

CHAPTER 16

VISUAL ARTS SERVICES

1. AUTHORITY.

A. Department-wide

1. **General.** The Visual Arts Section of Publications Branch in Multimedia Division is the Visual Communications Authority of the Department of Housing and Urban Development.
2. **Department.** The Office of Administration, Office of Administrative and Management Services, Multimedia Division, Visual Arts, develops, administers, and evaluates all aspects of administrative service functions, which include Visual Arts, as described in Handbook 1100.3, Departmental Organization.
3. **Public Affairs Handbook.** The Public Affairs Office gives authority to the office that handles the Department-wide policy on visual communications which is the Visual Arts Section.
4. **The Government Printing Office (GPO) and the Joint Committee on Printing (JCP).** The Government Printing Office and the Joint committee on Printing are in agreement that localized authority and responsibility as determined and delegated by the individual Federal Government agencies will determine standards set forth that are not included in Title 44 of the USC or the Printing and Binding Regulations. The industry standards used by GPO greatly influence HUD's Visual Arts policies.

2. RESPONSIBILITIES.

A. Department-wide

1. **General.** Visual Arts is responsible for ensuring that all visual communications adhere to the graphic regulations specified for the agency in the Visual Communications Guidelines Manual.
 - a. The Visual Communications Guidelines Manual are the guidelines that must be adhered to when producing visual communications for HUD. These graphic standards have been developed for the U.S. Department of Housing and Urban Development to minimize costs of visual communications and printing, to make the components and programs of the Department easier to recognize and understand, and to minimize waste and duplication of effort. Failure to comply with

the standards in this manual will result in the return of the item to the originator for correction.

2. **Publications Branch Chief.** The chief is responsible for all matters relating to the activities of the Visual Arts Section. He/she shall supervise and direct all functions of the section, serve as principal advisor to department officials on visual communications and related matters, either through his/her immediate office or through assignments to subordinate staff within the section, is GTR for procuring all contracts for visual communications and develops and recommends Department-wide policy on visual communications and related matter, regulations, and procedures governing visual arts and related activities of the Federal Government as carried on by and for the Department of Housing and Urban Development.
3. **Requesting Office/Client.** The requesting office contact person (s), that is
 - the person to provide customer needs and feedback to the Visual Arts staff
 - is responsible for:
 - a. Ensuring that the request is justified and approved by immediate office supervisor;
 - b. Signed off by appropriate official (administrative officer); and
 - c. Obtain all clearances when such are required.
4. **Authorized Approving Officers.** The individual (s) authorized to approve the Request for Graphic Service form ([HUD-20a](#)), are responsible for:
 - a. Ensuring that funds are available to pay for requested services;
 - b. Approving the use of additional funds required to complete a job resulting from project changes and/or rush-status projects.
 - c. Forms HUD-20a not signed by the authorized approving officer will be returned to the originating office.

3. **CLEARANCE REQUIREMENTS.**

A. **Department-wide**

1. **General.** All visual communications produced for HUD, whether produced in house or under contract, and whether in Headquarters or in the field offices, **MUST** be reviewed for approval for production through the Visual Arts Section. Failure to comply will result in the return of the project to the originating office, either by the printing section (handbook 2200.01) or by public affairs (handbook 1620.1).
2. **Departmental Public Affairs.** The Office of Public Affairs has final concurrence immediately prior to final processing by the Office of Administration's Visual Arts Section. (handbook 1620.1)

3. **Printing Branch.** The Printing Branch is required to return to the originating office all projects that do not comply with the policy and/or procedures setup for production of all visual communications.