



DEPARTMENT OF THE NAVY
BUREAU OF MEDICINE AND SURGERY
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IN REPLY REFER TO
BUMEDINST 3104.1A
BUMED-M09B
23 Aug 2021

BUMED INSTRUCTION 3104.1A

From: Chief, Bureau of Medicine and Surgery

Subj: MANAGEMENT AND OPERATION OF MEDICAL AND DENTAL VISUAL
INFORMATION PROGRAM

Ref: (a) DoD Instruction 5040.02 of 27 October 2011
(b) OPNAVINST 3104.1A
(c) BUMEDINST 5870.1A
(d) BUMEDINST 5721.3D
(e) OPNAVINST 4001.1G
(f) SECNAVINST 4001.2K

Encl: (1) Duties of a Subject Matter Expert or Technical Adviser
(2) Visual Information Definitions

1. Purpose. To provide guidelines and delineate responsibility for the management and operation of medical and dental visual information (VI) activities, functions, and resources per references (a) through (f). This instruction is a complete revision and should be reviewed in its entirety. The significant changes in subparagraphs 1a through 1c have been implemented.

a. Change the name from Navy Medicine Support Command to Naval Medical Leader and Professional Development Command (NAVMEDLEADPRODEVCOM) VI directorate throughout the instruction.

b. Identifies the VI directorate as the Major Claimant VI Management Office (MCVIMO) for budget submitting office 18 (BSO-18).

c. Eliminates the annual VI Production Program.

2. Cancellation. BUMEDINST 3104.1.

3. Scope and Applicability. This instruction applies to all Navy Medicine activities. The scope of Bureau of Medicine and Surgery (BUMED) VI includes still photographic, motion and video imagery, audio, graphic arts, displays and visual presentation services, and the resources that support them.

4. Background

a. Per reference (a), the Department of the Navy Chief of Information (CHINFO) as the Special Assistant for Public Affairs Support (CNO N09C) is responsible for the implementation and administration of the Navy's VI policy. On behalf of the Chief, BUMED, Commanding Officer (CO), NAVMEDLEADPRODEVCMD manages and operates medical and dental VI production facilities; biomedical photography laboratories; medical and dental VI libraries; scientific illustrations; graphic arts, and other medical and dental VI documentation functions.

b. The NAVMEDLEADPRODEVCMD VI directorate is designated as the MCVIMO for BSO-18. As the MCVIMO, NAVMEDLEADPRODEVCMD VI, under the auspices of Naval Medical Forces Support Command, acts for Chief, BUMED in all matters pertaining to medical and dental VI and provides central management for all BUMED VI resources, facilities, productions, and services to meet the requirements established by references (a) and (b).

5. Responsibilities

a. NAVMEDLEADPRODEVCMD VI must:

(1) Implement Department of Defense (DoD) and Department of the Navy (DON) VI policies and procedures.

(2) Issue guidance on the implementation of the NAVMEDLEADPRODEVCMD VI Program; issue policy and plans to provide support for BSO-18 VI programs.

(3) Direct the establishment of medical VI Service activities (MVISA) for BUMED.

(4) Ensure representation of Navy Medicine interests to DoD, DON and all other Federal agencies on matters pertaining to medical and dental VI.

b. NAVMEDLEADPRODEVCMD VI Directorate must:

(1) Maintain an MCVIMO to provide oversight and managerial control of all medical and dental VI activities and functions.

(2) Plan, direct, and coordinate the central management of medical and dental VI activities.

(3) Ensure management of VI activities in a cost efficient manner.

(4) Program, budget, and control centrally managed funds for contract VI productions and production support travel.

(5) Validate and recommend approval of all VI production and production acquisition requirements.

(6) Ensure logistical support and technical expertise are provided for all VI production requirements.

(7) Ensure use of the defense VI directorate via the Web site, <https://www.dvidshub.net> and the defense imagery management operations center (DIMOC) at <http://www.dimoc.mil> for VI subject searches to determine if existing VI productions support mission requirements.

6. MVISA. Provide general support to local medical and dental VI activities as outlined in enclosure (1).

a. Approval and Authority. The establishment and operation of all MVISA activities and functions must be approved by NAVMEDLEADPRODEVCOM VI, Naval Medical Forces Support Command, BUMED, and authorized by CHINFO and DoD, per reference (b).

b. Functional Control. Each MVISA must provide functional control of local VI resources. Each MVISA authorized VI production capability must be assigned a DoD VI authorization number (DVIAN) by CHINFO. Additional MVISA responsibilities include:

(1) Providing VI services for the medical and dental commands under its cognizance.

(2) Establishing procedures and maintaining records for production control, workload data, and cost accounting purposes.

(3) Exercising control over command and local area VI functions. When an inter-command agreement exists, a tenant activity must be operationally responsive to the MVISA manager for matters relating to the activity's support requirements.

