



# NIH Medical Arts

An ORS Service

service guide



## Photography

The NIH Division of Medical Arts (DMA) has been serving the NIH community for over 50 years. DMA has built a dynamic, vital, and productive cadre of professionals and specialists developing a forward-looking creative process to serve the requests of the NIH community. Our diligent customer service and keen comprehension of visual communication is evident in the myriad of services we provide: Photography, Medical Illustration, Electronic Media, Design, Events Management, Printing, and Digital Imaging.

The on-campus Medical Arts staff will recommend exactly the right techniques, utilizing both cutting edge and traditional technologies. Our long history at NIH gives us a unique and thorough understanding of the NIH culture as well as an unparalleled level of technical ability. For added convenience, the Medical Arts Branch also offers you dedicated onsite studios that allow you to have direct contact with the specialist working on your job.

## Medical Illustration

Our in-house Medical Illustrators are available for individual consultation to customize any scientific and medical images. With our expert guidance we can efficiently assist you in creating dynamic professional presentations. We have the ability and training to fully comprehend the complexities of your research to produce medical illustrations and 2D and 3D animations ranging from simple diagrams to photorealistic animations. Our Design Team will act as your strategic marketing partner, developing your marketing and promotional needs, creating the visual communication materials to execute it. The designers also provide custom graphics from illustrations, identity design, publications, exhibits and any other visual graphics.

## Electronic Media

## Design

## Events Management

Events Management plans and manages over 8,000 events a year. Working within your time and budget constraints, the team will assist you in disseminating your information to the precise audience you need to reach; be it Congress, the public, or the scientific community. Events Management has over 11 facilities and 50 rooms as venues for your events available. A cadre of professionals will work with you to videotape or Web cast your event, or utilize their unique experience to put together any multimedia productions you may require.

## Printing

The Printing Services Branch is the best choice for your printing and document management needs, including traditional printing, electronic conversion, retrieval, output, and distribution of both digital and hardcopy information. Whether it is a simple job or a seamlessly coordinated and integrated series of materials, their commitment to your satisfaction is unwavering.

## Digital Imaging

In addition the Digital Imaging team has an ever-expanding array of services consisting of PowerPoint presentations, imaging, framing, certificates, and scientific posters. Research posters produced in collaboration with our Express Services have been an NIH staple for years.

If you are not certain which service is the right one for your job, simply call the Creative Service Directors and the Customer Care Team at 301.496.3221. We have a shared vision to enhance and clearly communicate any request and look forward to working with you.

Lemuel L. Canady, Sr.  
Director, Division of Medical Arts



Photography



Medical Illustration



Electronic Media



Design



Events Management



Printing



Digital Imaging



Tips & Guidelines



Service Directory





# Photography



**To start your job or to find out more:**

For questions or general information about the Photography Group and their services, contact Wayne Randolph at [photo@mail.nih.gov](mailto:photo@mail.nih.gov) or by phone at **301.496.4971**. All Photography Group services require a valid CAN number, and most require a scheduled appointment. For a complete listing of services and appropriate numbers to call, please see the Service Directory.

# Photography

**PHOTOGRAPHY SERVICES:**

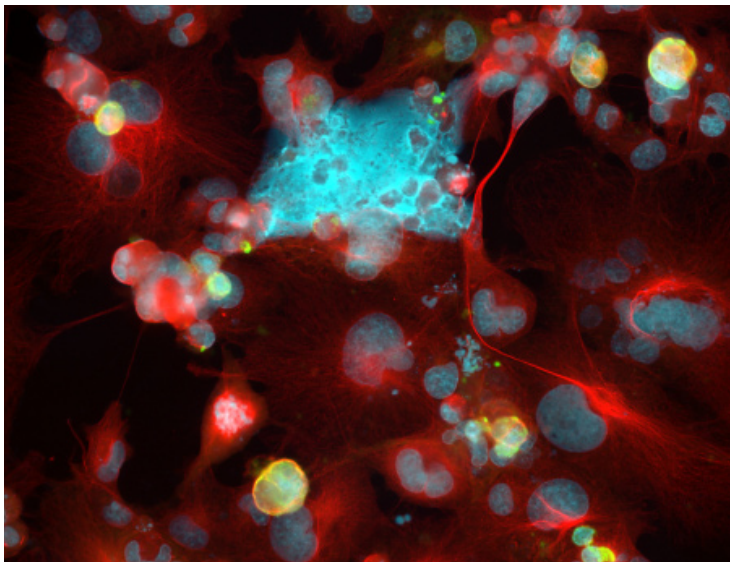
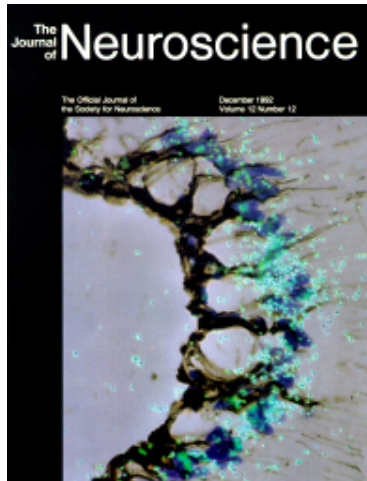
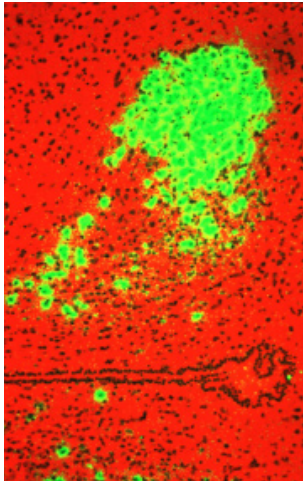
Appointments are required to schedule most Photography services. Please consult the Service Directory for the appropriate numbers to call.

- **Photomicroscopy**
- **Photomacroscopy**
- **Patient and Surgical**
- **Public Affairs/Portrait**

*"I consider the Photography Group an extension of my laboratory. In the 49 years I've worked with them to illustrate my work, they've consistently taken a personal interest in my projects and helped me immeasurably in finding the best ways to best capture experimental results. Additionally, they have routinely met the challenge of ever growing technological advances and provided state-of-the-art equipment and expertise."*

*Michael Potter, M.D.  
Laboratory of Genetics*



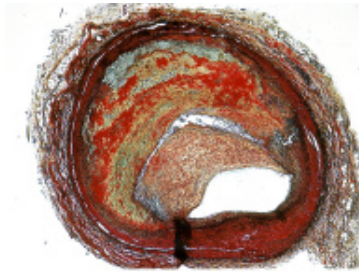
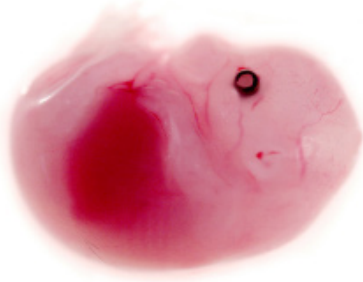


