

# Department of Transportation

Office of the Secretary

Washington, D.C.

## ORDER

DOT 1710.3A

3-17-76

SUBJECT: GRAPHICS SERVICES IN THE WASHINGTON HEADQUARTERS

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1. PURPOSE. This Order describes the graphics services provided by the Office of Administrative Operations, Office of the Secretary (OST), to all Department of Transportation (DOT) elements in the Washington Headquarters and prescribes the standards and procedures which govern those services.
2. CANCELLATION. DOT 1710.3, GRAPHICS SERVICES IN THE WASHINGTON HEAD-  
QUARTERS, of 8-31-72.
3. REFERENCE.
  - a. A memorandum from the Assistant Secretary for Administration, dated June 9, 1972, subject "Centralization of Graphics Services" made effective the consolidation of graphic services under the Working Capital Fund under the Office of the Secretary, and the transfer of appropriate personnel, equipment, supplies, etc.
  - b. DOT 1640.4, Classification, Declassification and Control of National Security Information of 12-12-72, which outlines procedures of handling classified material.
4. POLICY. All graphics requests originating in the Washington Headquarters area shall be processed through the OST Graphics Branch in accordance with the standards and procedures of this Order.

5. CONTROL POINTS.

Each operating element shall designate the organizational level of officials authorized to approve requisitions for services from the OST Graphics Branch. These designations will be by memorandum to the OST Director of Administrative Operations.

6. RESPONSIBILITY.

a. Users of Graphics Services.

- (1) Insure that all requirements for graphics services in the

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DISTRIBUTION: All Secretarial Offices  
All Operating Elements

OPI: Office of  
Administrative  
Operations

Washington Metropolitan Area are requisitioned from the OST Office of Administrative Operations unless exception has been granted by the Assistant Secretary for Administration. This includes the placement of purchase orders under the "General Services Administration Basic Ordering Agreement for Furnishing of Visual Arts, Graphics and Associated Services."

- (2) Use Form DOT F 1710.2, Graphics Services Request to requisition services. Submit one completed copy of this form with source materials to the Graphics Branch, TAD-486, Office of the Administrative Operations. This form is available from the Graphics Branch and GSA stores
- (3) Insure that the substance of submitted material is accurate, legible and final, that appropriate coordination has been effected; and that the standards prescribed in paragraph 8 below are applied.
- (4) Whenever possible, submit graphics requests well in advance of actual date required.
- (5) Consult with Graphics Branch personnel during initial planning to insure that all requirements are defined.
- (6) Classified materials and Graphics Service Request shall be marked and accounted for in accordance with the provisions of DOT 1640.4, Classification, Declassification and Control of National Security Information of 12-12-72.

b. The Graphics Branch shall:

- (1) Coordinate with the customer office in applying the standards outlined in paragraph 8 below.
- (2) Provide the required services by either in-house production capabilities or by initiating a procurement action from external sources. When such procurement is exercised, the Graphics Branch will be responsible for insuring compliance with the purchase order.

7. SERVICES AVAILABLE.

- a. Planning and Consultation. This is providing technical advice and assistance to insure the most effective and economical results are achieved from requested services. Recommend means by which Departmental programs can be effectively enhanced and sound communication achieved through the use of good graphics. Requests for service should be made to the Chief, Graphics Branch, TAD-486.

- b. Design, Layouts and Comprehensives. Includes such items as presentation story books, publications, exhibits, posters, illustrations, charts and diagrams.
  - c. General Art. Includes the preparation for reproduction of such items as charts, book covers, diagrams, technical illustrations, maps and posters.
  - d. Illustrations. Art work of a creative nature which may entail research. It includes cartoons, figure and/or equipment renderings. Art work may be prepared in black and white or color for use in displays, presentation aids or for reproduction.
  - e. Presentation Aids. Includes slides, vu-graphs, film strips, TV and motion picture art, flip and briefing charts, and art for displays and exhibits.
  - f. Publications. Art preparation and design for such items as books, manuals, magazines, brochures, newsletters and leaflets.
  - g. Miscellaneous. This includes such items as dry and wet mounting, paste-ups, retouching, signs, models, and exhibit fabrication, simple drawings and sketches.
  - h. Management Information Charts. Charts required for use in Management Information Centers and manuals throughout the Department. These charts are prepared to one set format and standard.
  - i. Awards. Preparation of certificates, citations, plaques, medals as prescribed in Departmental awards programs.
  - j. Editorial and Writing. May be provided in conjunction for the preparation of any of the above items (para 7).
8. STANDARDS OF SERVICE.
- a. The services performed by the Graphics Branch are of a professional nature and shall be requested only when services of this type are necessary for the effective performance of official work.
  - b. Priority graphics request shall be so indicated and the justification and authority of use shall be stated. Example: "Office Director requires visual aids on Budget Program for Presentation to Congressional Sub-Committee," date required (a.m. or p.m.).
  - c. The resources invested in the production of each order for graphics services should be commensurate with the contribution that job is expected to make toward the accomplishments of the Department's mission.

9. BILLING.

Basis for Charges. Charges for cost recovery will be made in accordance with DOT 2300.5, Department of Transportation Working Capital Fund - Financial Policy of 11-27-72.

FOR THE SECRETARY OF TRANSPORTATION:



William S. Heffelfinger  
Assistant Secretary  
Administration