



DEPARTMENT OF THE NAVY
COMMANDER
NAVAL EDUCATION AND TRAINING COMMAND
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PENSACOLA, FLORIDA 32508-5220

NETCINST 3104.1C
NETPDTN N5

DEC 9 2014

NETC INSTRUCTION 3104.1C

From: Commander, Naval Education and Training Command

Subj: NAVAL EDUCATION AND TRAINING COMMAND VISUAL INFORMATION
PROGRAM MANAGEMENT

Ref: (a) DoD Instruction 5040.2 of 27 October 2011
(b) OPNAVINST 3104.1A
(c) DoD Instruction 5040.7 of 21 February 2013
(d) NAVSUPINST 4200.85D
(e) NAVEDTRA 130B Vol I
(f) NAVEDTRA 131B Vol I
(g) SECNAVINST 7320.10A
(h) SECNAVINST 5210.8D
(i) SECNAVINST 5870.4A

Encl: (1) NETC VI Program Management and Operations Manual

1. Purpose. To provide policy, guidance, and procedures for the management of the Naval Education and Training Command (NETC) Visual Information (VI) Program, per references (a) through (i), and to assign responsibilities for the management and operation of NETC VI Center.

2. Cancellation. NETCINST 3104.1B.

3. Background. The 1995 Department of Defense (DoD) VI Functional Process Improvement (FPI) Study confirmed that fundamental changes and continuing process improvements to DoD, Navy, and major claimant level VI support, management, and resources are required. The Navy VI Program (NAVIP) provides broad policy guidance that implements the VI and audiovisual aspects of reference (a). It also addresses changes that resulted from the 1992 Auditor General of the Navy report which recommended transferring responsibility for VI equipment requirements, validation, priorities, funding, and procurement from the Naval Air Systems Command to the major claimants.

4. Applicability and Scope. This instruction applies to all NETC activities that require the use of VI media products and

services to meet training objectives in approved curriculum; activities authorized to produce VI products; personnel involved in the management, production, and acquisition of VI products; and personnel who manage VI facilities. The NETC VI Program includes still (digital photography) and motion (video) imagery, audio, video productions, computer graphics, visual aids, models, displays, media requirements analysis, and the processes and resources that support them. Emphasis is first placed on serving the training command customer with quality and effective VI products and services, and second, on controlling proliferation of facilities, equipment, manpower, products, productions, and services.

5. Definitions. See reference (b), appendix A.

6. Policy

a. Naval Education and Training Professional Development and Technology Center (NETPDTC) is the agent for all VI matters within NETC. The Budget Submitting Office Visual Information Management Office (BSOVIMO), required by reference (b), is located at NETPDTC. The NETC BSOVIMO serves as a member on the Navy VI Steering Committee (NAVISC) chaired by Chief of Naval Operations (CNO) (N09C1).

b. The NETPDTC VI Center is the CNO (N09C2) authorized VI activity for NETC.

c. As specified in reference (b), VI activities shall be consolidated into as few activities as possible within each NETC installation or metropolitan area. Where physical consolidation is not feasible or economical, these activities shall be managed centrally by the BSOVIMO if applicable.

d. VI activities shall be authorized and managed under this instruction and per references (a) and (b).

e. A VI activity may be authorized for dedicated support to a particular school activity or organization only when it is established clearly that an existing VI activity is not available within the geographical area or is unable to provide the needed support.

- f. Per reference (a), VI activities shall be operated in the most cost effective manner.
- g. The management and operation of VI activities shall be per reference (b), enclosure (1), chapter 2.
- h. VI productions shall be managed per reference (b), enclosure (1), chapter 8, and reference (c).
- i. The Defense Imagery Management Operations Center (DIMOC) shall be supported and used.
- j. Operational test and evaluation of VI production shall be coordinated with the BSOVIMO to eliminate unnecessary duplication and maintain standardization.

