



DEPARTMENT OF DEFENSE  
DEFENSE MEDIA ACTIVITY  
DEFENSE INFORMATION SCHOOL  
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FORT MEADE, MD 20755-5620

PUBLIC AFFAIRS

## **Content Management Course Welcome Letter**

Welcome to the Defense Information School and the Content Management Course (CMC)! The CMC is a 4-week course and will provide you the knowledge and skills required to perform the duties of an editor and/or a content manager.

The course covers four major areas: Communication Management, Content, Design and the Capstone Project. Course topics include the latest techniques and theory from military and civilian experts in layout and design, journalism, imagery, graphics and Internet-based capabilities; advanced instruction in determining and refining content, designing attractive and functional products, coaching writers and photographers, making ethical decisions, and managing a staff. You will also receive comprehensive training in adapting techniques through publication redesigns and critiques, and the course will culminate in an improvement/capstone presentation.

The curriculum is demanding and will take a great deal of personal discipline and commitment, but your instructor and DINFOS are here to help you reach your potential.

Learning is an active experience. Apply yourself and interact with your instructor and fellow classmates to further maximize the value of the material. This course will greatly assist you as a public affairs professional moving forward.

DINFOS military students are expected to maintain their personal appearance in accordance with applicable service regulations. Flight suits are not an authorized uniform. As officers and senior enlisted personnel, you are role models for the junior students in both appearance and conduct. Civilians are expected to be professional in appearance.

Best of luck in your studies, and again, welcome (back) to DINFOS!

***Strength Through Truth***