

# Graphics Policy

## Multimedia Support Center Graphics Department

**Purpose:** To provide guidelines for use of the Graphics Department's facilities, personnel, and materials.

**Background, Multimedia Support Center:** MSC is a unit within the Academic Dean's Cost Center. It is staffed and equipped to provide high-quality multimedia support to Naval Academy personnel: midshipmen, faculty and staff. Its primary focus is to support Academics, including all midshipman work relating to class assignments, faculty and staff work intended for classroom instructions, faculty work relating to research, and staff projects within the Dean's Cost Center.

### MSC Graphics:

- is primarily a self-help operation. Midshipmen, faculty and staff are expected to learn graphics skills under the supervision of a graphics artist. MSC Graphics staff may produce posters, video/audio editing and digitization, and presentations (web-based or PC-based) for faculty and staff if such work is approved, in advance and in writing, by the MSC Contracting Officer's Representative (COR) or the MSC Director.
- also provides limited services to the other USNA Cost Centers for projects directly supporting Brigade staff, Brigade activities, Academy functions, and ECAs, subject to approval in writing by the MSC COR or MSC Director. Activities that generate income cannot be supported, based on the provisions of the MSC contract currently in place.
- may be used by personnel from tenant activities, non-appropriated-funded activities, and USNA-related private activities, subject to approval in advance and in writing by MSC COR or MSC Director. These entities will be billed by the MSC COR for applicable costs. Approvals for reimbursable use must be secured before production takes place. A materials cost list for determining cost/labor estimates is available upon request from the MSC COR.
- may be used by all sports represented by NAAA after presenting a purchase order with an estimated cost amount from NAAA prior to any work being done. NAAA is billed by the MSC COR after work is completed.
- does not support personal use. (Examples of personal use include: office/building decorations, home use materials, etc.)
- offers self-help consultations and training classes for Naval Academy midshipmen, faculty, and staff on a first-come, first-served basis. Personnel from tenant activities, non-appropriated-funded activities, and USNA-related private activities may attend classes on a "space available" basis.
- staff will assist midshipmen, faculty, and staff with computer programs and design assistance for computer-based projects and in preparing design work so that it may be transferred to DAPS for production, printing, and mounting **as directed by the appropriate funding source**. MSC Graphics does not support large-quantity printing.

One of the major expenses of the MSC Graphics operation is cost for materials associated with posters (poster board and printing/mounting operations) and vinyl-lettering production. These services are reserved for Academic projects, Battalion Staff Bulletin boards, and Company logo banners (limited to one per company), Commandant events (Service Assignment and like events etc), and ECA activities.

Directional or parking signs for events will not be supported. Other approved users desiring material support must secure approval in advance and in writing from the MSC COR or MSC Director.

Midshipmen seeking materials for "spirit boards", booster posters ("Beat Army"), "Pro Reports", Bancroft bulletin boards and personal/non-academic activities should obtain new materials sold at the Midstore or elsewhere. The graphics staff will provide guidance and design assistance as their time permits. Midshipmen may also use any excess or scrap material available, but no new materials from the MSC Graphics Department will be used for these projects.

Cases for exceptions to this policy must be made in writing to the MSC COR or MSC Director.

MSC Director:  
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MSC Contracting Officer's Representative (COR):  
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