

ORDER

**DEPARTMENT OF TRANSPORTATION
FEDERAL AVIATION ADMINISTRATION**

WA 1730.1.

7/15/74

SUBJ: VISUAL ART SERVICES IN THE WASHINGTON HEADQUARTERS

1. PURPOSE. This order describes visual art services, production guidelines, performance standards, and requisitioning procedures in the Washington Headquarters, and establishes the FAA headquarters control point for obtaining these services.
2. DISTRIBUTION. This order is distributed to section level and above in FAA headquarters and AEU Budget and Fiscal Staff.
3. CANCELLATION. Order 1730.1, Visual Art Services, dated September 9, 1965.
4. RESPONSIBILITIES. The Office of Management Systems, Systems Support Division, Printing and Audiovisuals Systems Branch, AMS-130 shall:
 - a. Act as the FAA headquarters control point for the procurement of all visual art services from the Office of Administrative Operations, Graphics Branch, TAD-486.
 - b. Plan, control, and fund for all visual art services obtained by FAA from TAD-486.
5. SERVICES AVAILABLE.
 - a. General Art. This is routine art work requiring no research or creative effort. It includes line renderings, felt-tip pen flip charts, conference name plates, signs, mechanical lettering, paste-ups, mounting of photographs, standard covers, scheduling boards, simple drafting, and tracings.
 - b. Charts and Graphs. This is art work involving the preparation or extensive revision of complex charts and graphs requiring some design or layout work. It includes organization charts, flow charts, and PERT charts.
 - c. Illustrations. This is art work requiring creative design, coloring, layout, and/or research. It includes cartoons, figure renderings, posters, pictorials, nontechnical brochure illustrations, murals, and exhibit designs.

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- d. Technical Illustrations. This is art work requiring detailed rendering of technical illustrations other than engineering drawings and plans.

6. STANDARDS.

- a. Visual art services shall be used only when necessary for the effective performance of official work. For example, requirements for official retirement certificates or presentations are valid, but requirements related to retirement and similar parties or celebrations are not considered official. Necessity will be judged on whether or not graphic material will substantially enhance the oral or written communication.
- b. Art work should be simple and should stick to essential points. More than one color shall not be used unless the additional color serves a functional purpose.
- c. The amount of time and quality of materials used in the production of art devices shall be in proportion to the importance of the message to be communicated, the nature of the viewing audience, and the frequency or length of time of anticipated usage.

7. PROCEDURES. FAA headquarters offices and services, and the Europe, Africa and Middle East Region shall:

- a. Ensure that ALL requirements for visual art services in the Washington headquarters are submitted to the FAA headquarters control point, AMS-130.
- b. Ensure that the substance of submitted material is accurate and final; that appropriate coordination has been effected; and that the standards prescribed in paragraph 6 above are applied.
- c. Whenever possible, plan and schedule the development of submissions for visual art services sufficiently in advance to permit the establishment of production schedules which can be met without resorting to use of overtime on in-house or commercially procured work.
- d. Consult with AMS-130 personnel during the initial planning or idea stage when complex, non-routine, or rush services are contemplated in order to assure early coordination of ideas, improved scheduling, and maximum economy and efficiency.
- e. Review drafts, preliminary sketches, or statistical material prior to submission for final rendition, and when "roughs" are

required, assure that all interested personnel approve the rough to preclude expensive changes to the final product.

- f. Use Form DOT F 1710.2, Graphics Service Request, to requisition services. Obtain branch chief signature or higher under "authorizing signature." When a work request is extensive or complex and advance consultation with AMS-130 indicates that the service exceeds 40 man-hours, the level of authority for signature shall be division chief or higher. This form is available from the GSA Store. Submit an original and one copy of the form with drafts, sketches, or other copy and instructions to AMS-130.
- g. Mark and account for classified material in accordance with current provisions for safeguarding classified information. The classified nature of the requested services should be noted conspicuously on Form DOT F 1710.2.
- h. Bring to the attention of the Chief, Printing and Audiovisuals Systems Branch, AMS-130, any problems encountered in obtaining visual art services for resolution and/or assistance.



E. NOOTENBOOM
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