

CEIM-SV Engineer Regulation 25-1-90	Department of the Army U.S. Army Corps of Engineers Washington, DC 20314-1000	ER 25-1-90 30 June 1989
	Information Management VISUAL INFORMATION	
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CEIM-SV

DEPARTMENT OF THE ARMY
U.S Army Corps of Engineers
Washington, DC 20314-1000

ER 25-1-90

Regulation
No. 25-1-90

30 June 1989

Information Management
VISUAL INFORMATION

1. PURPOSE: To prescribe development and execution of Army visual information plans, policies and programs.
2. APPLICABILITY: This regulation is applicable to all HQUSACE elements and field operating activities (FOA).
3. REFERENCES:
 - a. OMB Circular A-114
 - b. DoD 5040.2
 - c. AR 25-1
 - d. ER 360-1-2
4. POLICY: HQUSACE/FOA VI will be in compliance with Federal, DOD and Army VI policy. This includes preparing directives implementing VI policy and procedures and providing oversight of VI activities. Each element shall have a designated VI manager accountable for VI oversight.
5. EXPLANATION OF TERMS: Special terms used in this regulation are explained in Appendix A.
6. RESPONSIBILITIES:
 - a. HQUSACE VI manager will:
 - (1) Insure that Corps VI policy is implemented in accordance with existing guidelines.
 - (2) Approve all VI productions (including exhibits) costing in excess of \$25,000. Authorization requests must include the purpose, audience, cost, distribution plan (if applicable) and life-cycle duration. Requests should be sent to HQUSACE, ATTN: CEIM-SV, 20 Mass. Ave., N.W., Washington, DC 20314-1000.

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(3) Approve all audiovisual productions regardless of cost. Authorization requests must include the purpose, audience, cost, distribution plan and life-cycle duration. Requests should be processed using the DD Forms 1995-1 and 2 and be sent to HQUSACE, ATTN: CEIM-SV, 20 Mass. Ave., N.W., Washington, DC 20314-1000 prior to expenditure of funds and start of production.

(4) Approve the purchase, lease or rental or commercial off-the shelf motion picture films, video disc and video productions. Requests should be processed using DD Forms 1995-1 and 2 and be sent to HQUSACE, Attn: CEIM-SV, 20 Mass Ave., N.W., Washington, DC 20314-1000 Off-the shelf acquisition of a commercial production that has previously been assigned a Production Identification Number (PIN) and is listed in the Defense Automated Visual Information System (DAVIS) does not require a DD Form 1995-1/2. Approval may be requested by memorandum.

(5) Manage the VI part of the Public Affairs Communications Media Career Program and provide career management data to the Public Affairs program manager.

(6) Designate a Graphic Standards Coordinator who will implement the Unified Visual Communications System and approve any deviation regarding specialized or unique applications.

b. FOA VI Manager will:

(1) Authorize VI production requirements. Determine prior to approving authorization request if an applicable product already exists, or is planned or in production by another FOA.

(2) Insure that production requirement is in support of an authorized mission or program.

(3) Determine the best VI medium for communicating desired message to a pre-determined audience in the most cost-effective manner.

(4) Validate all requests for audiovisual productions and the purchase, lease or rental of commercial off-the shelf proprietary motion picture film and video productions and forward DD Forms 1995-1 and 2 to HQUSACE, ATTN: CEIM-SV, 20 Mass. Ave., N.W., Washington, DC 20314-1000.

(5) Insure that the Federal Uniformed Audiovisual Contracting System for competitive procurement of new productions as prescribed by the Office of Management and Budget A-114, Management of Federal Audiovisual Activities, is used. Exception to this policy is the production of multimedia programs and exhibits/displays.

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(6) Insure that requests for exhibit/display production meet the same criteria established for other VI products referenced in previous paragraphs.

(7) Insure that oversight of VI activities include quality products and service and maximum operating efficiency.

(8) Insure that products are managed throughout the life cycle of the product's existence and that distribution encompasses the most cost effective, and efficient use.

(9) Acquire motion picture film, video and still photography of projects, programs and activities that support mission requirements. This includes the cataloging and indexing of materials for use by external and internal audiences.