(4) Maintaining custody of all command VI equipment, and the responsibility for equipment acquisition, and repair, ensuring that VI equipment and inventory management complies with Assistant Secretary of the Navy for Financial Management and Comptroller and Commander, Naval Supply Systems Command property management directives.

c. Biomedical Photography Laboratories. Dedicated VI activities within the MVISA that provide medical photographic documentation. They may provide photographic support for other official command requirements depending upon their primary mission and function workload. Documentation of the consent is required on NAVMED 3104/1 Medical Photography Request and must be placed in the patient file.

d. MVISA Audiovisual Production Authorization. MVISAs are authorized to produce video documentation or acquire commercial off-the-shelf (COTS) audio visual (AV) productions to support mission requirements unique to local needs. Authorization is limited to the production or acquisition of video media only. Productions may not be distributed or used outside of the local producing activity without the authorization of NAVMEDLEADPRODEVCMDCMD VI.

7. User Activities (Commands and Activities not having a MVISA). These commands and activities must:

a. Designate a VI management point of contact to administer and manage VI within the command.

b. Maintain and operate local VI resources per reference (b) and this instruction.

c. Consolidate VI resources to meet the requirements of reference (b).

8. VI Productions. The authority delegated to NAVMEDLEADPRODEVCMDCMD VI for VI productions is limited to those in support of Navy Medicine operations including: education and training, instructional, informational, internal and external information and historical documentation.

a. Categories. VI productions are categorized as local or other than local. Each category requires different levels of approval.

(1) Local productions are COTS procurements and other productions authorized to support only the mission requirements of a local command. They are low in cost and have short life cycles. These productions must be identified by a locally assigned production approval number (PAN), which will consist of the DVIAN of the activity assigned the production, the last two digits of the fiscal year in which the production was approved, and a sequential number beginning with 0001 at the start of each fiscal year. Each set of characters must be separated by a hyphen (e.g., N1504-03-0001).

(2) Other than local productions are COTS procurements and other productions authorized to support formal training and education programs, management, and technical reports within Navy Medicine, and the U.S. Navy. Approving authorities are NAVMEDLEAD-PRODEVCMDCMD VI and CHINFO. These productions will be identified by a production identification number (PIN) which will be assigned by CHINFO (e.g., 806000).

Please Note: Formal training and education refers to those formalized programs that support basic, technical, and combat training, and professional educational responsibilities.

b. Special Instructions Concerning Local Productions. A VI production request must be completed and forwarded to NAVMEDLEADPRODEVCMD VI by any activity requesting approval to produce or procure an AV production for local use. Upon approval by NAVMEDLEADPRODEVCMD VI, a PAN will be assigned. These documents must be maintained in the requesting activity's production file for a period of 2 years.

c. Use of Government Personnel as Performers

(1) Government personnel must not appear as performers or act as narrators in government AV productions except when:

(a) They are performing their own jobs or reenacting tasks related to their jobs.

(b) Successful completion of the production depends on availability of specialized skills or technical knowledge not readily available from professional acting sources, and that cannot be provided by using a prepared script.

(c) They are playing roles developed for training purposes in connection with their jobs. Such roles must not make use of a prepared script and must be performed in the preparation of a VI production that will be used exclusively for training or internal communications.

(2) Government personnel must not be used as performers when health or safety hazards exceed those normally encountered in the performance of their jobs.

9. VI Contracted AV Productions

a. Contracted AV productions consist of all approved VI productions submitted by NAVMEDLEADPRODEVCMD VI and assigned a PIN by CHINFO.

b. AV productions that support Navy Medicine may be assigned for in-house production to an authorized MVISA production facility, or may be contracted under authorization by CHINFO.

c. All AV productions that support Navy Medicine must be approved by NAVMEDLEAD-PRODEVCMD VI at the production milestones listed in subparagraphs 9c(1) and 9c(2) :

(1) Script.

(2) Acceptance screening.

d. Any medical or dental activity may submit requests for productions for consideration as a contracted AV production.

(1) Requests should be submitted to the VI Manager, NAVMEDLEADPRODEVCMDCMD VI Directorate, 4944 N. Palmer Road, Building 5 (Room 1013), Bethesda, Maryland 20889.

(2) If the request is approved, the production will be prioritized based on availability of VI production funds, and the production will be planned for the next fiscal year or sooner depending upon funding.

(3) Urgent requirements may be submitted at any time as a contracted AV production. If a request is validated as an emergency, urgent, or emerging medical requirement it will be assigned an appropriate priority.

(4) The requesting activity must nominate a proposed subject matter expert (SME) or technical advisor (TA). The responsibilities of the SME or TA are outlined in enclosure (1).

(5) Contract production costs of approved AV productions are funded by NAVMED-LEADPRODEVCMDCMD VI.

(6) If the production request involves a project slated for public release, NAVMED-LEADPRODEVCMDCMD VI will coordinate with BUMED Special Assistant for Communications/Legislative Affairs/Historian (BUMED-M00P) prior to project release.

