



STRENGTH THROUGH TRUTH

# PROSPECTUS

Defense Information School

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## About DINFOS

The Defense Information School (DINFOS) is a United States Department of Defense School located at Fort George G. Meade, Md. The school trains more than 2,600 military, DOD civilian, international military, and interagency students from across 19 basic, intermediate, and advanced public affairs and visual information courses. Courses cover a variety of subject areas including public affairs, journalism, photography, video production, broadcast journalism, broadcast equipment maintenance, and various forms of graphic design and digital media.

For the last 55 years, DINFOS has trained communicators across the DOD to help their organizations achieve strategic and operational goals through applied public affairs strategies and visual information products.. This prospectus outlines our mission and current course offerings across the spectrum of public affairs and visual information training.

### Mission

DINFOS' mission is to train and sustain a corps of professional communicators for the Department of Defense and its partners.

### Vision

DINFOS is the premier learning institution vital to communication success across the Department of Defense, the United States Government and our international partners.



### Accreditation

We are nationally accredited by the Council on Occupational Education (COE), which is recognized by the U.S. Department of Education as a national authority on educational quality and accreditation for non-degree granting, post-secondary occupational education institutions. The accreditation process includes evaluation and analysis of the school's operation and the courses of instruction. This external look is critical to our assessment process, allowing us to review and measure our performance from the inside and out.

DINFOS is a member of, and receives college credit recommendations from, the American Council on Education (ACE) College Credit Recommendations Service (CREDIT). ACE acts as a representative of U.S. accredited, degree granting institutions, which include two and four-year colleges, private and public universities, and nonprofit and for-profit entities. ACE has a diverse base of more than 1,700 member institutions. Their representatives are from all sectors of education and collectively work with non-degree granting organizations that teach and train at higher education levels. CREDIT connects workplace learning with colleges and universities by helping adults gain access to academic credit for formal courses and examinations taken outside traditional degree programs.

DINFOS is also certified by the Society of Broadcast Engineers (SBE) connecting to more than 5,500 members throughout the U.S. and Hong Kong. Organizations such as the Society of Broadcast Engineers provide a channel for continuing education and professional development within the career field. Currently DINFOS is the only SBE Certified Training Facility in the Military.

## Training Methods

DINFOS training is active, reflective and fully engages the students with relevant information focused on critical thinking. DINFOS students learn through hands-on experience, self-evaluation, individual conceptualization, and active experimentation. DINFOS trains in three primary modalities with some courses using a blended methodology.

### Resident Training

DINFOS focuses on providing active, student-centered instruction using 21st century technologies to create a dynamic learning experience that includes web-based and in-class activities. Students communicate, collaborate and create as they build technical proficiency with coaching and feedback from subject-matter experts. Mobile devices and professional equipment support performance-based activities that match operational requirements in the field and fleet.

### Distance Learning (DL)

DINFOS conducts a variety of distance learning courses, maintaining the same rigor and experiential learning as our resident ones. DL courses require student interaction on a weekly basis with not only the instructor, but also with fellow students. Teamwork is mandatory in DINFOS distance learning courses. DINFOS also provides graduates access to training materials beyond the immediate training environment. This allows those working in the field to refresh their knowledge and keep abreast of changes in their fields of expertise.

### Mobile Training Teams (MTT)

Military units and government organizations may request a mobile training team from DINFOS to train, coach, and mentor members of their organizations in basic and advanced public affairs and visual information skills. DINFOS instructors have delivered outstanding public affairs and visual information training to organizations in places such as Bosnia, Ghana and Ukraine, and at military installations and government organizations across the United States. The coordination process should start at least two months (six-to-nine months for international or OCONUS requests) prior to the needed start date.