### **Photomicroscopy**

Para Ventral Nucleus In Situ Hybridization Double Exposure (filtered dark and bright field)

Retinal Ganglion Cells—Double Assay and Double Exposure (bright field and reflected epi fluorescence)

Triple Fluorescent Assay of Cultured Cells



**Photomacroscopy**

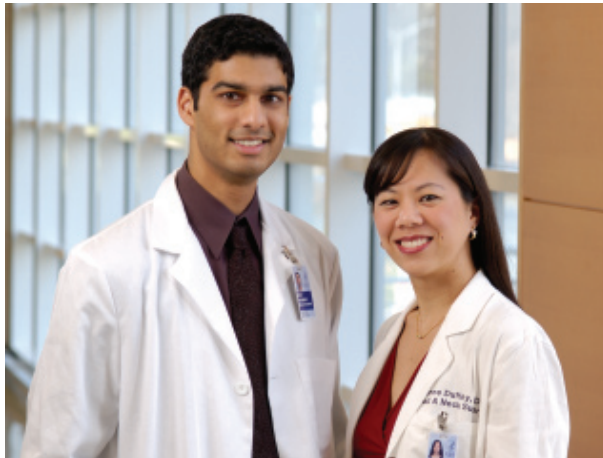
Mouse embryo

Blood vessel slice

Fruit fly




Patient and Surgical



Public Affairs

# Medical Illustration



**To start your job or to find out more:**

For questions or general information about the Medical Illustration Group and their services, contact Alan Hoofring at [medicalillustration@mail.nih.gov](mailto:medicalillustration@mail.nih.gov) or by phone at **301.496.5566**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

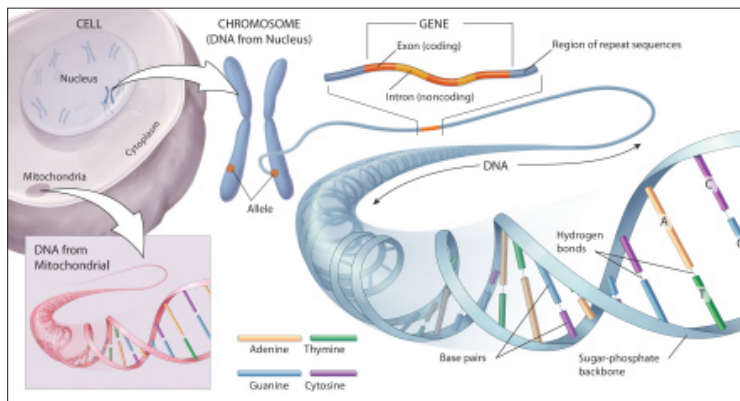
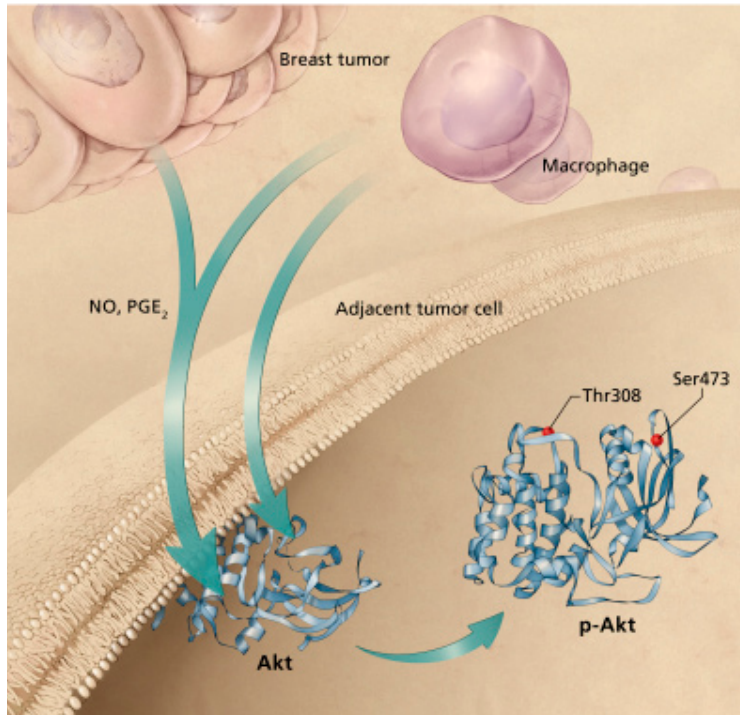
# Medical Illustration

**MEDICAL ILLUSTRATION SERVICES:**

- **Surgical**
- **Technical**
- **3D Illustration**
- **2D Illustration**
- **Editorial**

*"In the two years I've used their services, my interactions with the Medical Illustration Group have been extremely positive. Their first-rate illustrators are enthusiastic, knowledgeable in computerized drawing methods, and they understand the importance of visually appealing scientific illustrations and animations. Their work for us has resulted in several journal cover illustrations and I highly recommend their services."*

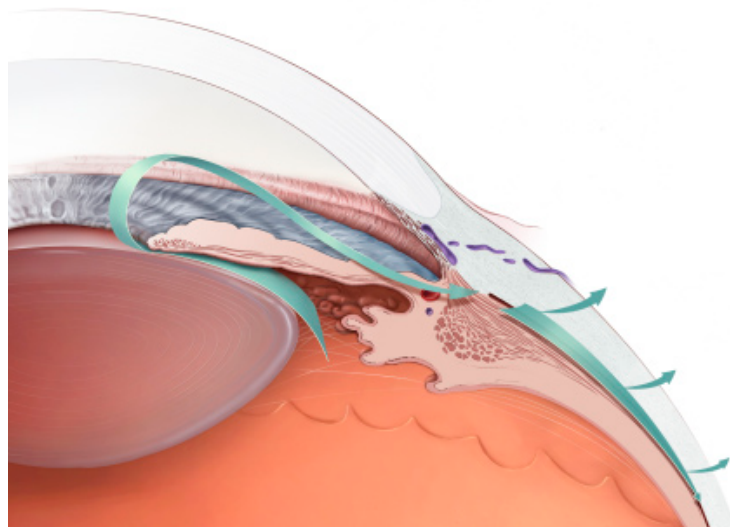
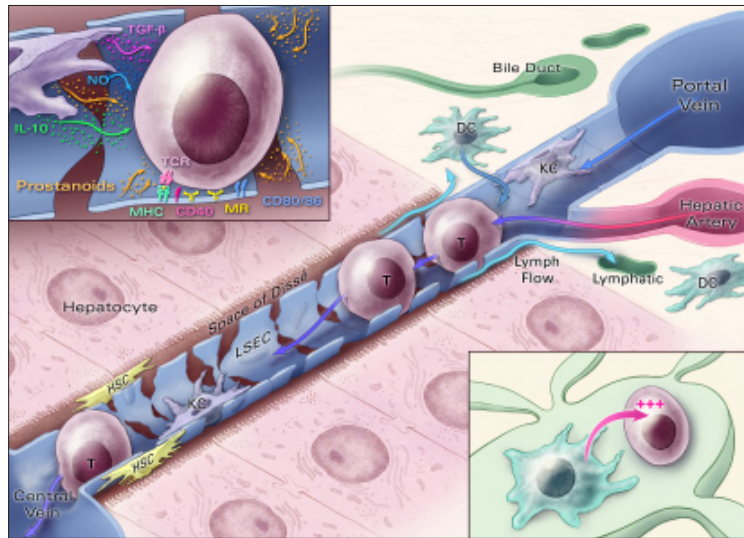
*Sriram Subramaniam, PhD  
Senior Investigator,  
Laboratory of Cell Biology*



