PALOMAR COMMUNITY COLLEGE DISTRICT

MULTIMEDIA DEVELOPMENT SPECIALIST

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

To perform a variety of technical multimedia development, graphics design and web development duties; to create instructional and promotional computer generated multimedia presentations for the District; and to take photographs for District instructional and promotional multimedia presentations.

SUPERVISION RECEIVED AND EXERCISED

Receives supervision from the Supervisor, Academic Technology.

ESSENTIAL AND MARGINAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

1. Create instructional and promotional multimedia presentations for the District; research visual materials and information needed for a variety of multimedia projects; develop and document programs and scripts for District business and marketing services and student web projects; determine technical needs and ensure coordination of design interface and interaction; provide design assistance to faculty for online class management system projects and online courses; ensure website and presentation compliance with Americans with Disabilities Act requirements.

2. Provide support for and maintain District websites; install, configure and maintain web media services; assist users in determining software needs and resolving problems; set access permissions for and add users to websites; manage weekly updates and changes to the District homepage.

3. Increase web space for faculty and staff websites; manage transfer of files and memory allocation for websites on the District server; increase efficiency in the online gathering and dissemination of information; integrate new technologies into District websites.

4. Digitize visual images including photographs, graphics, slides and drawings for multimedia projects, the Internet, and other classroom and District needs; scan, manipulate and optimize 35mm transparencies, negatives and reflective images.

5. Prepare original graphic sketches and illustrations, design and copy layouts for online content; prepare graphic materials for use in the advertising and promotion of online courses; determine size and arrangement of illustrative materials and copy; select style and size of type; arrange layout based on available space, layout principles and aesthetic design; implement web design parameters, style guides and visual standards.
6. Create computer animation for websites, including animated GIFs, streaming media, Fireworks and Flash clips; provide programming for the web using Flash, Java Script syntax, Lingo scripting and dynamic HTML; provide streaming media services, DVD authoring and Quick Audio support.

7. Construct and maintain websites by creating original Internet banners, bullets, buttons, dividers, icons, navigational bars, templates, theme sets, logos, line art, full-color illustrations, charts, graphics, maps and web interfaces; beta-test websites and online classes; add interactivity to websites; prepare forms, OCR and PDF files for use on the Internet; maintain a library of web files and images.

8. Publish content across platforms; maintain cross-platform and cross-browser compatibility to allow website access from various environments; test and ensure software compatibility with District network.

9. Take photographs; prepare and optimize photographic and digital images for websites, online classes and traditional classes using Internet-based handouts and supplements; prepare images for email attachments; create short video clips for the Internet using digital and video cameras.

10. Conduct routine website audits to ensure consistency of presentation, optimal functionality and proper operation of interactive components and features.

11. Assist faculty and staff with video and audio projects in the Faculty Technology Center; meet with District instructors and staff to review project budgets and timelines; assist with project management.

12. Assist users with the proper use of software applications; respond to inquiries and calls for assistance with computer software applications and equipment.

13. Maintain software and hardware registration records and inventory; install upgrades as necessary; ensure appropriate security levels are maintained.

14. Burn CDs for instructional use and storage of information; prepare CD labels and jewel case designs.

15. Provide recommendations to management on policies and procedures to ensure technology compatibility and better service for District users; identify potential areas requiring change to existing policies and procedures or the development of new policies and procedures; recommend growth plans to deliver technology to students, faculty and staff.

16. Meet with users to assist them in defining program requirements and objectives; acquire information about data sources and processing methods and explain software, hardware and system capabilities and limitations.

17. Review and analyze technical literature and make recommendations for District purchase, including writing specifications for equipment purchases and documenting operating procedures.

18. Participate with vendors in the assessment of advanced technologies, including beta and field testing.

19. Stay abreast of industry trends and applicable technology.

20. Assist with and/or conduct computer training workshops.
21. Maintain and update a variety of records and files.

Marginal Functions:

1. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

1. Principles and practices of graphic design and production.
2. Techniques and equipment used in multimedia presentations including the operation of computer systems.
3. Methods and techniques of drawing and illustration.
4. Principles and concepts of art.
5. Systems design principles and applications development methodologies and tools.
6. Programming theory and operating systems capabilities and constraints applicable to a technology environment.
7. Current and emerging Internet technologies and associated products, tools and equipment.
8. Principles, methods and techniques in web site architecture and design.
10. Network communication protocols.
12. Web site usability concepts, such as navigational aids, knowledge management and information rendering.
13. Local, State, and Federal regulations, including terminology and processes applicable to areas of assigned responsibility.
14. Basic project management tools and techniques.
15. Methods and techniques for troubleshooting web site, hardware and software problems.
16. Correct English usage, including spelling, grammar, and punctuation.
17. Principles and procedures of recordkeeping.

Ability to:

1. Design and create a variety of multimedia, promotional and instructional projects.
2. Create a variety of displays and presentations.
3. Produce skilled artwork by freehand, computer or mechanical means.
4. Assist instructors and students in media creation, production and use of instructional materials.
5. Choose and digitize video material for multimedia projects.
6. Conceptualize practical web-based solutions for District, faculty and student requirements.
7. Plan and complete projects efficiently and in accordance with District quality standards.
8. Troubleshoot and resolve website, software, hardware and network problems.
9. Keep technical skills current to meet continuing web development assignments.
10. Operate office equipment including computers and supporting software applications.
11. Communicate clearly and concisely, both orally and in writing.
12. Establish and maintain cooperative working relationships with those contacted in the course of work.
13. Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

Experience and Training Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:
Experience:

Four years of increasingly responsible experience in visual media production or graphic design.

Training:

Equivalent to an Associates degree from an accredited college or university with major coursework in graphic design, visual communications, computer science, information systems, or a related field.

WORKING CONDITIONS

Environmental Conditions:

Graphic media laboratory environment; exposure to computer screens and various graphic presentation machinery.

Physical Conditions:

Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; light lifting and carrying; operating motorized equipment and vehicles; near visual acuity to take pictures and read computer screens.