7. Responsibilities. Detailed procedural guidance is provided in enclosure (1). The general responsibilities within NETC are as follows:

a. BSOVIMO

(1) Serve as senior NETC representative for VI activities; provide program management oversight; interpret and implement DoD, Secretary of the Navy (SECNAV), and CNO policy; provide guidance, direction, planning, and assessment for NETC VI; plan and program for resources to fulfill these responsibilities and requirements; and serve as principle advisor to NETC for VI instructional media development and overall claimancy-wide VI matters.

(2) Ensure all aspects of the NAVIP within NETC are managed and operated per reference (b), and provide program management and policy oversight to establish, maintain, evaluate, and manage the NETC VI Program and its resources.

(3) Ensure the provisions of this instruction are followed for media requirements analysis, conceptualization, selection, design, development, production, reproduction, acquisition, implementation, control, distribution, revision, and usage of all VI products and services.

(4) Establish, maintain, centrally manage, and operate authorized VI Center for the provision of VI instructional media support products and services to NETC activities.

(5) Recommend the establishment, disestablishment, consolidation, and/or realignment of VI activities.

(6) Review, analyze, validate, and approve/disapprove VI program initiatives, new VI production equipment and production requirements, and revision of programs and productions, and forward to appropriate VI Center for development, production, inventory, and distribution.

(7) Conduct currency reviews of NETC VI productions as the Office of Primary Responsibility (OPR) per reference (b).

(8) Plan, budget, and ensure acquisition and life cycle management of VI equipment, systems, and materials.

(9) Ensure VI production equipment inventory management complies with Comptroller of the Navy (NAVCOMPT) and Naval Supply Systems Command (NAVSUP) property management directives, and Defense Property Accountability System (DPAS) requirements contained in reference (d), to include acquisition, inventory, and disposition of equipment.

(10) Ensure proper and effective use of VI resources through annual reviews and periodic on-site visits of VI Center.

b. VI Center

(1) Ensure compliance with the provisions of this instruction and policy and procedures contained in references (a) through (i).

(2) Collaborate with NETC activities to ensure all requirements for VI media products and services are valid and in compliance with the provisions of VI and NETC policy for media requirements analysis, prioritization, design, development, production, reproduction, and distribution.

(3) Ensure that all valid video production and fabrication requirements are submitted to the BSOVIMO for review, approval, processing, and production assignment.

(4) Ensure all proposals or recommendations to contract a video production are submitted to the BSOVIMO for review, approval, and coordination with CNO (N09C2). All commercial contracting of VI productions must be authorized by CNO (N09C2).

(5) Ensure the use of electronic digital production processes and systems to produce, process, or reproduce video productions and services, graphics, and photography. Note: Wet chemical processing photo labs are not authorized at NETC VI activity locations. Film based wet chemical products will be processed through local vendors or by other economical means.

(6) Ensure use of the NETC VI Management Database as specified in enclosure (1), chapter 5.

c. NETC Activities

(1) Ensure provisions of this instruction are followed when requesting media, requirements analysis, design, development, production, reproduction, and distribution.

(2) Prior to any coordinated efforts with outside resources, coordinate with the NETPDTC VI Center to determine if in-house VI resources can be utilized for media development requirements.

(3) Coordinate with Learning Center Learning Standards Officers (LSO) and Instructional Systems Specialists to ensure VI media development is per design and development requirements contained in references (e) and (f).

(4) Provide a customer representative, technical representative, and subject matter expert (SME), as required, for new and revised video productions and special VI projects as specified in reference (b), enclosure (4).

(5) Assist in funding for:

(a) Travel costs required by VI professionals, Training Advisors, and/or SMEs to complete video productions or special media projects.

(b) Replication costs of initial and supplemental distribution of video productions.

(6) Assist the BSOVIMO in the currency review process for video productions, as required by reference (b), enclosure (1), chapter 8.

8. Priorities. Guidelines for the management of VI resources shall emphasize direct training requirements over all other VI support requirements. Requirements for other than direct training should only be considered when use of budget, manpower, or equipment/facility resources does not impact support of direct training mission requirements. NETC activities shall prioritize media requirements within their activity's responsibility. Priority conflicts will be managed by the NETC VI Project Manager according to guidelines specified in reference (b), enclosure (1), chapter 4.