## 2D MEDICAL ILLUSTRATION

Akt Pathway

Genetics Overview

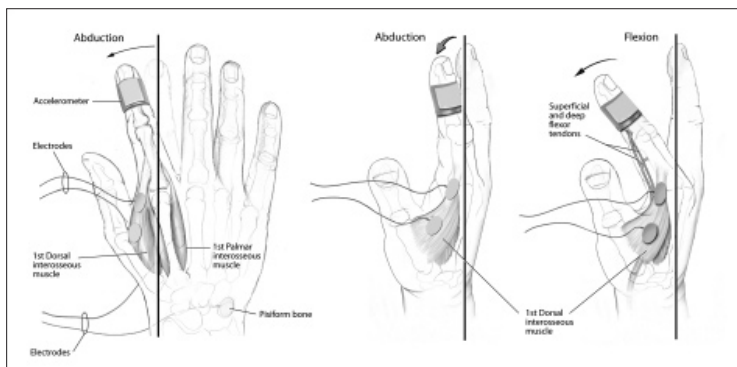
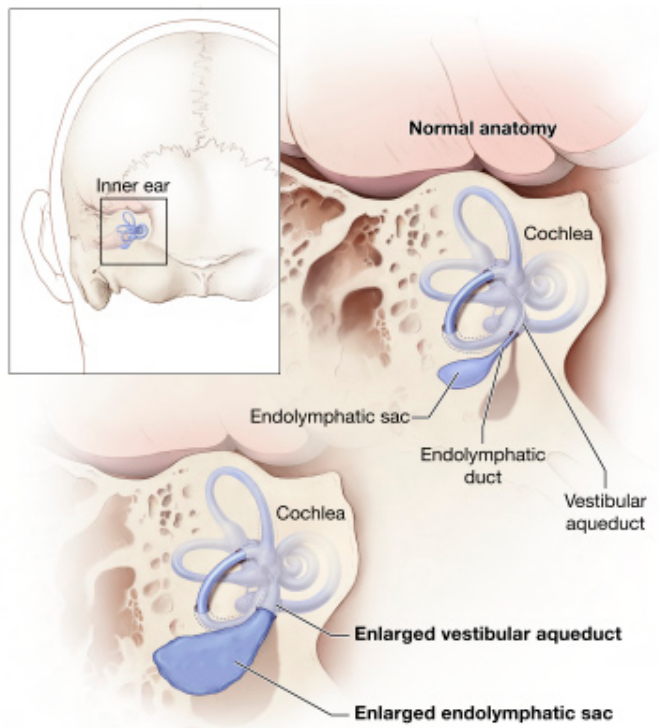


**2D MEDICAL ILLUSTRATION**

Liver Sinusoids

Uveoscleral Flow

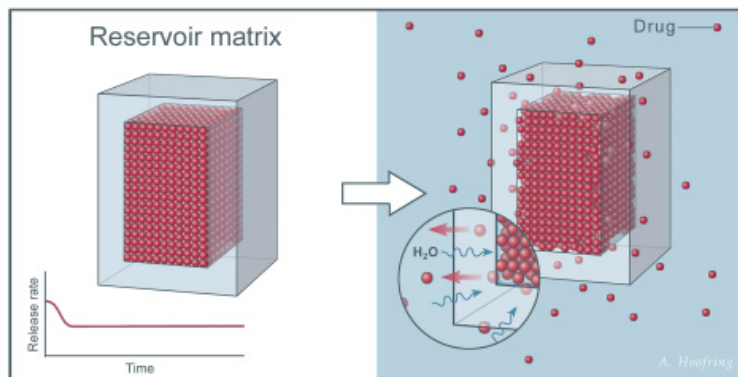
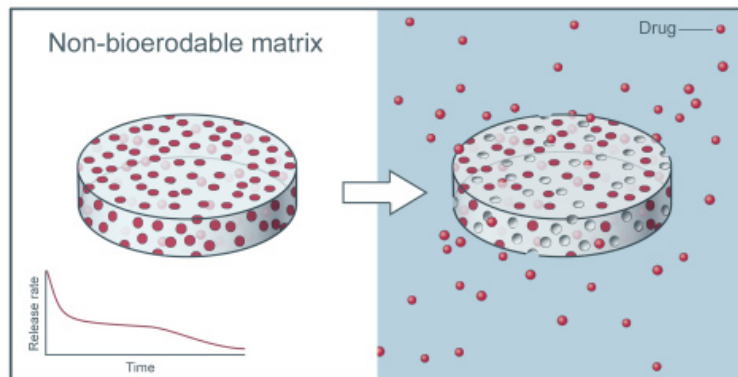
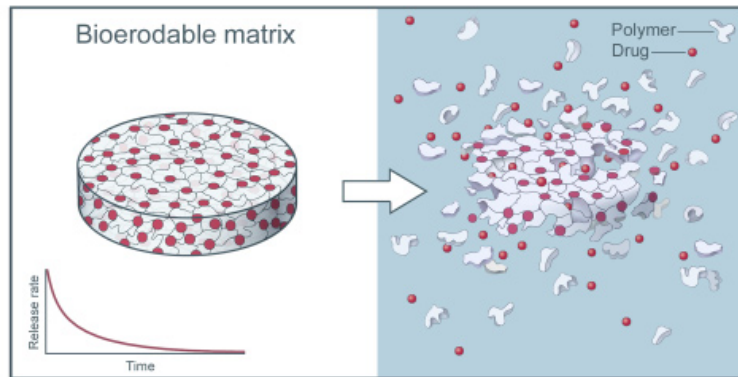




