

MWI 1520.1
REVISION D

EFFECTIVE DATE: September 19, 2004
EXPIRATION DATE: September 19, 2009

MARSHALL WORK INSTRUCTION

AD01

GRAPHIC AND PUBLICATION PRODUCTION SERVICES

CHECK THE MASTER LIST at
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DOCUMENT HISTORY LOG

Status (Baseline/ Revision/ Canceled)	Document Revision	Effective Date	Description
Baseline		11/01/99	Document is a complete rewrite MMI 1521.1G to a Marshall Work Instruction. It also incorporates procedural and organizational changes (organization codes, titles, etc.).
Revision	A	5/15/01	Document revised to reflect CO commitment agreements and update information.
Revision	B	5/9/03	Document revised to reflect organization changes, updated footers and headers, additions to definitions and references, modification of quality records and instructions for ordering graphic and publication services.
Revision	C	3/16/2004	Document revised to delete Visual Aid Function, which is being transferred to MPG 2500.1. Changed "NPG" to "NPR" throughout document. Updated Applicable and Reference document lists. "MSFC Form 4425" was removed from paragraphs 5.5 and 9.2. Paragraph 6.6 Updated instructions for accessing catalog webpage. Paragraph 6.11.2 revised to include applicable documents.
Revision	D	9/19/2004	Document revised to bring this document into compliance with the Headquarters Rules Review Action. Deleted the "Graphics Services Customer Survey" definition and record.

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1. PURPOSE

This Marshall Work Instruction (MWI) provides instructions for obtaining graphic and publication production services.

2. APPLICABILITY

This instruction applies to all Marshall Space Flight Center (MSFC) organizations and their contractors and covers the following:

- Requests for graphic and publication production services.
- Implementation of NASA graphics standards.
- Design of proposed program and payload identifiers.
- Achievement of quality standards for graphic and publication production services.

3. APPLICABLE DOCUMENTS

3.1 “NASA Graphics Standards WWW Manual” at:

<http://www.hq.nasa.gov/office/pao/insignia>

3.2 14 CFR 1221, “The NASA Seal and Other Devices, and the Congressional Space Medal of Honor”

3.3 NPD 8610.6, “Graphic Markings on Space Transportation Vehicles, U.S. Components of the International Space Station Component Systems, and Payloads”

3.4 NPR 1441.1, “NASA Records Retention Schedules”

3.5 NPR 1620.1, “Security Procedural Requirements”

3.6 MPR 1440.2, “MSFC Records Management Program”

4. REFERENCES

None

5. DEFINITIONS

5.1 Camera Ready Art. A digital file and/or manual preparation of color separations that are required by the printer to reproduce an image or publication.

5.2 Graphic. An illustration, chart, graph, table, photograph, poster, conceptual artwork, animation, and/or electronic art required in the performance of official NASA business.

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5.3 MSFC Graphics Coordinator. The person who is responsible for ensuring that MSFC art products, including the NASA Insignia and Seal, conform to NASA, MSFC, and industry standards.

5.4 Publication Production. The writing, editing, typing, proofing, graphic design, page design/layout, and camera ready art of publications produced for official NASA business.

5.5 Graphics Performance Evaluation Monitor. The person responsible for overseeing the contractor performance in the Graphics and Publications area.

6. INSTRUCTIONS

6.1 MSFC's graphic and publication production services shall be provided by the Office of the Chief Information Officer (CIO). Any exceptions shall be approved by the Office of the CIO.

6.1.1 The catalog of graphic and publication production services can be accessed through the "Inside Marshall" Web page by clicking on the "Center Organizations" button and selecting "Center Operations," "Center Operations Home Page," and under the Multimedia heading, click on "Graphics and Publications."

6.1.2 Graphic and publication production services can be ordered online by going to <https://srs.msfc.nasa.gov/catalog/bin/home.asp>.

6.2 The MSFC Graphics Coordinator (appointed by the CIO) shall be responsible for ensuring MSFC compliance with NASA graphics standards. The Coordinator shall also be responsible for reviewing and approving designs for program and payload identifiers or logos and publications. The "NASA Graphics Standards WWW Manual" can be accessed via:

<http://www.hq.nasa.gov/office/pao/insignia>

6.3 All of MSFC's non-Scientific and Technical Information (STI) publications shall be approved by the MSFC Graphics Coordinator and the Graphics Performance Evaluation Monitor before being printed. A concurrence sheet (MSFC Form 1407) shall be attached to the publication.

6.4 The Office of the CIO and its contractors shall provide technical advice on matters pertaining to graphic and publication production.

6.5 All classified material, while meeting graphic and publication requirements, shall be marked and protected in accordance with NPR 1620.1, "Security Procedural Requirements." All reproduction of classified information shall be coordinated with Protective Services.

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6.6 All permanent badged NASA employees shall be allowed to request graphic and publication production services. This excludes cooperative education employees, summer interns, or other such temporary appointments. Onsite contractor personnel authorized by the appropriate Office or Department Director/Manager shall also be allowed to request graphic and publication production services.

6.7 Graphic and publication production services that require travel, overtime, dedicated personnel, or specific funding shall require approval by a director, manager, or equivalent level of management.

6.8 Monthly data reflecting each organization's utilization of graphics and publications services shall be entered into the Center Operations Services Management Information System (COSMIS) data base and made available to the customers via the COSMIS web site.

6.9 MSFC Organizations and contractors shall:

6.9.1 Ensure that proposed program and payload identifiers conform to NASA graphics standards guidelines and forward them to the MSFC Graphics Coordinator who shall forward the design(s), when required, to NASA Headquarters for concurrence.

6.9.2 Ensure that NASA graphics standards guidelines are implemented when preparing all computer or manually generated graphics and publications (See 14 CFR 1221, NPD 8610.6, and the NASA Graphics Standards WWW Manual). Refer inquiries regarding NASA graphics standards to the MSFC Graphics Coordinator.

6.11.3 Submit to the Office of the CIO and its contractor, as far in advance as practicable, the Service Request (SR) for graphic and publication production services.

6.11.4 Ensure that all graphics and publications produced shall be of professional quality. These products shall be artistic, creative, creditable, and technically accurate focusing on publication design and basic design principles of composition, balance, perspective, color, and space relationship.

7. NOTES

None

8. SAFETY PRECAUTIONS AND WARNING NOTES

None

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9. RECORDS

9.1 MSFC Form 1407, "Concurrence Sheet," shall be a record. The record shall be maintained by the MSFC Graphics Performance Evaluation Monitor and destroyed after 2 years or kept as a historical record, consistent with the requirements of MPR 1440.2, "MSFC Records Management Program."

10. PERSONNEL TRAINING AND CERTIFICATION

None

11. FLOW DIAGRAM

None

12. CANCELLATION

MWI 1520.1C dated March 16, 2004

Original signed by
Robin N. Henderson for

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Director