9. Exclusions. See reference (b), appendix C.

10. Action. The BSOVIMO, VI Center, and NETC activities shall immediately implement the procedures specified in enclosure (1) and policy and guidelines contained in references (a) through (i).

11. Forms

a. The following forms are available for download from Naval Forms Online (<https://navalforms.documentservices.dla.mil/web/public/home>):

(1) NETC 3104/1 (Request for Visual Information Services)

(2) NETC 3104/4 (NETC Visual Information Script/Production Approval)

b. The following interactive form is available for download from DoD Forms Management Program (<http://productions.dodmedia.osd.mil/cgi-bin/davis/f1995/f1995.pl>): DD Form 1995 (Visual Information Production Request and Report)

c. The following form is available for download from DoD Forms Management Program (<http://www.dtic.mil/whs/directives/forms/index.htm>): DD Form 2830 (Talent and property release)

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c. The following form is available for download from DoD Forms Management Program (<http://www.dtic.mil/whs/directives/forms/index.htm>): DD Form 2830 (Talent and property release)

d. Navy VI Activity Profiles are available at <http://www.defenseimagery.mil/community/facilities.html>.



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Distribution (NETCINST 5215.1C):
Lists I and II

Copy to:
SNDL A3 (CNO (N09C2))

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CHAPTER 1

MANAGEMENT OF VISUAL INFORMATION (VI) CENTER

1.1. Background. The Naval Education and Training Professional Development and Technology Center (NETPDTC) VI Center is the Chief of Naval Operations (CNO)(N09C2) authorized VI activity for Naval Education and Training Command (NETC). The Center provides VI products and services support to NETC Learning Centers (LCs), schoolhouses, activities, and programs. The VI Project Manager is the lead administrative official whose duties are listed in paragraph 1.3. Only those activities so designated are allowed to produce VI products as defined in reference (c). CNO (N09C2) assigns the category and level of authorized production capability at the time an activity is issued a Department of Defense Visual Information Activity Number (DVIAN). Any changes in activity production authorization or request for establishing a new VI activity must be submitted to the Budget Submitting Office Visual Information Management Office (BSOVIMO) and supported by a published activity mission and function statement, manpower document reflecting professional VI series personnel (see reference (b), section 0206), a completed Navy VI Activity Profile (available at <http://www.defenseimagery.mil/community/facilities.html>), and a proposed VI Production Equipment and Material Allowance List.

1.2. VI Center Mission and Function. Provide VI products and services to support the instructional media requirements of NETC LCs, training commands, schools, activities, and their subordinates. The VI Center provides media development support for in-house curriculum development, the modification and revision of existing curriculum, and the fabrication of training aids (i.e., mock ups, models, and displays) to support classroom and hands-on training. Support for other media requirements (i.e., logos, signs, flowcharts, motivational posters) is provided only as resources permit. Personnel photography (i.e., retention, promotion, selection boards) and passport/visa photographic services are not provided.

1.3. Duties of the NETC VI Project Manager

a. Manage resources as economically and responsively as possible while remaining within the framework of the VI Center's area of responsibility.

- b. Provide products and services as directed and authorized.
- c. Establish, manage, and operate VI functions per applicable directives.
- d. Establish procedures for providing VI products and services from available resources, and when requirements exceed local authorized capabilities, evaluate the possibility of using existing facilities, functions, and products of other organizations, including contractor support, to accomplish requirements.
- e. Monitor all VI activities in the VI Center's area of responsibility. Ensure that proper controls have been established and are maintained concerning VI production equipment, supplies, and materials to ensure use is for official purposes only.
- f. Establish procedures and maintain appropriate management records for production control and cost accounting so that workload data and product/service costs are available. Submit VI data and reports as required by the BSOVIMO.
- g. Submit recommendations for VI process improvements through command channels for consideration and approval.
- h. Act as an advisor/coordinator for all VI requirements within the VI Center area of responsibility.
- i. Conduct media analysis and/or validate customer requirements, in collaboration with customers, for VI product development.
- j. Train VI personnel in current state-of-the-art VI developments and instructional technologies, techniques, and equipment.
- k. Coordinate all new and unfunded production equipment requirements through the chain of command.
- l. Use and maintain required NETC VI Management Database and the NETC VI Equipment Database (see chapters 4 and 5).

m. Publish a command/activity support service guide for NETC customers.