**2D MEDICAL ILLUSTRATION**

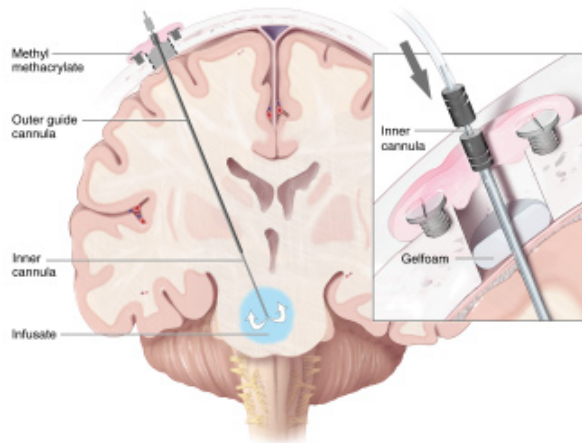
Enlarged Vestibular Aqueduct

Interosseous Muscle Study



**TECHNICAL**

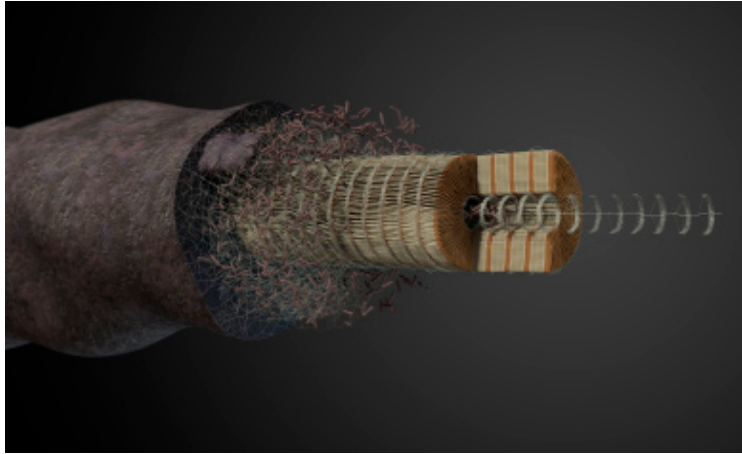
Matrix Drug Models



**SURGICAL**

Cochlear Implant

Convective Drug Delivery




**3D MEDICAL ILLUSTRATION**

Sonic Muscle of Midshipman's Fish

Biological Safety Cabinet

# Electronic Media



**To start your job or to find out more:**

For questions or general information about the Electronic Media Group and their services, contact Martha Blalock at [design@mail.nih.gov](mailto:design@mail.nih.gov) or by phone at **301.496.5566**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

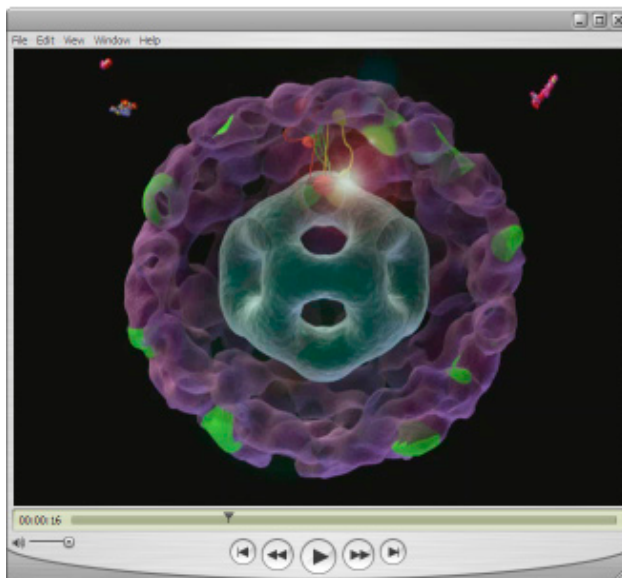
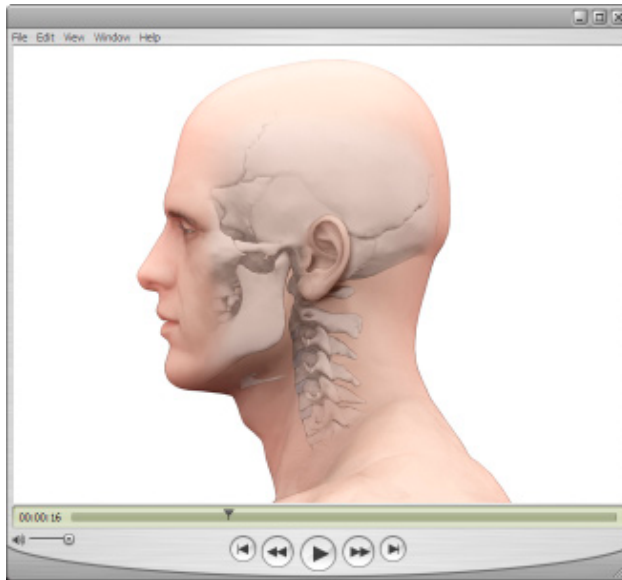
# Electronic Media

**ELECTRONIC MEDIA SERVICES:**

- **Animation**
- **Multimedia design**
- **Web site design**
- **PowerPoint**

*“The Electronic Media designers actually read the content of the sites they design for us. They make suggestions for images and arrangements that show they’re paying attention. This type of focus makes the design and content work together. Their sites are not only beautiful, they make sense.”*

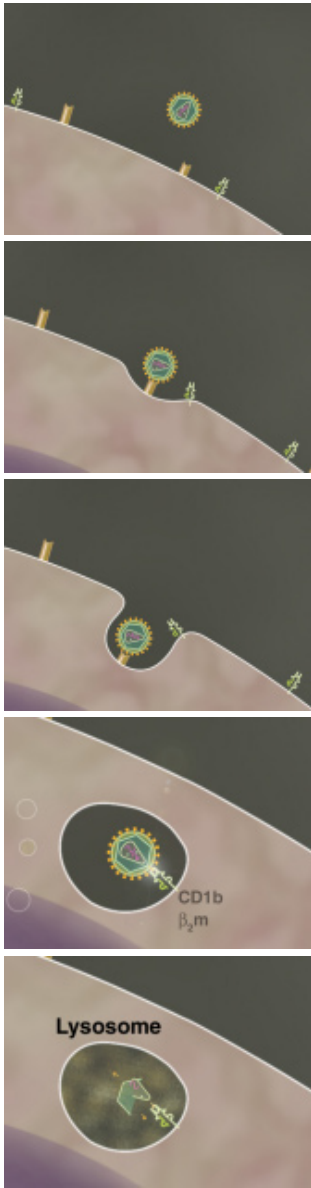
*Sarah A. Leavitt, Ph.D.  
Associate Historian and Curator  
Office of NIH History*



