

Instructional Media Center
Library North, First Floor
and Basement
(209) 278-2674

Acting Director, Wymond Eckhardt

The Instructional Media Center (IMC) is an academic support unit of the university. Its primary mission is to support the programs of academic affairs by using its resources to improve the quality of instruction and research. Secondarily, audiovisual assistance is provided in support of administrative and student programs. Three types of services are provided by IMC.

Media, Materials and Equipment

More than 7,500 programs (16mm films, slide sets, filmstrips, audio cassette tapes, etc.) are available from the university's collection housed in IMC. In addition, resource personnel can assist in locating and gaining access to off-campus resources where additional materials are available via free loans, rentals, leases and contracts.

When there are specialized, frequent-use and difficult-to-obtain materials required for the instructional program, IMC resources and personnel are available to assist academic departments with the acquisition of these new media for inclusion in the university's collection. Audiovisual equipment and materials can be booked for instructional, research and administrative uses and will be delivered to on-campus locations if ordered at least 24 hours in advance. Equipment and materials for use in extended education and off-campus university programs are available at the IMC will-call counter.

Facilities are available where faculty, staff and students may preview materials and where media-support personnel will demonstrate the proper operation of audiovisual equipment.

Maintenance and Repair

The servicing of university audiovisual equipment and facilities is the responsibility of IMC's technical staff. These technicians are also available to consult on the design, fabrication and construction of media systems and facilities for instructional and special purpose uses.



Production

The Instructional Media Center provides four types of production services where materials are created and produced in support of the instructional, research and administrative programs of the university. Commercially-produced materials are duplicated or reproduced only in accordance with copyright laws and Congressional guidelines.

In the **graphics** area, artists create and assemble one-color to four-color, finished, camera-ready and original artwork for fliers, graphs, catalogs, displays, drawings, diagrams, transparencies, pamphlets, signs and maps.

In the **photoelectronic typesetting** facility, artists and specialists produce electronically created finished and camera-ready artwork for brochures, forms, journals, newsletters, business cards, books, slides, tables, displays and signs.

In the **photography** studio and darkrooms, the photographers produce black-and-white and color slides and prints, passport photos, studio portraits and still-life photos, duplicate slides, black-and-white halftones, title slides, line-copy duplications and copystand photos. Selected campus and off-campus assignments are accomplished. A file of campus photographs — slides and prints — is maintained.

In the **sound recording** studio and duplication facility, the production specialist can produce audiotape programs for use independently or in conjunction with other media. High-speed cassette duplication equipment makes possible the quality reproduction of audiotapes in a fast and efficient manner.

For more information about the audiovisual resources and services available, come to the Instructional Media Center in the Library North or phone (209) 278-2674. A professional staff of technicians, specialists, artists, photographers, and resource and administrative personnel is available to serve and support university programs.