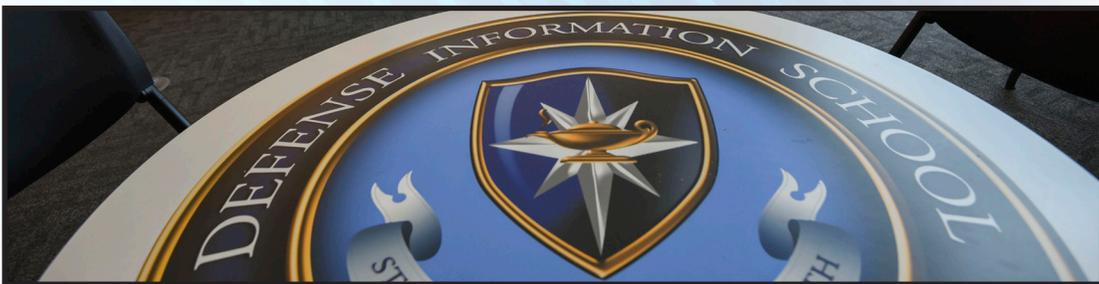
Organization(s) should contact the MTT coordinator at 301-677-4481.

The MTT coordinator will respond to the requesting organization if it is feasible for DINFOS to provide an MTT to meet their concept/scope of requested support.

# Directorate of Training

The Directorate of Training (DOT) is comprised of two training departments and the Faculty Training Development Office (FTDO), which are organized to provide superior training for communication skills supporting multiple military occupational specialties (MOS).

The DOT manages and conducts training courses according to established policy and procedures and ensures training is conducted using approved course training standards, training programs of instruction (TPI), and lesson plans. The DOT coordinates with the other directorate and service detachment commanders to ensure unity of effort in training.



## Faculty Training and Development Office (FTDO)

DINFOS' most valuable resource is an engaged and continuously improving faculty. Broad-based training opportunities yield benefits to the faculty and school by providing them skills to improve and excel. A highly qualified, professional faculty is critical to sustaining the DINFOS mission.

FTDO provides policy guidance, planning, administration, and management for faculty training, certification, and individual professional development. FTDO offers four programs to provide professional growth opportunities: initial instructor training, instructor certification, the Master Instructor Program (MIP), and continuing individual professional development.

## Instructor Training Course (ITC) - 15 days

ITC is an intense 15-day training program designed to provide new instructors and organization-level presenters with the fundamentals of effective teaching and professional group engagements. Managed and instructed by FTDO, the course curriculum includes adult learning theories, classroom management strategies, and presentation skills training. Prospective instructors are immersed in activities designed to test their ability to design, develop and deliver student-centered instruction including prompts, questions, and exercises.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in Speech.

# Courses

## **Mass Communication Foundations (MCF) - 108 days**

Launched in October 2019, the Mass Communication Foundations (MCF) course is a multi-service course. The MCF combines disciplines previously taught in nine DINFOS courses, and is designed to increase content creation capabilities for graduates across the Department of Defense.

The MFC course teaches concepts and skills needed in both public affairs and visual information specialties. Students learn and apply design thinking principles to question effectively, identify problems, and provide a solution-based approach within a communications framework, applying the fundamentals of journalistic writing, still photography, videography, graphic design, and interactive multimedia. Students are introduced to and apply the fundamentals of English and journalism to news and narrative stories, captions, and video scripts for use in both internal and external communication products. Instruction includes public affairs internal and external communications, media and community engagement, and preparing information for public release in accordance with Department of Defense directives.

Students learn and apply basic photography fundamentals, including optics, light and color theory, composition, exposure and lighting, studio photography, and use a digital single-lens reflex camera to capture both still and motion imagery of controlled and uncontrolled action in support of DOD themes and messages and for historical documentation. Students learn digital audio capture methods and editing techniques, then use recording tools to capture audio they integrate into video sequences and digital media products. Applying video and editing techniques, students create video products to support military operations, training, and public affairs missions.





Additionally, students study integrated multimedia best practices and apply design and layout fundamentals, including color theory and typography, in the creation of all products. Each student will create vector-based products and raster-based graphics, and incorporate these and elements of previous projects into interactive multimedia packages for use in multiple print and browser-based platforms. The course culminates with both individual and group capstone exercises, where each student will demonstrate the ability to integrate and apply the diverse knowledge and skills attained throughout the entire course.

**ACE credit recommendation:** In the lower-division baccalaureate/associate degree category, 3 semester hours in introduction to media writing; 3 semester hours in photography; and 3 semester hours in introduction to broadcasting. In the upper-division baccalaureate degree category, 3 semester hours in advanced media writing; 3 semester hours in strategic communication; and 3 semester hours in multimedia capstone. This course is recommended for a total of 18 semester hours: 9 semester hours at the lower-division baccalaureate/associate degree category and 9 semester hours at the upper division baccalaureate degree category.