## **ANIMATION**

Syngomylia Animation

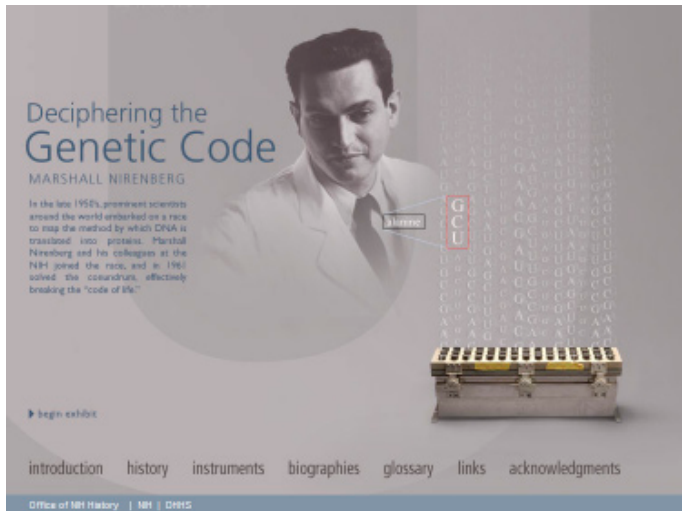
Pyruvate Dehydrogenase Animation



**ANIMATION**

Mannose Receptor Animation

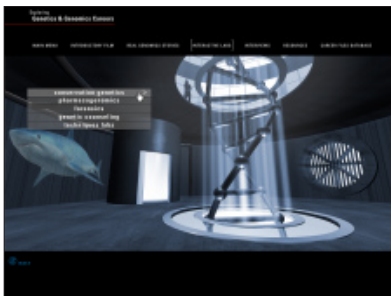
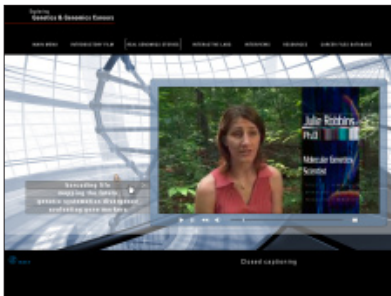
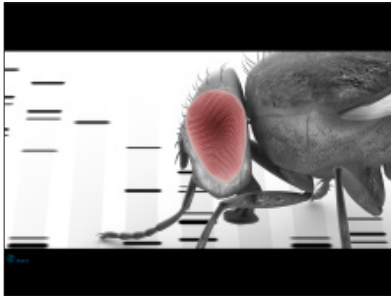




**WEB SITE DESIGN**

Deciphering the Genetic Code

NINR Web site



## MULTIMEDIA DESIGN

Genetics & Genomics Careers

**Design**



# Design

## **To start your job or to find out more:**

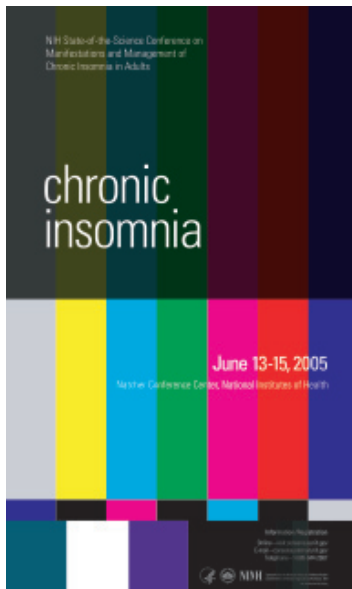
For questions or general information about the Design Group and their services, contact Martha Blalock at [design@mail.nih.gov](mailto:design@mail.nih.gov) or by phone at **301.496.5566**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

## **DESIGN SERVICES:**

- **Posters**
- **Flyers**
- **Brochures**
- **Publications**
- **Newsletters**
- **Logos**
- **Signage**
- **Exhibits**
- **Certificates/Awards**

*"The Design Group has done outstanding work for me for more than 15 years I've always found them to be responsive, committed to my deadlines, and ready and willing to come through in a crunch. And, of course, the work they do is incredible."*

*Victoria Harden, PhD  
Director, Office of NIH History  
and Stetten Museum*



**POSTERS**

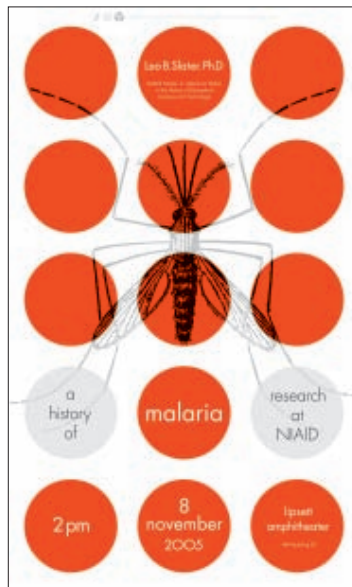
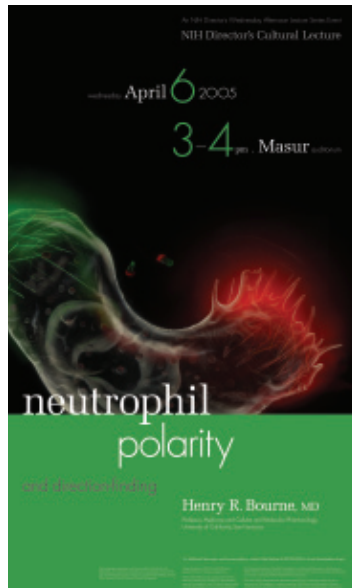
NIMH Innovation Series  
Conference on Chronic Insomnia



**PUBLICATIONS**

Progress in Eye Vision Research

NINR Strategic Plan



**POSTERS**

Neutrophil Polarity

A History of Malaria Research at NIAID

# NIH News in Health

National Institutes of Health, Department of Health and Human Services, [www.health.nih.gov](http://www.health.nih.gov) September 2006

## Discussing Drinking A Back-to-School Conversation You Need to Have

As college students enter campuses this fall, it's a time of new experiences, new friendships and making memories that will last a lifetime. Unfortunately for many, it can also be a time of excessive drinking and dealing with its aftermath—vandalism, violence, sexual aggression and even death. For those beginning their college experience, a rapid increase in heavy drinking over a relatively short period of time can cause serious problems with the transition to college. Alcohol abuse can also be a problem for high school students. Fall semester is a good time to sit down with your child to have a frank discussion about drinking.

Big changes in many changes in one hour. Relationships change as our bodies and brains mature. Recent research has shown that the human brain continues to develop into a person's early 20s.

This period is also marked by taking risks. This can include risky drinking. And early drinking is associated with other risky behaviors such as academic failure, unsafe sexual behavior and drug use. Over the long term, early drinking is associated with an increased risk of developing an alcohol use disorder at some time during the life span.

The consequences of excessive drinking by young people are more

significant, more destructive and more costly than many parents realize. According to the College Drinking Task Force report to NIH's National Institute on Alcohol Abuse and Alcoholism (NIAAA), drinking by 18- to 24-year-old college students contributes to an estimated 1,700 student deaths, 590,000 injuries and 67,000 cases of sexual assault or date rape each year.

Students form their expectations about alcohol from their environment and from each other. As they face the insecurity and stress of establishing themselves in a new social setting, environmental and peer influences combine to create a culture of drinking. This culture actively—or at least passively—promotes drinking through violence, or even unspoken approval of college drinking as a rite of passage.