1.4. Responsibilities of NETC Activities. All NETC activities shall:

a. Coordinate media requirements for in-house curriculum development, the maintenance of existing curriculum, and the fabrication of training aids through the NETPDTC VI Center prior to coordinated efforts with outside resources.

b. Identify new VI media requirements such as video, graphics, and fabricated training aid projects, and collaborate with VI specialists to assist in the media selection process, validation of media content, and priorities within the customer activity.

c. Assist the BSOVIMO in the currency review process for video productions, as required by reference (c).

1.5. VI Support Priorities. Guidelines for the management of VI resources shall emphasize direct training requirements over all other VI support requirements. Requirements for other than direct training should only be considered when use of budget, manpower, or equipment/facility resources does not impact support of direct training mission requirements. NETC activities shall prioritize media requirements within their activity's responsibility. Priority conflicts will be managed by the NETC VI Project Manager according to guidelines specified in reference (b), enclosure (1), chapter 4.

CHAPTER 2

VISUAL INFORMATION (VI) VIDEO PRODUCTIONS

2.1. Background. The video production is an effective means of conveying information, whether to large groups or through an individualized training approach. Since VI productions may involve considerable commitments of resources, both the Department of Defense Audiovisual Policy Office and the Navy's VI Management Office control the approval, reports, and documentation for productions to ensure cost-effective management.

2.2. General. Only the authorized NETC VI production Center will produce, replicate, and distribute training productions. The VI production policies and procedures outlined in references (b) and (c) apply to all NETC commands and activities. This chapter will address additional video production policies and procedures required in the NETC community.

2.3. Obtaining Video Productions

a. Existing DoD and Navy video productions can be ordered on-line through the Defense Imagery Management Operations Center (DIMOC) at <http://defenseimagery.mil/>. On-line orders are submitted to the DIMOC for direct shipment to the customer.

b. NETC activities will submit requests for new in-house and contracted video productions to the BSOVIMO for validation.

2.4. Submission and Validation of Video Production Requirements

a. All requests for video productions will be submitted to the BSOVIMO for validation via the Interactive DD Form 1995 (located at <http://productions.dodmedia.osd.mil/cgi-bin/f1995/f1995.pl/>), per reference (b). Commercial contracting for VI productions must be authorized by CNO (N09C2). The BSOVIMO will assist the customer in determining if a video production is the appropriate medium. The Production Decision Logic Table (P-DLT) should be used in making this decision. The BSOVIMO will also assist in the required subject search of the DAVIS/Defense Instructional Technology Information System (DITIS). The DAVIS/DITIS is a centralized DoD database of existing video productions and interactive courseware products available to

support training, command information, and operational missions. The DAVIS/DITIS subject search can be accessed on-line at <http://defenseimagery.mil/>.

b. Requests for video productions having BSO-, Navy-, or DoD-wide application will be forwarded to CNO (N09C2) for issuance of a Production Identification Number (PIN).

c. NETC activities requesting new productions are responsible for all travel and duplication/distribution costs required in completing a production.

2.5. Video Production Process

a. All Navy VI productions will conform to the standard screen and metadata requirements specified in reference (c), enclosure (6).

b. NETC productions will not contain personal credits. Only the production facility's name will be included in the closing credits. The closing should state "Produced for NETC" (with logo) "by (identify production facility by name)".

c. A release form (DD Form 2830) is required to authorize the use of talent such as actors, models, and narrators. Additionally, DD Form 2830 is required when private property appears in the production.

d. The NETC VI Script/Production Approval form (NETC 3104/4) is available for download from Naval Forms Online.