(10) Provide (1) one copy of a completed film or videotape production to HQUSACE, ATTN: CEIM-SV, 20 Mass. Ave., N.W., Washington, DC 20314-1000. The exception is commercial off-the shelf productions.

(11) Provide still photography of projects, both Civil and military, either completed or under construction (significant milestone events) on a bi-annual basis during the second and fourth quarters. Format may be 35MM color transparencies, color or black and white negatives with proofs. Camera originals are preferred, however, high-quality duplicates are acceptable. Still photography should be sent to HQUSACE, ATTN: CEIM-SV, 20 Mass. Ave., Washington, DC 20314-1000.

(12) Insure that the purchase, lease or rental of commercial off-the shelf proprietary motion picture film and video productions are not used in such a manner as to create copyright infringements.

(13) Insure that original VI productions and products are controlled throughout the life cycle and disposed of in accordance with records management policy.

(14) Produce, procure and distribute visual information products and services utilizing applicable funding procedures. The proponent activity is responsible for insuring that funding classifications and citations are applicable for use in procurement of VI products and services and clearly authorized by program and appropriation guidelines.

(15) Implement and manage electronic publishing to include visual standards as part of the unified visual communication system and all elements necessary to produce camera ready art based on existing organizational need.

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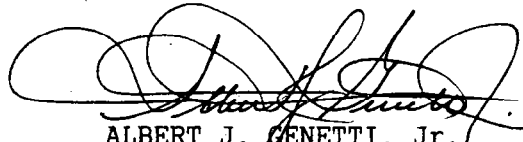
(16) Prepare VI discipline architecture for the annual Information Management Plan to be included in the Information Management Master Plan.

(17) Promote end user participation in production of VI products such as electronic publishing and computer generated visuals.

(18) Develop a plan of action to integrate VI information and data with other information management functions to allow for easier and increased access by end users.

(19) Insure that Visual Information (VI) equipment is assigned to an authorized VI activity for accountability.

FOR THE COMMANDER:



1 Appendix
A - Explanation of
Terms

ALBERT J. GENETTI, Jr.
Colonel, Corps of Engineers
Chief of Staff

Appendix A

Explanation of Terms

A-1 Commercial off-the-shelf production. A completed VI production leased, rented or purchased from the stocks of a vendor.

A-2 Contract VI production. A VI production produced by a commercial producer under contract.

A-3 Multimedia. A combination of more than one VI medium used in a single production.

A-4 Visual Information (VI). The function of disseminating or communicating data/information in the most efficient and effective manner, accomplished through, but not limited to, the life cycle management of: still photography, motion picture photography, video or audio recordings, graphic arts, visual aids, models, displays, visual presentation services, electronic publishing, computer generated visuals, conferencing and teleconferencing, and the processes to support them.

A-5 VI Activity. An authorized organizational element or function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services, which includes the following: expose and process original photography; record, distribute, and broadcast electronically (video and audio); produce or acquire VI products; provide VI services; distribute or preserve VI products; provide presentation services or manage any of these activities. All authorized VI activities will be identified by an assigned (DVIAN) Department of Defense Visual Information Activity Number.

A-6 VI distribution. The cataloging and distribution process of central distribution activities.

A-7 VI production. The process of combining or arranging any separate audio or visual product(s) in continuity in a self-contained, complete presentation that is developed according to a plan or script for conveying information to, or communicating with, an audience.

A-8 Audiovisual production. A sub-set of a VI production is one that combines motion media with sound which is further defined as an "audiovisual production".

A-9 VI products. VI media elements such as motion picture and still photography (photographs, 35MM transparencies, and film strips, audio and video recordings, graphic arts (including computer generated graphics), exhibits and displays.

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A-10 VI records. VI materials, regardless of format and related administrative records.

A-11 VI Services. Activities that result in obtaining a VI product.

A-12 Electronic publishing (desk top publishing). The process of converting manuscript and graphics into camera ready artwork. This does not include fully automated publishing systems (text to printing press) and other high end systems.

A-13 Unified Visual Communication System. A comprehensive communication plan which provides specifications in the form of a Graphic Standards Manual (ER 360-1-2 and EP 310-1-6) for all Corps public Information visual communication media.