The transition to college can be difficult with about 1 of 3 first-year students taking no alcohol for their second year. *Journal of Interpersonal Violence* suggests that the first 6 weeks of the first semester are critical to a first-year student's academic success. Many students begin drinking heavily during these early days of college, and this can interfere with their successful

adaptation to campus life. But parents can still play a major role in preventing alcohol problems. The time to start is before your child leaves for college. As the fall semester begins, prepare your college-age children by talking with them about the consequences of drinking. *Stay tuned on page 2.*



### Inside News

- Discussing Drinking
- Chop and Chew
- Health Capsules
- Stay Hospital about Genetic Testing
- Physical Activity for Learning from Web Sites
- College Drinking

### Definitions

**Alcohol-related morbidity**  
Evidence-based description of commonly controlled scientific experiments, but writings that people notice around them.



...though advice for several years, the most common advice is to limit alcohol consumption to one or two drinks per day and one or two drinks per week.

**features**

- Expert Panel Tackles ADHD Issues
- NIH Announces Major Initiative to Move Medicine Forward
- Eligibility for Gene Therapy
- Launches \$1.5B Task Force to Boost Biotech in England

### departments

- Events
- Training
- Webinars
- News

# nih record

September 20, 2006 The Journal of the Department of Health and Human Services

## Common Myths, Misconceptions Addressed Attention Deficit, Hyperactivity Explored In Depth at STEP Forum

Angie S. Mody began keeping a secret about ADHD that she didn't tell her husband, her mother, and even her teacher, had seen the signs. And yes, she often could feel her stomach flutter. But despite the fact—and in large measure, because—her father was a pediatrician, she often could feel her stomach flutter. But despite the fact—and in large measure, because—her father was a pediatrician, she often could feel her stomach flutter.



Dr. Angie S. Mody is a pediatrician who has been diagnosed with attention deficit/hyperactivity disorder.

The most recent to consider in the middle of a task and facing instructions, her first grade teacher wrote in a parent requested evaluation.

Today's study discussed "ADHD"—particularly when it comes to small groups—proved most challenging.

Mody was diagnosed with attention deficit/hyperactivity disorder that year, and

...see [www.nih.gov](#)

### 2007 Budget Eyes with FY 2006

President Bush's budget request for the NIH in fiscal year 2007, announced Feb. 6, totals \$28.557 billion, for a 5% increase over FY 2006.

Viewed in perspective, the FY 2006 budget would be a 10% increase over the FY 2005 budget. NIH had a 10% increase in dollars relative to the year before. The budget for FY 2006 would be about \$28 billion, or a 5% increase over FY 2005.

The FY 2007 President's request is a 5% increase over the FY 2006 budget and a 10% increase over the FY 2005 budget.

Employees within the President's 2007 budget include funding for several new NIH strategic initiatives. Additionally, additional support for new initiatives, the NIH funding for Health Research, the Center and Environment for Human Health and Translational Science, and the Center for Management Innovation, and pediatric research.

In the area of health care, the budget calls for \$1.5 billion, an increase of \$100 million and a 7% increase over FY 06. With this increase, NIH will have \$300 million in

### Living Family Relationships and Children A Guide to Day Keeps the Doctor Away

...see [www.nih.gov](#)

We measure how it works. Especially the business among us. All materials are built together—what we call things are essential—but compared to many other systems, these systems require a particular skill set. Making a human being is no joke.

Consider the rate of the field. A parent's role is often something a parent needs to do at the time of age 7 weeks or so, when the program begins to work for them. They would have to be able to do it, to get a job, to get a job.

So, too, is an ongoing message.

There is a lot more to it about the support between mother and child. It's also about romantic love—the kind that makes Romeo and Juliet risk everything, death or nothing, but when the moment they might have found with a larger love did. And it's about

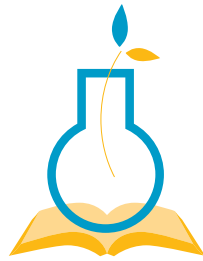
...see [www.nih.gov](#)

## NEWSLETTERS

NIH News in Health

NIH Record





eye**GENE**

NCCAM



**LOGOS**

NIH Training Center

eyeGENE database logo concept

National Center for Complimentary and Alternative Medicine

LIFE Study, NICHD



**SIGNAGE**

Clinical Center wayfinding signage

Clinical Center outdoor signage

NIH Shuttle signage



## DISPLAYS AND EXHIBITS

NIH Record stand

The Varian A-60 NMR display

HEALTHeFORCES exhibit



## **CUSTOM AWARDS**

Director's "Dirt" award

Plain Language Pen award

Custom certificates

# Events Management

**To start your job or to find out more:**

For questions or general information about the Events Management Group and their Conference Services services, email [nihevntsmgt@mail.nih.gov](mailto:nihevntsmgt@mail.nih.gov) or call **301.496.9966**. For Video Services, email [nihvideo-1@mail.nih.gov](mailto:nihvideo-1@mail.nih.gov) or phone **301.496.4700**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

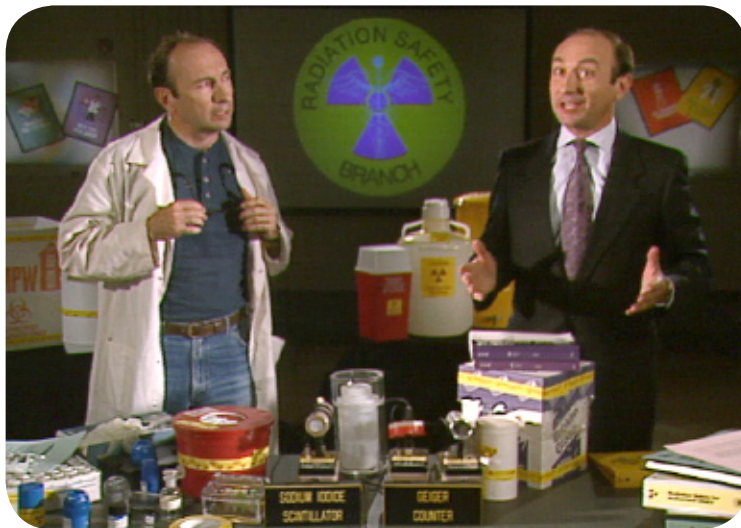
# Events Management

**EVENT MANAGERMENTS SERVICES:**

- **Conference Services**
- **Video Services**
- **Web Casting**
- **Equipment Rentals**

*"I would like to express my admiration for your dedication and efficiency in organizing and running our event. I was so impressed by your work, kindness, and general support. The success of our event would not have been possible without your care and constant supervision."*