# MCF Follow-on Courses

Graduates of the Mass Communication Foundations (MCF) course have the opportunity, based either on service need or their assigned duty station, to attend MCF follow-on courses. These courses supplement the skills they have acquired in MCF by providing specialized training in one of four separate disciplines.

## MCF Broadcast Journalism - 24 days

In the MCF Broadcast Journalism course, students will learn and apply the principles of broadcast journalism and video production. With attention to process and storytelling, students apply critical thinking and their knowledge of the laws and policies governing the use of copyrighted materials to create and produce entry-level quality television spots and radio products.



## MCF Visual Documentation - 20 days

The MCF Visual Documentation course teaches practical concepts and skills needed by visual information specialist to capture still imagery and motion video in uncontrolled environments such as expeditionary, humanitarian and other operations. Students learn and apply hands-on techniques for documentation and communication of DOD themes and messages. Instruction includes training on documenting legal and battle damage; capturing investigative, medical and intelligence imagery; using a camera with night vision equipment; and different methods of transmitting imagery in an operational environment.



## MCF Writing - 10 days

The MCF Writing course builds on the basic writing skills student learned in MCF. Students will learn and apply elements of non-fiction writing and storytelling techniques to write engaging narratives to further overall DOD themes and messages. Using a student-centered writer's workshop format, students will develop and foster the writing skills needed to communicate themes through non-fiction stories. To ensure they have credible information, students will also learn and apply research methods, and interviewing and reporting techniques. Students will focus on consistently following the writing process and developing sustainable writing skills.

Instruction includes case studies, mini-lessons, and active writing sessions infused with frequent discussion, coaching and feedback, editing time, and revision sessions designed to improve students' writing skills. The course culminates with students writing a non-fiction narrative to engage an audience in support of DoD messages and commander's intent.

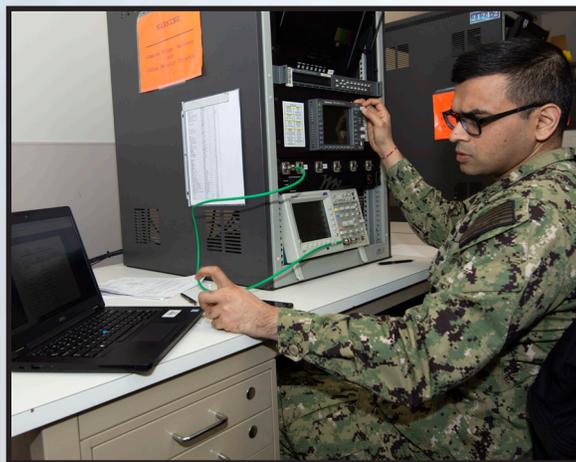
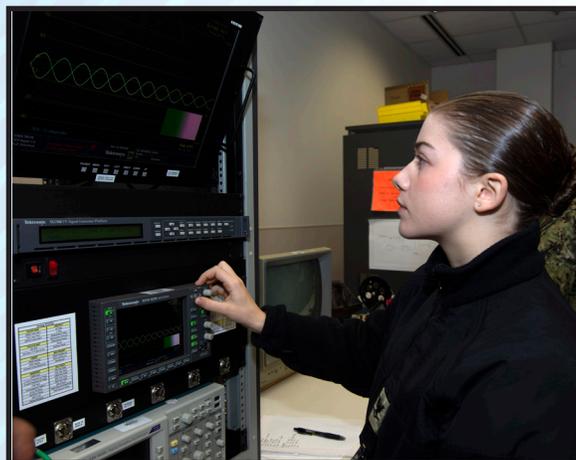
## MCF Graphic Design - 20 days

In the MCF Graphic Design course, students will learn their roles as communicators and problem solvers in all phases of production. Students use a project-oriented approach; they communicate with customers to understand and address client needs, and use critical, creative and design thinking to identify problems and generate solutions in support of DOD themes and messages. Students learn to conceptualize and apply the key elements and principles of design as they create distinctive visual designs, communicating themes and messages accurately and thoughtfully into graphic design products. Students will examine and apply brand identity in the design process, and gain skills in digital illustration and page layout, applying best practices in typography, color theory, layout, composition, and visual hierarchy to print, interactive and Internet design projects.