10. Management of VI Records

a. Products. All non-production imagery, upon creation and unless discarded, must be supported with a work request.

b. Productions

(1) VI productions must be supported with the documents listed in subparagraphs 10b(1)(a) through 10b(1)(d):

(a) Master Script or production outline.

(b) Copies of all contracts and modifications to contracts, if applicable.

(c) Signed legal and talent releases.

(d) Other documentation related to each production.

(2) Records for local productions must be maintained by the originating MVISA as long as the production is in active use. When a VI product becomes non-current, the record is disposed of or destroyed per reference (b).

11. Control and Use of Copies of VI Productions and Products

a. General

(1) All copies of medical and dental VI productions and products are accountable records. Their use must be controlled as outlined in reference (b) and this instruction.

(2) All copies of VI productions must be identified:

(a) For productions that support local commands: include PAN, main title, series title when appropriate, legal clearance, running time, security classification, and serial identification assigned to each copy.

(b) For productions that support the Navy: include PIN (assigned by CHINFO), title, series title when appropriate, legal clearance, running time, and security classification. No additional numbering system is authorized.

(3) Reproduction of VI productions is restricted to those activities authorized by CHINFO to do reproduction.

(4) Purchased, leased, rented, or adopted commercial productions are authorized for exhibition in the original acquired format only, and must not be reproduced. Title 17, U.S. Code governs each title. Unauthorized use or reproduction constitutes copyright infringement unless written permission is granted by the copyright owner.

(5) Activities requiring a replacement or additional copies of a current Navy or other DOD VI production can order copies online through the defense VI directorate at <https://www.dvidshub.net>. Online orders are forwarded to the Joint VI Services Distribution Activity, Tobyhanna, Pennsylvania for direct shipment to the requester.

b. Loan of Copies of VI Productions. All inquiries regarding medical VI productions from foreign governments, international organizations, or other foreign interests must be forwarded to NAVMEDLEADPRODEVCMDD VI.

c. Review for Currency. VI productions in active status must be reviewed for currency according to the listed schedule in subparagraphs 11c(1) through 11c(3):

(1) VI productions that support a local activity must be reviewed annually by the production activity.

(2) VI productions that support Navy Medicine must be reviewed for currency by the office of primary responsibility or a specialty advisor not later than 60 months after initial distribution of the production and every 36 months thereafter.

(3) VI productions declared non-current must be disposed.

d. Copyright Responsibility. The general policy set forth in references (b) and (c) concerning the use of copyrighted materials also apply to VI products and productions. Specific policy and procedures are:

(1) Copies of copyrighted and proprietary VI productions that have been adopted and acquired for BSO-18 use may be exhibited only in the original formats and may not be duplicated. Any use of VI productions must comply with Title 17, U.S. Code and the conditions peculiar to each procurement. Unauthorized use or duplication constitutes copyright infringement. The U.S. Government has no general exemption from copyright infringement liability, and a violating user may be personally liable for monetary damages.

(2) Copies of copyrighted and proprietary VI productions may not be loaned or exhibited outside BSO-18, or duplicated at any time unless appropriate rights for exhibition, use, or duplication were specifically granted to BUMED by the copyright owner.

e. Off the Air Recording

(1) Off the air recording or closed-circuit distribution of radio or television programs is not authorized. The recording, duplicating, and distributing of productions or programs broadcast by radio or television stations may involve copyright and invasion of privacy considerations. Therefore, the recording of radio or television broadcast or cablecast transmissions are prohibited for VI production requirements unless prior release or clearance is obtained in writing or it is clearly within the copyright fair use doctrine.

(2) Clearance for use of such materials must be obtained by the requester, in coordination with the judge advocate general or other legal counsel, from the sponsor, producer, distributor, station manager, or other person or agent empowered to grant the clearance. Written clearances are required. If the copyright owner withholds consent or cannot be identified, see reference (b).

f. Restrictions against Alteration or Duplication. Altering or duplicating VI productions is prohibited unless specifically authorized by NAVMEDLEADPRODEVCMDCMD VI in writing.

g. Procurement of COTS Productions and Products. Contracts for purchases of existing VI productions and products from commercial sources will be prepared by contracting offices authorized to contract for VI material.

h. Procedures for requesting commercial procurements. The purchase of a single copy of a COTS procurement may be approved by the CO or civilian head of a local activity. Multiple copies require approval by NAVMEDLEADPRODEVCMDCMD VI. Requests for procurement of multiple copies of COTS VI productions must be forwarded to NAVMEDLEADPRODEVCMDCMD

VI via the appropriate chain of command. A VI production request must be completed by the requester, and forwarded to NAVMEDLEADPRODEVCOM VI.

i. VI Productions from Other DoD Services. If a DoD production is identified for use within BSO-18, it may be obtained online through the defense visual information directorate via the Web site, <https://www.dvidshub.net>.

j. Evaluation of VI Productions. Evaluation of VI productions is important to ensure that intended communication objectives are achieved in a practical, cost-effective manner. Specialty advisors, SMEs, TAs, and functional managers should evaluate VI productions for currency and technical accuracy of the subject matter, the information contained in the script, correctness of the visuals, narration, dialogue, and sound effects presented in the completed production.