2.6. Video Production Duplication and Distribution

a. Prior to distribution, all VI productions shall undergo legal and security/public release reviews.

b. As required by reference (c) and specified in enclosure (4), the VI Production Project Officer for the VI production activity or VI contracting activity shall submit written requests for legal and security/public release reviews to the appropriate supporting General Counsel and Public Affairs offices.

c. The Defense Imagery Management Operations Center (DIMOC) provides duplication and distribution of VI productions. As required in reference (c), and specified in enclosure (4), paragraph 12, the VI production activity or VI contracting activity will forward a production folder to DIMOC.

2.7. Currency Review. Reference (b) requires Navy video productions be reviewed for content currency every three years. All currency reviews received from DIMOC for NETC action will be coordinated through the BSOVIMO. The BSOVIMO will coordinate review with the appropriate NETC Office of Primary Responsibility (schoolhouse or program), and forward completed currency reviews to DIMOC. Failure to complete currency reviews within guidelines specified in reference (b) may result in a video production being declared non-current and removed from the DAVIS.

2.8. Disposal of Video Productions. All VI productions, products, and associated administrative records should be disposed of per reference (h).

CHAPTER 3

VISUAL INFORMATION PRODUCTS AND SERVICES

3.1. Submission of Requirements for VI Products and Services

a. Requests for VI products and services are submitted to VI Center using NETC 3104/1, Request for Visual Information Services.

b. NETC VI products and services include, but are not limited to, the following:

(1) Products:

- (a) Computer graphics
- (b) 2D and 3D animation
- (c) Graphic displays (large format)
- (d) Video productions
- (e) Audio production
- (f) Digital still imagery
- (g) Electronic presentations
- (h) Multimedia development
- (i) Fabricated training aids and displays

(2) Services:

- (a) Video documentation
- (b) Video duplication
- (c) Video editing
- (d) Video digitization
- (e) Scanning

- (f) Digital printing
- (g) CD and DVD production
- (h) Media requirements analysis
- (i) Media consultation
- (j) Digital file transfer
- (k) Archiving and cataloging of reusable media
- (l) Distance learning media development support

c. The VI Project Manager should consider emerging training technologies when planning for future requirements.

CHAPTER 4

VISUAL INFORMATION (VI) EQUIPMENT MANAGEMENT

4.1. Background

a. A strong emphasis is placed on the acquisition, accountability, and standardization of Navy VI equipment. To provide more effective and efficient management and accountability of VI equipment, management requirements procedures have been implemented as outlined in references (b) and (g).

b. The VI Center is responsible for life cycle support (planning, budgeting, acquisition, inventory, reporting, and repair) of VI production equipment required to develop VI products and services.

4.2. Exclusions. VI equipment excluded from the provisions of this instruction is contained in reference (b), enclosure (1), appendix C.

4.3. Responsibilities of VI Project Manager

a. Maintain a current equipment inventory of NETC VI production equipment assets within the assigned VI Center area of responsibility.

b. Procure, inventory, tag, install, and perform life cycle support for VI production equipment.

c. Coordinate the repair of VI production equipment through contractual means. (Note: Broken equipment items with a replacement value of less than \$800 should be replaced.)

d. Submit unfunded requirements for new, replacement, or expansion VI equipment to the BSOVIMO.

e. Ensure routine preventative maintenance is performed on all production equipment. (Note: Preventative maintenance on non-production user type equipment is not authorized.)

4.4. VI Equipment Categories. VI equipment within the Navy is categorized as production and non-production (see reference (b),

enclosure 1, appendix A-14), and is further subdivided and described below as professional and non-professional.

a. Professional VI equipment is equipment whose characteristics conform to technical and occupational standards which relate to professional skills requiring a high degree of training such as the VI professional. NETC designated VI Center with VI activity authorizations, as prescribed in reference (b), are permitted to acquire video production and reproduction equipment and produce video productions. Only the NETC designated VI Center with reproduction authorization is permitted to duplicate official media products.

b. Non-professional VI equipment is commonly referred to as consumer grade, and generally does not meet the technical standards required to support the VI production process or VI activity authorizations and its implementing instructions. Non-professional VI equipment procurement thresholds are specified in reference (d).

