ALTERNATE MEDIA DESIGN SPECIALIST

DEFINITION

Under general supervision of the assigned administrator, design, produce, modify, and evaluate access to media, distance education, and electronic information to ensure accessibility for disabled persons, including overseeing the conversion of print and video materials to alternate media formats.

TYPICAL DUTIES

Design, construct, and maintain alternate media formats, including but not limited to Braille, audio, and electronic text, in support of providing accessibility to disabled persons, including distance education delivery and other electronic information systems. Serve as a technical resource to students, faculty and staff to ensure that distance education offerings and other electronic information are provided in an accessible format, develop and present workshops, and provide training on the use of alternate technology to meet individual needs. Acquire and produce materials required for equal access by persons with disabilities in alternate formats in a timely manner (i.e., Braille, closed caption), and provide guidelines to faculty and staff for formatting documents and information to ensure that they can easily be translated into an alternate format. Develop and maintain a current resource library of assistive technology resources and access strategies, and related records. Evaluate equipment, courseware, and authoring systems. Keep abreast of the latest developments and innovations in the field of assistive technologies. Oversee the work of assigned temporary staff. Perform related duties as required.

QUALIFICATIONS

EXPERIENCE

Two years of experience related to the typical duties of the position.

EDUCATION

Bachelor's degree from an accredited institution in instructional design, educational technology, instructional communications, computer information science, media communication or a related field; or an Associate degree in computer science or a related discipline plus two additional years of experience directly related to the typical duties of the position.

KNOWLEDGE OF

Knowledge of media product design principles and practices; computer-based multimedia technologies; web/electronic publishing; video technologies; electronic publishing including web development, word processing, graphic design, authoring, spreadsheet, database, video and multimedia applications for a variety of platforms used in support of accessibility; design principles and practices, and access strategies and requirements for various disabilities; instructional methods and training techniques including curriculum design principles, learning theory, group and individual teaching techniques; design of individual development plans, and test design principles; learning styles and environments; working knowledge of the Americans with Disabilities Act guidelines and the regulatory environment relevant to individuals with disabilities; structure and content of the English language including the meaning and spelling of words, rules of composition, grammar; and recordkeeping.

SKILL IN

Skill in working with new material or information to grasp its implications; developing approaches for implementing an idea, and using logic and analysis to identify the strengths and weaknesses of different
approaches; knowing how to find information and identify essential information; listening to what other people are saying and asking questions as appropriate; creating, filing, and retrieving records; and managing one's own time and the time of others.

**ABILITY TO (ESSENTIAL FUNCTIONS)**
The ability to perform the basic functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; meet schedules and timelines; manipulate electronic equipment and software used in support of accessible formats; effectively learn and use software applications and equipment, establish best practices in their use, and communicate these practices to faculty and staff; analyze access technology needs; organize projects; perform research; work independently; understand information and ideas presented orally and in writing; communicate effectively information and ideas orally and in writing so others will understand; and maintain records and make technical reports as required.

**TYPICAL EQUIPMENT USED**  (May include, but not limited to)
Current office technologies, adaptive technology equipment, computers, printers, copiers and telephones; other equipment common to the field in which the position is assigned