## Broadcast Radio and Television System Maintenance Course (BRTSM) – 71 days

The course develops the professional broadcast radio and television maintenance specialist from an apprentice to journeyman level of competence. This advanced course of instruction is designed to provide in-depth exploration of the principles and hands-on application in the following functional areas: computers and networking, fundamentals of television, cameras and media storage to include non-linear editing, audio, video teleconference room maintenance, studios and transmission systems.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in computer organization, 3 in network fundamentals, 3 in electrical systems troubleshooting and repair, 3 in electronic communication systems, and 3 in fundamentals of broadcast transmission systems.





## Basic Television Equipment Maintenance Course (BTVEM) – 121 days

The Electronic Fundamentals and Basic Television Equipment Maintenance Course (U.S. Army only) provides instruction and training on direct and alternating current principles, solid-state fundamentals, transistor amplifier theory, digital principles, and basic soldering techniques. Students then apply these basic electronic concepts to the maintenance and repair of broadcast television/radio equipment.

At the conclusion of this course, students will be able to use audiovisual test equipment to monitor, troubleshoot, and repair monitors, receivers, television cameras, videotape recorders, audio systems, broadcast studios, automated audio and visual equipment, as well as transmission systems. Additionally, graduates will be able to set-up and maintain Video Teleconferencing and collaboration systems.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in DC electronics, 3 in AC electronics, 3 in fundamentals of digital electronics, 3 in solid state electronic circuits, and 3 in electronic communication systems.



## Digital Multimedia Course (DMC) – 35 days

The Digital Multimedia Course provides intermediate level training in the knowledge and skills needed to create text, graphics, sound, animation, and full-motion video, and then integrate these elements into multimedia and Web-based packages. The course includes instruction in the operation of computer systems and input and output devices to acquire, enhance, design, manage, output, and archive digital imaging, graphic design, and multimedia files. Students use software to create, manage, and output composite layouts, graphic designs, page layouts, video productions, Web pages, and interactive multimedia solutions. The Digital Multimedia course also includes theoretical and working instruction of computer fundamentals and functions, troubleshooting, networking, communications, color theory, and the principles and implementation of color management. DOD policies and instructions relative to ethics and use of computer generated and edited images are emphasized.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in graphic design, 3 in digital media arts, and 3 in introduction to web design.



# Public Affairs and Communication Strategy Directorate

The Public Affairs and Communication Strategy Directorate (PACS) consists of over 70 training professionals comprised of military, DOD civilians, and contractors with expertise in the fields of Public Affairs, Communication Strategy, and Visual Information.

PACS conducts ten resident and three online courses for Public Affairs, Communication Strategy and Visual Information leaders. The directorate also manages the International Military Student Office (IMSO), Social Media Training Office (SMTO), and the Mobile Training Team (MTT) Program to ensure a wide array of training for our DOD, federal government and foreign military allies and partners.



## **Content Management Course (CMC)**

**- 20 days (resident)**

**- 40 days (distance learning)**

The graduate of the CMC 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.

ACE credit recommendation: In the upper-division baccalaureate degree category, 3 semester hours in copy writing or editorial management.



## **Combat Camera Leadership Course (CCLC) - 10 days**

CCLC trains selected officers and senior noncommissioned officers in the principles, techniques and skills required to perform the duties and functions of a combat camera officer and combat camera noncommissioned officer in charge. The CCLC focuses on identifying the mission and functions of Combat Camera including the development of operational support plans, budgets, equipment and systems maintenance plans, policy and procedures, marketing plans, imagery management plans, and training plans. It also includes in-depth theoretical and working knowledge of how Combat Camera functions in the DOD.

ACE credit recommendation: In the upper-division baccalaureate degree category, 3 semester hours in journalism, visual communications or visual communication management.

## **Coast Guard Public Affairs Course (CGPAC) - 5 days**

The CGPAC trains Coast Guard personnel in the principles, techniques, and skills required to conduct a unit's public affairs program. CGPAC incorporates the instructional elements of communication theory, external affairs policy, tactics, techniques, and procedures (TTPs), and the practical application of TTPs. The course provides students with a basic overview of communication theory and covers established policies that provide guidance on conducting external affairs. The students will draft news releases, conduct on-camera interviews, and moderate and conduct a news briefing.