12. Medical VI Equipment and Supplies Management

a. General. VI production equipment is defined as items used for the recording, producing, reproducing, broadcasting, editing, distribution, exhibiting, compressing, and storing of VI. Included are professional still, motion picture and video cameras, editing equipment, television equipment, closed-circuit television, computer-generated graphics systems, image servers or storage systems, digital image capture and duplicating systems, film and paper processing equipment, and photographic printers. Requests for purchase of VI Production Equipment by authorized BUMED MVISA must be routed to the NAVMEDLEADPRODEVCOM VI Directorate for review and approval. VI non-production equipment is defined as items used to maintain, repair, store, retrieve, exhibit, or otherwise provide for the use of VI products. Included are videotape and videodisc players and television monitors, interactive video equipment, motion picture, overhead, and video projectors, and digital image processors.

b. Use of VI Facilities, Equipment. VI professional equipment may not be provided to, or used by, non-VI activities (an organization or activity that is not assigned a DVIAN or whose principal responsibility does not include providing VI products and services) or personnel. The use of any BSO-18 VI facility and equipment for creating VI products for personal use or for purposes not directly related to official BSO-18 or Navy tasks is strictly forbidden. Personnel assigned custody of VI equipment or authorized access to VI materials must be warned that the use of Government equipment or materials for personal purposes is a direct violation of reference (b). Violations of these regulations are subject to punishment. All VI products created or processed by naval personnel are considered Navy property.

13. Medical and Dental Scientific Exhibit Program

a. Purpose. Exhibits are presented at professional forums of medical, dental, and allied scientific organizations to inform other Government agencies and civilian institutions and associations of the mission, functions, and accomplishments of BSO-18 activities in support of the health and welfare of its Service members and the nation.

b. Exhibits for State and Local Professional Meetings. CO must follow the process outline in reference (d) to approve poster board exhibits for state and local medical, dental, and allied health scientific meetings. Construction of these exhibits may be accomplished locally, ensuring that the exhibit is consistent with BUMED policy and reflects credit on the Navy Medical Department and the DON.

c. Funding of Exhibits by Commercial Companies. Exhibit funding by commercial companies such as pharmaceutical and equipment companies is not authorized unless reviewed by a Navy Ethics Counselor and properly accepted per references (e) and (f).

14. Records Management

a. Records created as a result of this instruction, regardless of format or media, must be maintained and dispositioned per the records disposition schedules located on the DON Directorate for Administration, Logistics, and Operations, Directives and Records Management Division portal page at <https://portal.secnav.navy.mil/orgs/DUSNM/DONAA/DRM/Records-and-Information-Management/Approved%20Record%20Schedules/Forms/AllItems.aspx>.

b. For questions concerning the management of records related to this instruction or the records disposition schedules, please contact the local records manager or the DON Directorate for Administration, Logistics, and Operations, Directives and Records Management Division program office.

15. Review and Effective Date. Per OPNAVINST 5215.17A, Director for Administration (BUMED-M09B) will review this instruction annually around the anniversary of its issuance date to ensure applicability, currency, and consistency with Federal, DoD, Secretary of the Navy, and Navy policy and statutory authority using OPNAV 5215/40 Review of Instruction. This instruction will be in effect for 10 years, unless revised or cancelled in the interim, and will be reissued by the 10-year anniversary date if it is still required, unless it meets one of the exceptions in OPNAVINST 5215.17A, paragraph 9. Otherwise, if the instruction is no longer required, it will be processed for cancellation as soon as the need for cancellation is known following the guidance in OPNAV Manual 5215.1 of May 2016.

16. Information Management Control

a. Forms. NAVMED 3104/1 Medical Photography Request is available at <https://forms.documentservices.dla.mil/order/>.

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b. Information Management Control. The reports required in enclosure (2) paragraphs 44, 87, and 109 of this instruction are exempt from reports control per SECNAV M-5214.1 of December 2005, part IV, subparagraph 7k.



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Acting

Releasability and distribution:

This instruction is cleared for public release and is available electronically only via the Navy Medicine Web site, <http://www.med.navy.mil/directives/Pages/BUMEDInstructions.aspx>

DUTIES OF A SUBJECT MATTER EXPERT OR TECHNICAL ADVISOR

1. The SME or TA is a key member of the production team involved in the development of VI productions for the Navy Medical Department such as videotape productions. The SME or TA is responsible for the technical accuracy of the information contained in the script and the correctness of the visuals, narration, dialogue, and sound effects presented in the completed VI production.
2. The SME or TA has an active and creative role in shaping the technical quality of the VI production. Duties may include script and production meetings, script research visits, stock footage research, preproduction site survey visits, location photography and post-production meetings to ensure technical accuracy and quality.
3. The SME or TA may be called upon to give written approval to script and production development phases. In addition, verbal approval relating to the subject matter of the project may be sought during script research, stock footage research, pre-production survey visits, location photography, and the editing and narration phases of the project.
4. Normally, SME or TA travel and per diem associated with the project are funded by NAVMEDLEADPRODEVCMDD VI.