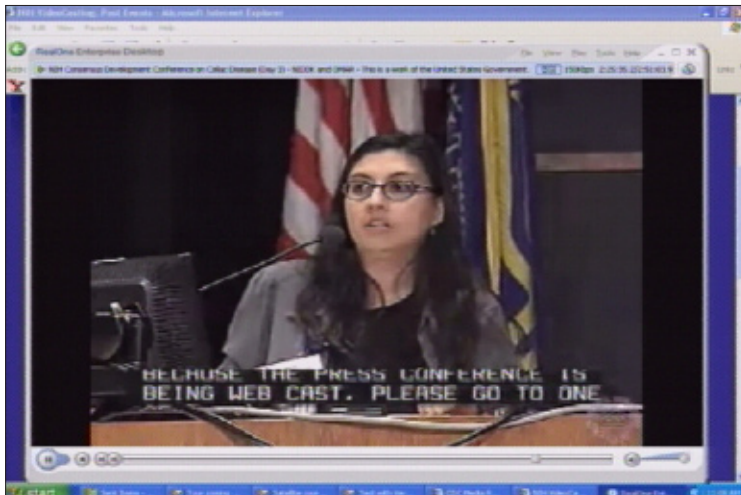
*Lyuba Varticovski, PhD  
Staff Clinician, Adjunct Scientist  
National Cancer Institute*



## VIDEO SERVICES

NIH Roadmap Conference video

Labman and Radman training video



## CONFERENCE SERVICES & WEBCASTING

NIH Conference Room

Conference on Celiac Disease webcast



**Printing**

# Printing

## **To start your job or to find out more:**

For questions or general information about the Printing Services Group and their services, contact Gil Kruemmel at [kruemmeg@ors.od.nih.gov](mailto:kruemmeg@ors.od.nih.gov) or by phone at **301.451.9821**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

## **PRINTING SERVICES:**

- **Traditional Printing**
- **Digital Imaging**
- **Document Conversion/Management**
- **Express Copy Services  
(Including Walk-up and Self-Service)**

*"I've used the Printing Group for everything from traditional printing to CDs, posters, ink pens, magnets, and more. They're always easy to work with no matter how big or small the project and the suggestions and guidance they offer in helping us find the best, most cost effective way to get the job done are always invaluable."*

*Brenda Person  
Program Specialist  
Office of Animal Care*



**TRADITIONAL PRINTING**

Clinical Center 50th Anniversary collateral



**TRADITIONAL PRINTING**

Conference on Celiac Disease collateral  
Office of Dietary Supplements strategic plan

# Digital Imaging

**To start your job or to find out more:**

For questions or general information about the Digital Imaging team and their services, contact Gary Best at [ExpressServices@mail.nih.gov](mailto:ExpressServices@mail.nih.gov) or by phone at **301.435.6128**. For specific services, including appropriate numbers to call for more information or to start a job, please consult the Service Directory.

# Digital Imaging

**DIGITAL IMAGING SERVICES:**

- **Scientific Posters**
- **Digital Imaging Services**
- **PowerPoint Presentations**
- **Large Format Printing** (up to 4' x 8')
- **Framing**
- **Certificates**
- **Copying**
- **Scanning**
- **Laminating**
- **NIH Aerial**
- **Digital Printing**

*"I've always been pleased with the service provided by the Digital Imaging Group. They're always prompt, professional, and easy to work with."*

*Wayne O'Brien, DVM  
Laboratory Animal Veterinarian*



**DIGITAL IMAGING**

Human Genetic Variation & Common Disease poster

American Indian & Alaska Native poster

**NIMH** **ANTIDEPRESSANT DRUG EFFECTS ON REGIONAL GLUCOSE METABOLISM IN MAJOR DEPRESSION**  
 Wayne C Drevets, MD<sup>1,2,3</sup>, Michael Thase, MD<sup>1,2</sup>, Julie Price, PhD<sup>1</sup>, Wendy Sogren, BS<sup>1</sup>, Phil Greer, MS<sup>1</sup>, David Kupfer, MD<sup>1,2</sup>  
<sup>1</sup>Mood and Anxiety Disorders Program, NIMH Section on Neuroimaging in Mood and Anxiety Disorders, Bethesda, MD; <sup>2</sup>Psychiatry, <sup>3</sup>Neurobiology, University of Pittsburgh, Pittsburgh, PA

**INTRODUCTION**  
 Major depressive disorder (MDD) is associated with altered regional glucose metabolism in the dorsolateral prefrontal cortex (DLPFC), amygdala, and anterior cingulate cortex (ACC). Antidepressant treatment is associated with normalization of these abnormalities. The present study investigated the effects of antidepressant treatment on regional glucose metabolism in patients with MDD.

**METHODS**  
 Sixteen MDD patients (16) and 16 age- and gender-matched healthy controls (16) were scanned on a PET scanner using [<sup>18</sup>F]-FDG. Regional glucose metabolism was measured using PET. The data were analyzed using a voxel-based analysis. The results are presented in the following figures.

**RESULTS**  
 Antidepressant treatment was associated with a significant increase in regional glucose metabolism in the DLPFC, ACC, and amygdala. These results are consistent with the hypothesis that antidepressant treatment normalizes the metabolic abnormalities associated with MDD.

**CONCLUSIONS**  
 Antidepressant treatment is associated with a significant increase in regional glucose metabolism in the DLPFC, ACC, and amygdala. These results are consistent with the hypothesis that antidepressant treatment normalizes the metabolic abnormalities associated with MDD.

**FIGURE 1: Regional glucose metabolism in MDD patients and healthy controls.**  
 A: Coronal PET scan showing regional glucose metabolism in the DLPFC. B: Coronal PET scan showing regional glucose metabolism in the ACC. C: Coronal PET scan showing regional glucose metabolism in the amygdala. Color scale indicates standardized uptake values (SUV) from 0 to 1.5.

**FIGURE 2: Regional glucose metabolism in MDD patients and healthy controls.**  
 A: Coronal PET scan showing regional glucose metabolism in the DLPFC. B: Coronal PET scan showing regional glucose metabolism in the ACC. C: Coronal PET scan showing regional glucose metabolism in the amygdala. Color scale indicates standardized uptake values (SUV) from 0 to 1.5.

**FIGURE 3: Regional glucose metabolism in MDD patients and healthy controls.**  
 A: Coronal PET scan showing regional glucose metabolism in the DLPFC. B: Coronal PET scan showing regional glucose metabolism in the ACC. C: Coronal PET scan showing regional glucose metabolism in the amygdala. Color scale indicates standardized uptake values (SUV) from 0 to 1.5.

**DISCUSSION**  
 The present study investigated the effects of antidepressant treatment on regional glucose metabolism in patients with MDD. The results show that antidepressant treatment is associated with a significant increase in regional glucose metabolism in the DLPFC, ACC, and amygdala. These results are consistent with the hypothesis that antidepressant treatment normalizes the metabolic abnormalities associated with MDD.

**REFERENCES**  
 Drevets WC, Price JL, Simpson JR, et al. (2002) Regional brain glucose metabolism and mood in major depression. *Arch Gen Psychiatry* 59:1073-1080.  
 Drevets WC, Price JL, Simpson JR, et al. (2003) Regional brain glucose metabolism and mood in major depression. *Arch Gen Psychiatry* 60:1073-1080.  
 Drevets WC, Price JL, Simpson JR, et al. (2004) Regional brain glucose metabolism and mood in major depression. *Arch Gen Psychiatry* 61:1073-1080.



