for recycle, and will instead be recommended for elimination.

Functional Area 1 - Policy and Program				
Assessment		TLO Tested	Performance Outcome	Weight
Performance Examination	Standard Operating Procedure (SOP)	1.0 Develop a local VI SOP	Given a standard operating procedure (SOP) template, personnel roster and supporting scenario documentation, students will produce an SOP that accurately cites policies for the management of DoD VI records and documents the responsibilities and procedures associated with local archive management.	15%
ELO(s) 1.1 Identify the role of a VI manager in garrison and in a joint environment 1.2 Demonstrate an understanding of DoD VI policy and instructions 1.3 Implementing DoD policy at the organizational level				

<b>Functional Area 2 - Budget and Personnel</b>				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	Mock Budget	2.0 Demonstrate how to prepare an annual budget and justify unfunded items	Given source materials such as personnel list, equipment list, budget and expenditures from the previous fiscal year and current office operating budget, students will determine budgetary needs for an itemized list, develop a quarterly spend plan and write justifications for unfunded requests.	15%
ELO(s) 2.1 Write justifications for unfunded requests 2.2 Determine itemized budgetary needs 2.3 Develop quarterly spend plan for annual budget				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	Equipment Lifecycle Plan	3.0 Develop a Visual Information equipment lifecycle management plan	Given source materials such as an authorized equipment list, maintenance documentation and service-specific VI equipment issue program, students will identify requirements for an equipment lifecycle management plan.	15%
ELO(s) 3.1 Demonstrate how to manage equipment accountability and lifecycle management 3.2 Identifying service specific resources				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	Visual Information (VI) Training Plan	4.0 Develop a Visual Information training plan	Given mock scenario-based materials such as operational order (OPORD), personnel list with skills profile, current equipment and resources list(s), students will audit their shop's capabilities and identify visual information (VI) training gaps based on the mission and the commander's intent and develop a training plan to address the training gaps/deficiencies.	10%
ELO(s) 4.1 Determine commander's intent 4.2 Determine current capabilities of assigned personnel 4.3 Audit for gaps or shortfalls in capability and opportunities for training 4.4 Develop training plan based on available resources, skill sets, personnel				

<b>Functional Area 3 -VI Planning and Operations</b>				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	COMCAM Appendix	5.0 Produce a COMCAM Appendix	Given mock scenario-based materials such as an operational order (OPORD), Public Affairs Guidance (PAG) and informal research, students will use the SMEAC format to complete various sections of an Appendix necessary to inform the Joint Task Force (JTF) staff of the VI requirements for the mission.	15%
<p>ELO(s)</p> <p>5.1 Communicate the COMCAM mission based on operations order</p> <p>5.2 Articulate imagery acquisition requirements and priorities in support of commander's operational objectives</p> <p>5.3 Use SMEAC format to articulate mission operations</p>				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	Visual Information (VI) Plan	6.0 Produce a visual information plan to address the purpose, resources, and appropriate allocation in support of a communication plan	Given a VI plan template and all scenario related materials, students will compose a VI Plan which articulates the roles & responsibilities of each team member, outlines a production schedule and lists all final products that will be made.	15%
<p>ELO(s)</p> <p>6.1 Demonstrate an understanding of the components of a VI Plan.</p> <p>6.2 Understand the purpose of the VI Plan(s)</p> <p>6.3 Prioritize and Manage assets in support of commander's intent</p> <p>6.4 Articulate concept of operations</p>				
<b>Assessment</b>		<b>TLO Tested</b>	<b>Performance Outcome</b>	<b>Weight</b>
Performance Examination	Fragmentary Order (FRAGO)	7.0 Compose a FRAGO/RFS	Presented with an update to the scenario's mission requirements and a FRAGO template, students will produce a properly formatted FRAGO that responds effectively to the new mission requirements.	15%
<p>ELO(s)</p> <p>7.1 Determine COMCAM resources needed to support and/or update Joint Task Force mission requirements</p> <p>7.2 Communicate additional requirements in a FRAGO format</p>				

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