VISUAL INFORMATION DEFINITIONS

1. Adopted AV Production. An AV production produced or commercially acquired by one component or Federal agency that a DoD component obtains for its internal use.
2. Architecture. Used here to describe the structure of components (or elements), their relationships, and the principles and guidelines governing their design and evolution over time. Technical architectures deal with hardware and software systems and how they are designed and configured. Process architectures deal with how and what business practices are carried out to accomplish a function.
3. Armament Delivery Recording. Motion picture, still photography, and video recordings showing the delivery and impact of ordnance. This differs from reconnaissance imagery in that it records the act of delivery and impact and normally is done by the weapon system delivering the ordnance. Used primarily for evaluating strike effectiveness and for combat crew training. It is also one of the principal sources of over the target documentation in force employments.
4. Audio. Relates to recording, production, and reproduction of sound, especially the sound portion of a VI production (e.g., a motion picture, videotape, or slide and tape).
5. AV. One or more of the various audio or visual media other than traditionally printed materials such as books. Included are still photography, motion photography, videography audio recording and playback, graphic arts, presentation services, and associated support services.
6. AV Production. An AV production is distinguished from other VI productions by the combination of motion media with sound in a self-contained, complete presentation, developed according to a plan or script for the conveying information to, or communicating with, an audience.
7. AV Based. Are those means and products using the senses of hearing and sight either separately or in combination to communicate ideas or information by AV. Not included are books, newspapers, magazines, brochures, and other printed documents.
8. Benefit Cost Analysis. Part of an ongoing management oversight process to ensure proper allocation and efficient use of resources to accomplish agency missions by comparing the value a process adds to the mission in relation to its cost to perform.
9. Cable Television System. Distributes one or more television programs by modulated radio frequency or other signals through a cable distribution system to standard television or radio receivers of subscribers who pay for such service. Cable television system facilities are commercially owned and operated.

10. Centrally Managed. A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets, and procures for multiple users.
11. Centrally Procured. Procurement of material, supplies, or services by an officially designated command or agency with funds specifically provided for such procurement for the benefit and use of the entire component or, in the case of single managers, for the military departments as a whole.
12. Clearance. The procedures used to determine release authority for VI products or information proposed for public dissemination. This involves determination that the product or information has no classification, policy, legal, or copyright restrictions that would preclude public access.
13. Closed Circuit Television. Point to point signal transmission by cable or directional radiation where the audience is limited by physical control or nonstandard transmission.
14. Combat Camera (COMCAM). The acquisition and utilization of still and motion imagery in support of military operations. COMCAM does not include imagery specifically acquired by intelligence activities.
15. COMCAM Forces. Rapid deployable teams, specially trained and equipped to acquire, process, and transmit classified and unclassified still and motion imagery.
16. Commercial Activity. An activity operated and managed by a DoD component that provides to the government products or services which are available from private commercial sources.
17. Commercial VI Production. A completed VI production, purchased off-the-shelf, i.e., from the stocks of a vendor.
18. Communications Process. The exchange of ideas, data, and information, regardless of the forms or technologies used.
19. Computer Generated Graphics. The production of graphics through an electronic medium based on a computer or with computer techniques.
20. Consultation Services. The process of seeking or offering professional or expert advice, guidance, or information.
21. Contract VI Production. A VI production produced by a commercial producer under contract to the DoD.

22. Centrally Managed. A single organization unit or command which determines requirements, provides approval authority, sets standards, acts as an inventory manager or control point, budgets, and procures for multiple users.
23. Customer Representative. The customer representative represents the requesting component or agency at the production activity; ensures that the script and production conform to component or agency policy and objectives; has approval authority over script and production at established milestones; works with the component or agency's TA and the production activity's project officer to determine or arrange for production logistics support (personnel, facilities, and equipment).
24. Dedicated VI Activity. A VI activity whose products and services are provided only to a specified organization or function. Includes activities within deployable elements of the operating forces.
25. Defense Automated Visual Information System. A standard automatic data processing system utilized throughout the DoD for VI management purposes at DoD component and major command levels. It includes a production data base covering production, acquisition, inventory distribution, product status, and archival control of AV productions and VI materials; and a VI facilities data base that includes activities, facilities, personnel, and funds.
26. Deliberate Planning. Planning concerned with implementing operations and management actions.
27. Direct Cost. Any item of cost (or the aggregate thereof) which may be identified specifically with any objective, such as a product, service, program, function, or project; usually, but not necessarily, limited to items of material and labor. The distinction between direct and indirect costs is often arbitrary or is based on convenience and cost accounting simplicity without sacrifice of reasonable accuracy in overall costs of specific objectives.
28. Dissemination. The Naval Visual Information Program (NAVIP)-initiated distribution of VI products or information to the public.
29. Distribution. The NAVIP initiated forwarding, sending or circulating of VI products and information for internal use or to other governmental agencies.
30. DoD Component. An organization that is part of the office of the Secretary of Defense (and its field activities), one of the military departments, part of the organization of the Joint Chiefs of Staff, one of the defense agencies, or one of the unified and specified commands.
31. Duplication. The making of copies from an earlier generation of VI materials including all copies beyond the original or master copy.