**EXPRESS SERVICES**

Scientific Poster printing

Custom Framing



## Tips & Guidelines

# Tips & Guidelines

- Provide a CAN Number and the name of your AO to begin each job. Printing projects require a P Number and the name of your AO.
- Come prepared. It is best to bring as much information pertaining to your work in advance. For example:
  - Text, edited and proofed in advance or as much information that can be provided. We would like digital files in a program such as Microsoft Word.
  - Event date
  - Bring any images, photographs and information that pertains to your project
  - The audience you want to reach
- We advise that there should be one point of contact person for your job. We also will provide one point of contact. This helps when scheduling meetings, proofing and making final decisions.
- For detailed projects, an appointment should be made in advance providing one on one consultation to obtain clarity of your project. Our Creative Service Directors are available upon request. They can be contacted through our customer service number: 301.496.3221.
- After your consultation you will be provided an estimate for the job, contact person and a project schedule.

If you have any additional information please contact one of our Creative Service Directors: Tammie Edwards: 301.594.5475 or Linda Brown: 301.435.1843

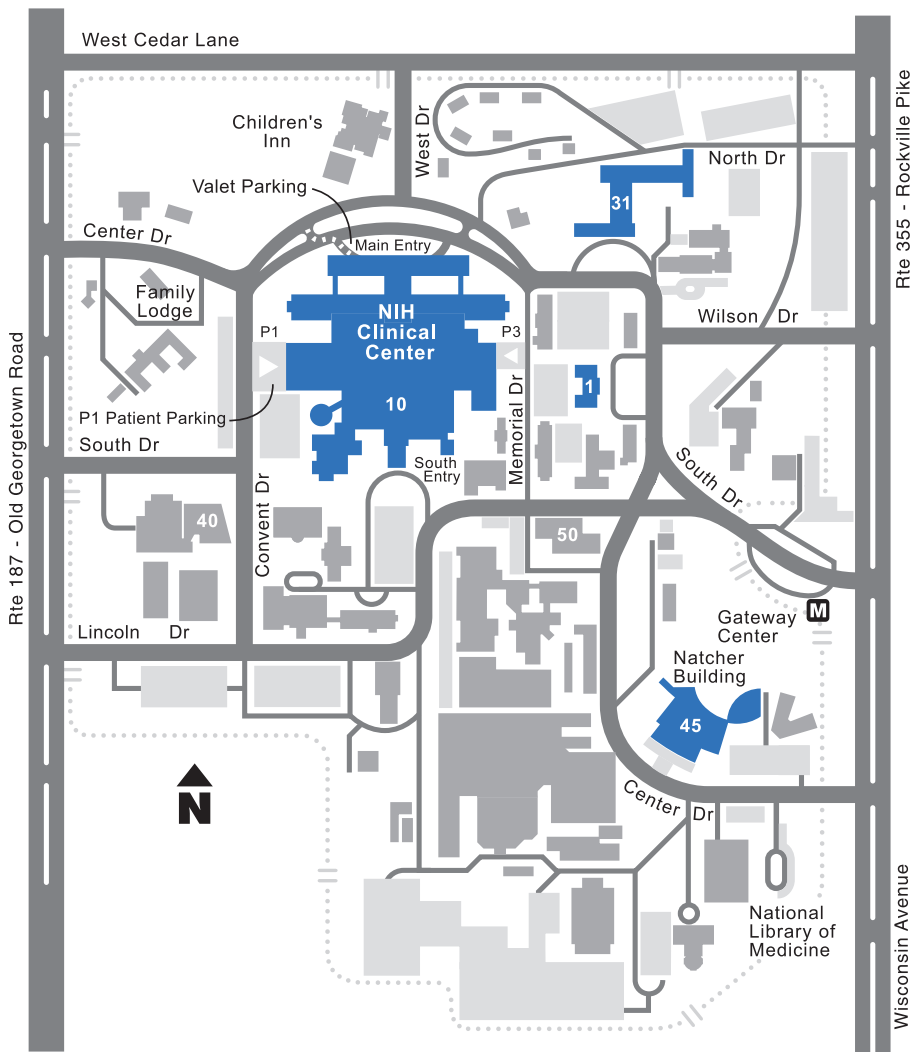
In addition, please allow as much time in advance as possible for us to provide the best quality and price for your job. We look forward to working with you.

# Service Directory

**Medical Arts is located on campus**

with offices in three buildings:

- 10 B2L103** Photography, Medical Illustration, Electronic Media, Design & Digital Imaging
- 45 CBc23** Events Management
- 31 B4BN06** Printing
- 1 B1-30** Copy Center



## **PHOTOGRAPHY SERVICES**

**301.496.4971**

- Photomicroscopy 301.496.2193
- Photomacroscopy 301.496.2329
- Patient and Surgical 301.496.9994
- Public Affairs/Portrait 301.496.9993
- Passport Photos 301.496.4971

## **MEDICAL ILLUSTRATION SERVICES**

**301.496.5566**

- Surgical
- Technical
- 3D Illustration
- 2D Illustration
- Editorial

## **ELECTRONIC MEDIA SERVICES**

**301.496.5566**

- Animation
- Multimedia design
- Web site design
- PowerPoint

## **DESIGN SERVICES**

**301.496.5566**

- Posters
- Flyers
- Brochures
- Publications
- Newsletters
- Logos
- Signage
- Exhibits
- Certificates/Awards

## **EVENT MANAGERMENTS SERVICES**

**301.496.9966**

- Conference Services
- Video Services
- Web Casting
- Equipment Rentals

## **PRINTING SERVICES**

**301.451.9821**

- Traditional Printing
- Digital Imaging
- Document Conversion/Management
- Express Copy Services  
(Including Walk-up and Self-Service)

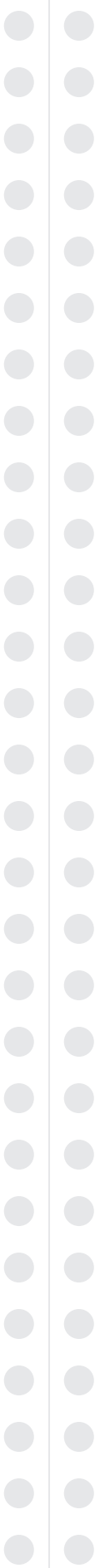
## **DIGITAL IMAGING SERVICES**

**301.435.8309**

- Scientific Posters
- Digital Imaging Services
- PowerPoint Presentations
- Large Format Printing (up to 4' x 8')
- Framing
- Certificates
- Copying
- Scanning
- Laminating
- NIH Aerial
- Digital Printing



[medarts.nih.gov](http://medarts.nih.gov)



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