

# Instructional Media Services

**I**nstructional Media Services (IMS) provides complete graphic, photographic, sound, television, and imaging services for the enhancement of the university's academic program. IMS is a Division of Computing, Communications, and Media Services.

The division's goal focuses on the desire to create a complementary arrangement for the implementation of media-based curriculum materials, while providing support for the institution in the pursuit of its educational duties.

In conjunction with the Art, Industrial Technology, and Mass Communication and Journalism departments, students may develop practical production skills thanks to the hands-on laboratory experiences offered within IMS's facilities.

Under the supervision of faculty and professional staff, students produce a variety of materials for extra-departmental classroom instruction and the university's community service activities. Depending upon their interest and aptitude, students may participate in any of the following services typically provided by educational, corporate, and governmental media or telecommunication centers.

## Photo • Graphics

Materials that cannot be acquired from existing sources are designed and developed internally within the division.

**Graphics.** Whether a project requires a simple single-color layout or a complex multi-color design to communicate a message, the IMS graphic artists are capable of producing them. The graphic arts facility includes computers and the latest graphics software to provide design, illustration, and production services.

**Typesetting.** In the desktop publishing facility, specialists produce computer-created finished and camera-ready materials for brochures, forms, journals, newsletters, business cards, books, slides, tables, displays, and signs.

**Photography.** In the photography studio and darkrooms, the photographer produces black-and-white and color slides and prints, studio portraits, and still-life photos. In addition, he may duplicate slides, make black-and-white halftones, title slides, line-copy duplications, and copystand photos.

**Sound Recording.** In the sound recording studios, audiotaped programs may be produced independently or in conjunction with other media.

High-speed duplication equipment provides quality audio cassettes in a fast and efficient manner.

## Video Production

Original television programs are produced utilizing advanced location, studio and postproduction techniques for viewing in classes, on local cable channels, and on broadcast television stations across the country. Additional production facilities are available for faculty and students to record lectures, presentations and other instructional experiences. Other services include off-air and off-satellite recording, interactive two-way videoconferencing, and satellite teleconferencing.

**Classroom Services.** Audiovisual equipment, color TV monitors and VCRs, featuring a variety of standard formats, are available for delivery to classrooms throughout the university. A closed-circuit television system also provides for program delivery to selected campus facilities.

**Distance Education.** Selected classes originating on this campus are broadcast live on an Instructional Television Fixed Services (ITFS) channel to various sites throughout the San Joaquin Valley. Students at the 18 receiving locations watch ITFS broadcasts and interact with the campus class via telephone hookup.

**Technical Support.** IMS provides an in-house repair service for most television and audiovisual equipment located on campus. The engineering staff also offers consultation to academic departments on system design for specialized instructional and research purposes. Other support areas include microwave teleclasses, broadband and fiber-optic distribution, and satellite teleconferencing. ■



*IMS photographer, Randy Dotta, prepares for a photo shoot in the photography studio.*