32. End-Item (Equipment). A final combination of products, component parts, or material that is ready for its intended use (e.g., a photographic enlarger with lenses and negative carriers).
33. Environment. The aggregate of external procedures, conditions, and objects that affect the development, operation, and maintenance of an information system.
34. Evaluation. The process used to determine the amount, value, or benefit of an entity or function.
35. Executive Agent. A DoD component to which responsibilities and authority have been assigned to carry out certain duties centrally that would otherwise be exercised by the DoD components individually. An official or office delegated administrative or supervisory responsibility to execute the provisions of a law or government-directed programs or duties.
36. Film or Video Clip. A limited form of VI product. An assemblage of motion picture footage or videotape (usually documentary) in continuity, usually without editorial or optical effects, and normally without audio except that recorded during the documentation using single system sound or video recording. Simple titles may be used for identification purposes.
37. Graphic Arts. The design, creation, and preparation of two and three dimensional AV based products including charts, graphs, posters, and visual materials for VI productions, VI products, printed publications, displays, presentations, and exhibits prepared manually, by machine or by computer.
38. Identifiable Additional Costs. Costs incurred to support the customers that are above the supplier's normal operating costs.
39. Imagery. The imitation, copy, or representation of a person, place, or entity captured, depicted, fixed, recorded, drawn, or stored on a photochemical, electronic, electro-optical, or mechanical medium for the purpose of reference, display, transmission, storage, or distribution to communicate ideas or information.
40. Indirect Costs. An item of cost (or the aggregate thereof) that is incurred for joint objectives and may not be identified specifically with a single final objective, such as a product, service, program, or project.
41. Information. Any communication or representation of knowledge such as facts, data, or opinions in any medium or form, including textual, numerical, graphic, cartographic, narrative, or AV forms.
42. Information Communication Process. The set of rules or procedures used to collect, process, maintain, transmit, and disseminate information.

43. Information Resources. Includes both government information and information technology.
44. Information Technology. The hardware and software operated by a Federal agency or by a contractor of a Federal agency or other organization that processes information on behalf of the Federal government to accomplish a Federal function, regardless of the technology involved, whether computers, telecommunications, or others. It includes automatic data processing equipment as that term is defined in Public Law 104 through 106. For the purposes of Office of Management and Budget Circular A-130, automatic data processing and telecommunications activities related to certain critical national security missions, as defined in section 2315 of Title 10, U.S. Code and section 3502(2) of Title 44, U.S. Code are excluded.
45. Intelligence Report. A VI report. An assembly of VI documentation prepared to fulfill a duly assigned responsibility for intelligence collection, analysis, or dissemination.
46. Interactive. Refers to VI productions designed for communication applications in which viewers can make decisions prompted by choices offered in the program which trigger further information and feedback to be presented.
47. Interactive Videodisc (IVD) System. A visual medium for instructional delivery that employs the integration of videodisc or compact disc with computer technologies to provide a high degree of interaction between the student and the instructional program. IVD uses a computer-driven videodisc or compact disc player to randomly access selected sequences of frames to present visually based interactive courseware.
48. Interagency Support. Support provided by a military department or Federal agency for another military department or Federal agency.
49. Inventory Control Point. An organizational unit or activity which is assigned the primary responsibility for the material management of VI material, products, productions, and records. Material inventory management includes cataloging direction; requirements computation; procurement direction; distribution management; disposal direction; and, generally, rebuilds direction.
50. Joint-Interest Production. A VI production in which each of two or more DoD components share some degree of interest, contribute support, and intend to use.
51. Joint Visual Information Services. VI services operated and maintained by a DoD component to support more than one DoD organization.
52. Life Cycle Management. A management process that governs a process or system from conception to final disposition.

