



DEFENSE INFORMATION SYSTEMS AGENCY

P. O. BOX 549
FORT MEADE, MARYLAND 20755-0549

DISA INSTRUCTION 200-15-7*

ADMINISTRATION

Visual Information (VI) and Printing

1. **Purpose.** This Instruction prescribes policy, assigns responsibility, and provides procedures for visual information (VI) and printing. It also describes the types of VI products and services available.
2. **Applicability.** This Instruction applies to DISA.
3. **Authority.** This Instruction is published in accordance with the authority contained in DoD Instruction 5040.02, Visual Information (VI), 27 October 2011.
4. **Definitions.** Definitions are provided at enclosure 1.
5. **Policy.** VI and printing for DISA will be conducted in accordance with applicable laws, Office of Management and Budget (OMB) Instructions, DoD Directives, and information security requirements. VI products and services will be provided only for events and activities in support of official missions or functions.
6. **Responsibilities.**
 - 6.1 **Director for Business and Development Center (BD).** The Director, BD, will:
 - 6.1.1 Manage VI and printing for DISA in accordance with the direction specified in DoD Instruction (DoDI) 5040.02 (authority document); OMB Circular A-130, Management of Federal Information Resources, and DISA Instruction (DISAI) 240-110-8, Information Security.
 - 6.1.2 Plan, administer, direct, and implement DISA VI to include still photography, video production systems, multimedia productions, graphic arts, printing, and engraving.
 - 6.1.3 Lead VI related budgeting, maintain VI equipment requirements, and procure VI equipment.
 - 6.1.4 Monitor the implementation and effectiveness of VI activities for DISA.
 - 6.1.5 Coordinate VI matters on functions, activities, and finances with applicable Office of the Secretary of Defense offices and DoD organizations.

6.2 **Chief of Staff (COS).** The COS will approve printing of invitations and/or programs for retirement or promotion ceremonies.

6.3 **Directors, Executives, Commanders, and Chiefs of Major Organizational Elements.** These individuals will ensure compliance with the requirements contained in this Instruction, when requesting VI and printing.

7. **Duties for Chief of Visual Information Services Section (BD42).** The Chief, BD42, will:

7.1 Advise on the origination of still photography, video and multimedia productions, artwork, design, printing, and layout and development of displays for DISA, taking into consideration the specific needs of the customer, budget, and mission priorities.

7.2 Review and, when appropriate, approve requests to outsource VI services due to *issues including but not limited to* in-house time restraints, type of work, or specialized requirements.

7.3 Act as DISA liaison between the DISA customer and the Joint Visual Information Service Contracting Activity (JVISCA) for outsourcing requests.

7.4 Review *and approve* all requests for authorized VI support or expedited services, based on mission workload and manpower requirements.

7.5 Determine the extent to which the Visual Information Services Section (BD42) can support authorized award presentations (e.g., retirement and promotion ceremonies), based on mission workload and manpower requirements.

7.6 Archive official DoD imagery and submit appropriate imagery to the Defense Imagery Management Operations Center (DIMOC), in accordance with DoD Instruction 5040.02 (authority document).

8. **Types of VI Products and Services.** Types of VI products and services are described in enclosure 2.

9. **Requests for Services.** All DISA VI and printing requirements are to be submitted to the Chief, Visual Information Services Section (BD42), for review and approval ~~14~~ 7 days in advance of the requested date of completion, unless specified otherwise in enclosure 2. Projects that require a longer turnaround time will be mutually agreed on between the requestor and the VI staff. Urgent requests requiring completion in less than ~~14~~ 7 days must be approved by the Chief, BD42, based on *factors including but not limited to* mission, workload, budgetary, and manpower requirements.

10. **Customer Service Center.** The Visual Information Services Section (BD42) Customer Service Center is located in the DISA Headquarters Common Building, Room M3A41, Fort Meade, Maryland. The center provides a point of contact for all customers requesting photography, video documentation and production, graphics, compact disc read-only memory

(CD-ROM)/digital versatile disc (DVD) reproduction, printing services, and engraving. The center is open workdays from 0700 to 1600. A Customer Service Center representative is available to assist the customer in completing a DISA Form 112: Visual Information Services Request, and to direct the customer to a VI specialist for consultation, if needed.

11. Request for VI Services Outside of Fort Meade. DISA elements not located on Fort Meade should request support and/or services through the VI office at the local supporting installation. If local support is not available, the Visual Information Services Section (BD42) may be contacted. Authorized requests will be accepted contingent upon availability of fiscal and manpower resources and other factors, as appropriate.