4.5. VI Equipment Authorized Allowance List

a. The VI equipment allowance list for the NETC designated VI Center is the current baseline operating VI equipment inventory required to support the NETC training mission or as may be specifically defined by the BSOVIMO. The allowance list consists of equipment required to produce or reproduce VI products.

b. Requirements to replace or expand the VI production equipment inventory allowance list will be submitted to the BSOVIMO for approval.

4.6. Local Procurement of VI Equipment

a. The VI Project Manager is authorized to procure VI production and legacy equipment with local VI operating funds to support mission requirements up to the limits set by the BSOVIMO.

b. Per reference (d), as a general rule, VI production equipment may not be provided to, acquired for, or used by non-VI activities or personnel.

4.7. Use of VI Equipment

a. NETC activities will not use VI equipment for the reproduction or duplication of copyrighted materials without permission from intellectual property owner(s). Reference (b) provides more specific policy guidance and procedures on how to obtain permission to use copyrighted materials. The BSOVIMO will assist NETC customers in researching, validating, and reproducing media requirements to avoid copyright infringement.

b. NETC VI activities will ensure the use of electronic digital production processes and systems. Wet chemical based photographic processing labs are not authorized at NETC VI activity locations.

CHAPTER 5

GENERAL VISUAL INFORMATION (VI) MANAGEMENT

5.1. VI Information Systems/Databases. The NETC VI Center is required to use standardized VI management information systems/databases to centrally manage VI processes at all management levels, track workload, provide standardized media data elements, measure work performance, provide program analysis, and produce reports as required.

a. The NETC VI Management Database is a management tool designed to track daily job orders and specific workload data, and to generate reports for any given timeframe and/or VI process.

b. Use of the NETC VI Management Database is required of the NETC VI Center and may be implemented through the BSOVIMO.

5.2. VI Records Management

a. VI records include all files (data and hard copy), originals, still imagery, motion imagery, recordings, and all paper documentation to include authorization documents, scripts, legal instruments relative to copyrights, clearance releases, contracts, etc.

b. The VI Project Manager will ensure that all original and acquired media developed for Navy training is archived and cataloged for repurposing and/or reuse in future training requirements using current NETC cataloging and indexing standards and designated media repository.

c. Guidance for the maintenance and identification of VI records, marking products, and classification procedures for VI products (still imagery, motion imagery, graphics, etc.) is specified in enclosure (1) of reference (b).

d. The VI Project Manager will ensure all VI products and associated administrative records are disposed of per reference (h).

5.3. Copyright Responsibility. Guidance and information regarding copyright, copyright infringement, fair use, and copyright responsibilities are provided in reference (b). Works subject to copyright protection may not be copied without permission of the copyright owner. The U.S. Government has no

general exceptions from copyright infringement liability. All VI managers, employees, and NETC customers need to be aware of copyright responsibilities concerning the use of copyrighted materials in the development of VI products. Reference (i) contains sample letters for requesting use of copyright material by the Department of the Navy. Additional information is available on-line at the U.S. Copyright Office web site (<http://www.copyright.gov>).

5.4. VI Personnel. Professional military VI personnel are defined as Mass Communication Specialists (MC) or their designated strikers. Professional civilian VI personnel primarily include the Information and Arts Group, GS-1000 series (GS-1001 VI Management, GS-1020 Illustrator, GS-1060 Photographer, GS-1071 Audiovisual Production Specialist, and GS-1084 VI Specialist) as described in the Office of Personnel Management (OPM) General Schedule Position Classification Standards, and the Exhibits Maker, WG-4715 series.

5.5. VI Training

a. All Navy/NETC basic, advanced, and specialized VI training is consolidated under the DoD at the Defense Information School located at Fort Meade, MD. Courses are available for VI officers, managers, enlisted, and civilian employees. Formal, informal, and specialized training, with detailed course information, is specified in reference (b), enclosure 1, section 0208.

b. The VI Project Manager will ensure VI personnel are provided training in current VI production technologies, techniques, equipment, and software. Individual development plans for each employee should be planned, budgeted, and maintained annually.