This course does not meet the minimum hours for ACE credit recommendations.



## **Intermediate Motion Media Course (IMMC) - 25 Days**

This course provides the intermediate knowledge and skills needed to perform the duties required for visual information production assignments supporting video documentation of training and operations, public affairs, joint operations, and studio missions throughout the Armed Forces.

Classroom instruction includes training in both written and visual communication. Students will create products that incorporate video, audio, lighting, and motion graphics design elements into both non-narrative and narrative formats.

The graduate achieves an intermediate to advanced level of competence for video production and documentation of military operations.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in intermediate field production or video production II.

## **Intermediate Public Affairs Specialist Course (IPASC) - 10 days**

The Intermediate Public Affairs Specialist Course teaches students to perform duties of an intermediate to advanced-level public affairs specialist in a joint service environment. Topics covered are in the areas of communication management, media relations, community relations, and public affairs activities in a joint and deployed environment. Students apply the knowledge and skills learned from instructor-led discussions to practical exercises in a joint environment.

ACE credit recommendation: In the upper-division baccalaureate degree category, 3 semester hours in media relations.

## **Intermediate Photojournalism Course (IPC) - 40 days**

The course educates photographers and journalists in established communication theories and provides training in current photojournalism best practices so graduates will learn to be effective multi-platform communicators for their commands. Areas of instruction include visual and written communication theory, writing and photography interrelationships, news and feature writing, design principles, intermediate photographic equipment and techniques to include electronic imaging, desktop publishing, digital cameras, image transmission, multi-media packaging and archiving.

ACE credit recommendation: In the lower-division baccalaureate/associate degree category, 3 semester hours in introduction to storytelling. In the upper division baccalaureate degree category, 3 semester hours in news reporting and 3 in introduction to photography.

## **Joint Contingency Public Affairs Course (JCPAC) - 10 days**

The course focuses on planning and execution of public affairs operations unique to an expeditionary environment. With an emphasis on operational planning and integration on a joint staff, this course reinforces basic and intermediate skills within the context of an expeditionary mission. Candidates who will benefit most from this course are those with minimum to no experience on a deployed joint staff.

ACE credit recommendation: In the upper-division baccalaureate degree category, 3 semester hours in media relations, and 3 in public relations practices.

## **Joint Intermediate Public Affairs Course (JIPAC) - 27 days**

The JIPAC provides the knowledge and skills needed to perform the duties of a public affairs practitioner at the operational level. Particular emphasis is on preparing public affairs professionals who will be performing duties as part of a deployed Joint Task Force.

The course offers the next level of communication training in a demanding academic program designed for students to think about public affairs and communication strategy apart from the daily rigors of supporting an operational mission. JIPAC will challenge students to expand their knowledge of global operations, enhance strategic thinking and planning capabilities. The scope of this training includes classroom discussion, guest speakers, and field trips.

ACE credit recommendation: In the upper division baccalaureate degree category, 3 semester hours in public relations and 3 in media relations.



## **Public Affairs Qualification Course - (PAQC) - 45 days (resident) 130 days (distance learning)**

The Public Affairs Qualification Course provides entry-level public affairs training for the Department of Defense, U.S. government agencies and selected foreign military communication professionals. Instruction focuses on the foundational elements of the communication planning process; principles and techniques associated with implementing effective communication strategies; and the process involved in integrating communication into military planning and operations.

The course material is organized into three functional areas: Doctrine and Foundations; Engagement and Leadership; Operations Integration. The material presented within each functional area builds in a progressive format, which exposes students to essential foundational knowledge, and builds upon that knowledge through a series of case studies, assigned readings, guided discussions, and practical applications. The Public Affairs Qualification Course is also taught in advanced distributed learning format, which consists of 26 weeks of online training and two weeks of resident training.

ACE credit recommendation: In the lower-division baccalaureate degree category, 3 semester hours in introduction to public relations or public relations foundations and 3 in media relations. In the upper-division baccalaureate degree category, 3 semester hours in public relations writing and 3 in public relations campaigns and strategies. This course is recommended for a total of 12 semester hours.