12. Release of Information. Release of any VI production, CD-ROM, pamphlet, or brochure outside of DISA must comply with all information security and public release of information requirements, as specified in DoD Directive 5230.9, Clearance of DoD Information for Public Release, and DoDI 5230.29, Security and Policy Review of DoD Information for Public Release. Review and approval of all products intended for public release must be obtained from the Chief, DISA Public Affairs (BDC5), before being distributed.

2 Enclosures a/s

MARK E. ROSENSTEIN
Colonel, USA
Chief of Staff

*This Instruction cancels DISAI 200-15-7, 12 June 2013, and must be reissued, canceled, or certified current within 5 years of its publication. If not, it will expire 10 years from its publication date and be removed from the DISA issuances postings.

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DISTRIBUTION: P

Enclosure 1: DISAI 200-15-7

DEFINITIONS

Graphic Art. In visual information (VI), hand-, mechanically-, or computer-drawn art works or pictorial representations that are created rather than recorded in a camera. Examples include charts, posters, photo illustrations, photo montages, computer-generated pictures, drawings, paintings, animation cells, statues, bas-reliefs, graphs, brochures, displays, icons, logos, and exhibits.

Multimedia. The integration of text, audio, still or video imagery, graphics, and/or animation in a nonlinear production according to a plan or script for the purpose of conveying information to a user.

Official DoD Imagery. All photographic and video images, regardless of the medium in which they are acquired, stored, or displayed, that are recorded or produced by persons acting for or on behalf of DoD activities, functions, or missions.

Production. In visual information (VI), a complete linear or nonlinear presentation, sequenced according to a plan or script that is created from original or stock motion or still images, with or without sound, for the purpose of conveying information to, or communicating with, an individual or audience.

Video. Motion imagery that is recorded or transmitted as either a digital or analog electromagnetic signal.

Visual Information (VI). Information in the form of visual or pictorial representations of person(s), place(s), and/or things(s), either with or without sound. VI includes still photographs, digital still images, motion pictures, analog and digital video recordings, and hand or computer-generated graphic arts objects and animations that depict real or imaginary person(s), place(s), and/or thing(s), and related captions, overlays, and intellectual control data. VI excludes alphabetic, symbolic, or coded data (such as printed text, signals, signs, maps and other geodetic products, numerical data, and icons), unless these items are part of larger pictorial representations or contain pictorial representations (such as, maps that include pictures). VI also excludes graphic arts that depict objects other than persons, places, or things (such as, organizational structures, symbols, process flows, quantitative data, logical relationships, or abstractions).

VI Customer Representative. Personnel possessing professional qualifications recognized by the private sector or DoD and performing or support VI functions.

VI Equipment. Equipment that records, processes, produces, edits, stores, displays, or presents VI, or which is integral to the VI end product production process.

VI Products. VI media elements; such as, still photography (digital and film), graphic arts, still projection (overhead transparencies, slides and film strips), motion media (videotape, disc, and film) and audio recording.

VI Records. Original still, video, electronic recordings, duplicating materials, VI productions, and various records including legal clearances, rights, contracts, recording scripts, camera logs, and caption information.

Enclosure 2: DISAI 200-15-7

TYPES OF VISUAL INFORMATION (VI) PRODUCTS AND SERVICES

1. **Graphics Art.** The original creation of imagery through the use of computer, drawing, paints, and inks. Services related to the creation and reproduction of "original art" is supported by the VI Digital Graphic System. A full line of graphic arts are offered, including reprographic slides for briefings and multimedia presentations for conferences and training; design and creation of original artwork for covers, flyers, and booklets; design and layout for invitations, posters, charts, newsletters, brochures, manuals, displays, and certificates; and computer-generated imagery for electronic briefing slides. Graphic art services are authorized for the following events:

1.1 **Public Speaking Presentations.** A function at which the Director or a senior government official is present or where DISA is an exhibitor.

1.2 **Commanders Conferences.**

1.3 **Official Functions and Historical Events.** Command-sponsored awards ceremonies and formal social events featuring a very important person (VIP) speaker.

1.4 **Seminars.**

1.5 **Other Events.** Other events when authorized by the Chief of Staff.

2. **Photography.** Photographic services are provided for authorized and discretionary official events. A compact disc (CD) of all images (if requested) and two 5" x 7" copies of the best images are provided to the Director, Vice Director, and Chief of Staff and to a Director or Executive of a major organizational element. Protocol and Public Affairs may request additional copies and enlargements when required for direct mission support. Events that are authorized for photographic services include the following:

2.1 **Promotions and Awards.** A commemorative photograph for all grades of military services and Federal Government employees.

2.2 **Technical Documentation.** Technical documentation of equipment, facilities, and engineering projects.

2.3 **Historical Documentation.** Historical documentation, as determined by the DISA Historian.

2.4 **Meetings, Conferences, and Seminars.** Meetings, conferences, and seminars in which the Director or senior government official is present or where DISA is an exhibitor.