53. Major Claimant Vi Management Office (MCVIMO). A staff office at the major claimant management level, which prescribes and requires compliance with VI policies and procedures and reviews operations.
54. Mechanism. A particular technique or technology for implementing a function.
55. Mixed Media. Imagery and non-visual information combined as a single informational product. Examples include a videotape with accompanying printed material and a map with embedded pictures.
56. Motion Media. A series of images viewed in rapid succession, giving the illusion of motion, obtained with a motion picture or video camera.
57. Multimedia. A combination of more than one VI medium used in a single production.
58. Naval Imaging. The collection, processing, storage, retrieval and exploitation of representations through photographic, electronic or electro-optical means in support of Navy missions and tasks.
59. Navy Combat Camera Program. A uniform, systematic, and comprehensive life cycle management program to provide and insure availability of complete, accurate, timely, and accessible visual information records of U.S. naval military operations and activities for decision making, historical and other uses.
60. NAVIP. All of the VI functions individually or collectively in the NAVIP and their processes and elements, including products, services, resources, organizations, and information, and their governing and controlling mechanisms.
61. Official NAVIP 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 NAVIP activities, functions, or missions.
62. Original. The initial photographic image, photographic or magnetic sound recording, or video recording as compared with subsequent stages of duplication. Frequently referred to as VI record material.
63. Operational Documentation. VI COMCAM documentation of activities to convey information about people, places, and things. It is general purpose documentation normally done in peacetime.
64. Optical Instrumentation. Use of optical systems, coupled with photographic or television recording devices that may include audio, to record scientific and engineering phenomena for measurement and analysis. It may include the recording of data to correlate optical images to time or space positions, or other engineering data.

65. Performance Measures. A significant measure used on its own or in combination with other key performance indicators to monitor how well a business is achieving its quantifiable objectives.
66. Performers. Persons, who play dramatic roles, narrate (on or off screen), pose or otherwise perform in VI productions.
67. Permanent VI Record Material. Those VI products which document the organization, functions, policies, procedures, personalities, essential transactions, and significant mission and support activities of the DoD, a DoD component, or a subordinate element thereof. Includes those VI products containing information that is unique in substance, arrangement or manner of presentation; depicting phenomena; utilizing or depicting new technology; representing an advance in the state of the art; and having current or potential value from an historical perspective.
68. Photography. The process or art of rendering optical images on sensitive surfaces by electronic or chemical action stimulated by light or other forms of radiant energy such as X-rays or infrared radiation.
69. Photojournalism. Conveying a story through still photography of a significant DoD event, normally to support the news media or internal DoD publications.
70. Planning. The process of plotting or designing a scheme of arrangements of methods, actions, or procedures to be implemented to accomplish a project or defined purpose.
71. Preprint Material. For motion picture, all original picture and sound material, organized in finished, synchronized form as matrices for the reproduction of projection prints directly from A and B rolls or from an internegative. (The equivalent in video is the edited master.)
72. Process. A definition of how and in what sequence one or more business functions are to be carried out in a system. A business function is what a business needs to do; a process is what a system needs to do; a mechanism is how the system does it.
73. Production Costs. All direct and indirect costs incurred from the time of activation through approval of the first acceptance copy of the production. This does not include the cost of copies for distribution.
74. Production Files. The textual records which pertain to each VI production.
75. Proprietary VI Production. A completed VI production, including IVD, acquired from a proprietary source, either profit or non-profit. Includes commercial VI productions.

76. Ready Access File. A collection of VI products, in one or more formats, for which there is a frequent requirement, which are maintained at a customer service point for issue to authorized customers at the time of request to reduce delays in service. Once in a ready access file, items may be kept in this status as long as demand justifies.
77. Released. Refers to the determination made by the NAVIP that a NAVIP VI product is authorized to be provided to the public.
78. Reproduction. The making of copies from an earlier generation of VI materials. It includes all copies beyond the original or master copy.
79. Retrieval. The processes associated with recovering or withdrawing VI materials from interim or archival storage or filing.
80. Seamless. A mechanism in which its operating processes and connections are transparent to the user.
81. Semi-Current Records. Records, not qualifying as current records, required so infrequently in the conduct of current business that they should be moved to, and maintained by, a records center.
82. Still Photography. The medium used to record still imagery, including negative and positive images.
83. Strategic Planning. The planning that provides for broad long term guidance to shape the direction and set priorities for a function or organization.
84. Tangible Audiovisual Based End-Items. The NAVIP VI Products resulting from accomplishing the NAVIP.
85. TA. Component or agency representatives having detailed knowledge of the subject matter of a VI production requested by a component or agency. They are assigned to assist the production activity by ensuring technical accuracy of a production script and the production itself. Additionally the TA, with the command representative and the production activity's project officer, is responsible for arranging the production logistic support (personnel, facilities, and equipment).
86. Technical Documentation (TECDOC). VI documentation (with or without sound as an integral documentation component) of an actual event made for evaluation purposes. Typically, TECDOC contributes to the study of human or mechanical factors, procedures, and processes in the fields of medicine; science; logistics; research, development, test and evaluation; intelligence; investigations; and armament delivery.