## **Visual Information Management (VIM) - 10 days (resident), 20 days (distance)**

The VIM 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 creating 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.

ACE credit recommendation: In the lower-division baccalaureate degree category, 3 semester hours in business communications, or digital information management.



## **International Military Student Office (IMSO)**

Since 1949, DINFOS has contributed to security cooperation efforts by training more than 1,000 international students from more than 80 countries. Under the Security Assistance Training Program, allied countries send students to DINFOS as part of an ongoing effort to enhance the knowledge, skills, and the professionalism of their forces. The goals of this program are to: Foster the foreign country's development of its own professional/technical training capability; promote the U.S. military rapport with armed forces of the foreign country; promote a better understanding of the United States, its people, political system, institutions and way of life; and increase awareness of the United States' commitment to the basic principles of human rights.

International students requesting training at DINFOS should use their Ministry of Defense training channels to contact the Security Cooperation office at the U.S. Embassy in their country. After accessing the website for course information and schedules, contact the DINFOS International Military Student Office (301-677-2020) with questions.

## Public Affairs Course for International Students (PACIS) – 25 days

This five-week course is intended for international military and civilian personnel selected by their governments to perform public affairs functions. Students are from the defense ministries of nations operating within the Security Assistance Training Field Activity (SATFA) framework.

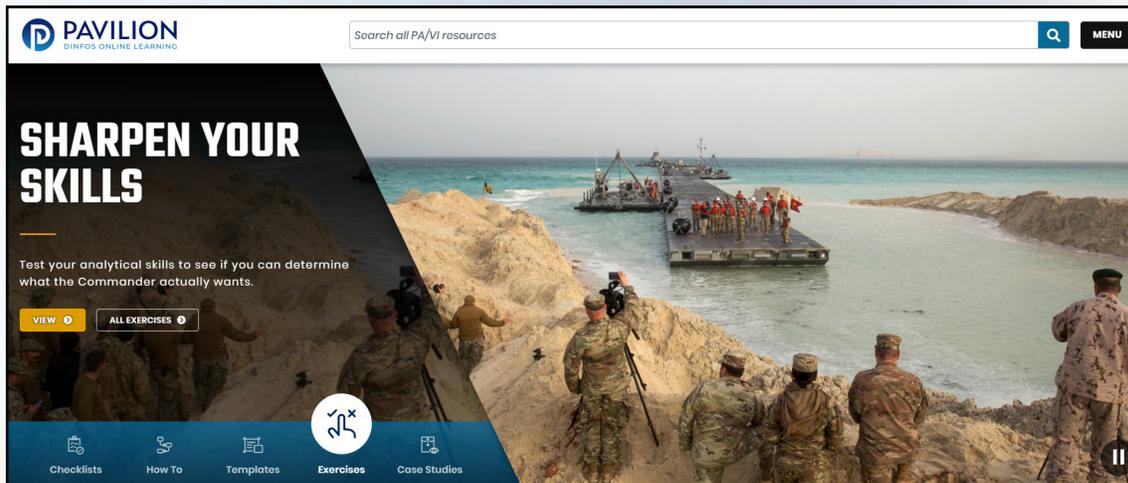
The curriculum is broadly based on existing PAQC training tasks but requires a less rigorous English comprehension level. Rather than emphasize a U.S.-centric approach to military public affairs, this course compares and contrasts U.S., NATO and UN approaches, and emphasizes basic PA knowledge and skills that can be adapted to requirements of individual nations. The five key areas of PACIS are communication skills, media relations, public affairs in international operations, public affairs planning and social media. The course is a combination of lecture, demonstrations, performance exercises, case studies, assigned readings, and field trips.



## PAVILION

Designed and implemented as an online learning tool for public affairs and visual information specialists in the fleet and field, PAVILION expands the DINFOS mission to train and sustain professional communicators for the Department of Defense and its partners, no matter their mission or experience.

Launched in April 2020, this learning tool serves as a one-stop-shop knowledge base of extensive, trusted resources related to DoD PA/VI that is accessible and searchable online 24/7



**Contact info:**

**Command Group**  
301-677-2173

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301-677-4648  
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**Public Affairs Office**  
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