2.5 **Retirements.** Official retirement ceremonies. (VI will only support luncheons honoring the retiring individual if the luncheon is the official retirement ceremony.)

2.6 Official Portraits. Official portraits for the Director and Vice Director and for a Director, Executive, Commander, or Chief of a major organizational element. Official portraits are also authorized for military personnel records.

2.7 Special Events, Holiday Ceremonies, and Group Recognition. Events as determined by Protocol and Public Affairs.

2.8 Military Promotion Board Requirements.

2.9 Other Events. Other events when authorized by the Chief of Staff.

3. Video Documentation. Video documentation consists of videotaping official presentations, ceremonies, and events. Video documentation is authorized for the following events:

3.1 Award Presentations. Official award presentations, if requested by the Director or Vice Director or by a Director, Executive, Commander, or Chief of major organizational element.

3.2 Retirements. Retirement ceremonies, if requested by the Director or Vice Director or by a Director, Executive, Commander, or Chief of a major organizational element. (A request from an organization should be in the form of an interoffice memorandum addressed to the Chief of Staff routed through the organization's Director, Executive, Commander, or Chief.)

3.3 Commanders Conferences.

3.4 Official Functions and Historical Events. Command-sponsored awards ceremonies and formal social events featuring a very important person (VIP) speaker.

3.5 Public Speaking Presentations. A function at which the Director or a senior government official is present or where DISA is an exhibitor.

3.6 Seminars. Engineering, security, or operations, where the requirement exists for information to be distributed throughout DISA via videotape, digital versatile disc (DVD), or Windows Media Video (.wmv) files.

3.7 Training Support. Videotaping a particular training program or speaker for distribution throughout DISA.

3.8 Other Events. Other events when authorized by the Chief of Staff.

4. Video Production. Video production involves production of a video for other than video documentation. As producing a video is a time intensive process, customers requiring full-scale video productions (whether new, upgrades, or revisions in support of the DISA mission) will submit a request on a DISA Form 112: Visual Information Services Request, and contact VI Services at least 90 days in advance of the due date. A consultation between VI video personnel and the customer will be scheduled to discuss preproduction planning, scripting, assigning of subject matter experts, production requirements, cost and distribution.

5. Visual Information Productions. Visual information productions services include the following:

5.1 Enhancements. Customers who develop master artwork for printed material (e.g., brochures, covers, flyers, etc.) in the performance of their official or authorized duties may transmit the files electronically along with the DISA Form 112 for enhancement by the Visual Information Services Section (BD42). Master artwork will be returned to the customer and may be used in connection with other government projects.

5.2 Printing. The Visual Information Services Section (BD42) is DISA's centralized printing organization, and professional personnel advise customers on how to best meet their printing needs. Specialized printing services are available to include printing of pamphlets, brochures, and programs supporting official functions; folders, certificates, annual reports, and newsletters; and DISA seals, letterhead stationery, envelopes, and labels. Large volume printing and other special printing items can be arranged upon request. Invitations and programs for retirements or promotions must have approval of the Chief of Staff. Written approval from the Director or Executive of a major organizational element is required for specialized printing items (decals, folders, etc.) and for large volume duplicating requirements (i.e., over 25,000 aggregate pages). Under DoD Instruction 5330.03, Defense Logistics Agency (DLA) Document Services, DLA is the DoD single manager for printing and high-speed duplication.

5.3 Color Copying. A sophisticated color copier machine, designed to support the VI computer graphics system, capable of producing high-quality color copies. Color reproduction of brochures and pamphlets will have a "final version" edited and approved by the Chief, Public Affairs (BDC5), prior to reproduction.

5.4 Engraving. In-house engraving services are provided for DISA Headquarters at Fort Meade and activities in the National Capital Region (NCR). Shadow boxes, framed pictures, custom made plaques, and related items are considered to be personal gifts and will not be engraved by the Visual Information Services Section (BD42). Customers are to submit a DISA Form 112 with the information to be inscribed, including name, grade or rank, length of service, and award line entry (i.e., meritorious, outstanding, etc.). Due to the size of the plate for inscription, entries are limited to 5 lines, with a maximum of 35 characters per line including periods, commas, and spaces. The request must be received by BD42 no later than 10 working days prior to the presentation date.

6. DISATV (DTV). Video broadcast throughout DISA Headquarters at Fort Meade. DTV is used to broadcast Agency information, commercial television, and live DISA events. Organizations desiring to broadcast information are to submit the information to the *Electronic Communications Section (BDC41) Public Affairs* for ~~clearance and~~ approval. *BDC41 Public Affairs* will, in turn, submit the information to the Visual Information Services Section (BD42) for design, editing, and voiceover. DTV will only broadcast official information.