87. Technical Guidance. Specialized or professional guidance and direction exercised by an authority of the naval establishment in technical matters.
88. Technical Report or AVI Report. An assemblage of TECDOC (still or motion media) to report on a single mission or project-related event.
89. Video. Electronic recording and playback of imagery.
90. Videography. Recording, processing, or displaying visual imagery electronically.
91. Video-Teleconferencing. Two-way electronic voice and video communication between two or more locations; may be interactive voice and video, or two-way voice and one-way video; includes full-motion video, compressed video, and freeze-frame (still) video.
92. Visual Aid. A type of VI product in any of the AV based formats designed to help communicate information.
93. VI. Use of one or more of the various visual media with or without sound. VI includes still photography, motion picture photography, video recording with or without sound, graphic arts, visual aids, models, displays, visual presentation services, and the support processes.
94. VISUAL Information System. Equipment or a group of equipment components (including IVD or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.
95. VI Activity. An organizational element or a function within an organization in which one or more individuals are classified as VI, or whose principal responsibility is to provide VI services. VI activities include those listed in subparagraphs 95a through 95h:
- a. Expose and process original photography.
 - b. Record, distribute, and broadcast electronically (video and audio).
 - c. Reproduce or acquire VI products.
 - d. Provide VI services.
 - e. Distribute or preserve VI products.
 - f. Prepare graphic artwork.
 - g. Fabricate VI aids, models, and displays.
 - h. Provide presentation services or manage any of these activities.

96. VI Distribution. The cataloging and distribution process of the central distribution activities and the loan operations of field VI libraries.

97. VI Documentary Activity. The process of objective factual capture and recording of events or activities using audiovisual based imagery and audio.

98. VI documentation. Motion media, still photography, and audio recording of technical and non-technical events, while occurring, and usually not controlled by the recording crew. VI documentation encompasses COMCAM, TECDOC, and operational documentation.

99. VI Equipment

a. Production. Items used for the recording, producing, reproducing, processing, broadcasting, editing, distribution, exhibiting, and storing of VI. Includes professional still, motion picture, and video cameras; editing equipment, telecine equipment, audiotape, and cassette duplicators; computer-generated graphics systems; and film and paper-processing equipment photographic printers.

b. Non-Production. Items used to maintain, repair, store, retrieve, exhibit, or otherwise provide for the use of VI products. Includes videotape and videodisc players and television monitors; interactive video equipment; and slide, film strip, motion picture, overhead, opaque, and video projectors.

c. Other. When items that could otherwise be identified as VI equipment are an integral part of a non-VI system or device (existing or under development), they must be managed as a part of that non-VI system or device.

100. VI Facility. A building or a space within a building or ship owned or operated by the Federal Government that houses an authorized VI activity. Transportable or portable VI equipment (such as a video recording van or portable VI equipment used in a temporary housing) also must be classified as a VI facility.

101. VI Functions. The individual VI processes of photography, videography, graphic arts, VI production, duplication, distribution, records preservation, presentation and related technical services that support the NAVIP and its missions.

102. VI Library. A VI facility which loans and maintains VI media and equipment.

103. VI Management Office (VIMO). A staff office at the CNO, MCVIMO, command, or other management level, which prescribes VI policies and procedures, and reviews and oversees its portion of the NAVIP.

104. VI materials. A general term which refers collectively to all of the various VI still and motion films, tapes, discs, or graphic arts. Includes the original, intermediate and master copies, and any other recorded imagery.
105. VI Personnel. Personnel possessing professional and technical knowledge, skills, and qualifications to perform or support the VI functions.
106. 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 VI product is also the end item of the production process. The special kind of VI production that combines motion media with sound is further defined as AV production. Used collectively, VI production refers to the functions of procurement, production, or adoption from all sources; i.e., in-house or contract production, off the shelf purchase, or adoption from another Federal agency.
107. VI Products. VI media elements such as motion picture and still photography (photographs, transparencies, slides, and film strips), video and audio recordings (tape or disc), graphic arts (including computer-generated products), models, and exhibits. The VI production is a unique form of VI product and usually is addressed separately.
108. VI Records. VI materials, regardless of format, and related textual records produced by the NAVIP.
109. VI Records Center. A facility specially designed for efficient low-cost temporary storage, referencing, and retrieval of VI records prior to final disposition.
110. VI Report. VI documentation assembled to report on a particular subject or event.
111. VI Resources. The personnel, facilities, equipment, products, budgets, and supplies which comprise the NAVIP.
112. VI Services. Those actions of the NAVIP that:
- a. Result in obtaining a VI product.
 - b. Support the preparation of a completed VI production such as photographing, processing, duplicating, sound and video recording, instrumentation recording, film to video transferring, editing, scripting, designing, and preparing of graphic arts.
 - c. Support existing VI products such as distribution and records center operations.
 - d. Use existing VI products, equipment, equipment maintenance, and activities to support other functions such as projection services, operation of conference facilities, video tele-conference, or other presentation systems.

113. VI Support Center. The VI activity that provides general support to command, base, facility or site organizations, or activities. It may include: motion picture, still photo, television and audio recording for non-production documentary purposes, their laboratory support, graphic arts, VI library, and presentation services.

114. VI System. Equipment or a group of equipment (including IVD or visually based equipment) which performs a VI function, produces a VI product, or provides a VI service.