EDUCATIONAL MEDIA DESIGN SPECIALIST

DEFINITION

Under general supervision of the assigned administrator, design, produce, modify, and evaluate multimedia, web-based presentations, and other media applications to include audio, video, graphic, web/electronic publishing, digital photography, and imagery.

TYPICAL DUTIES

Design and apply computer-based and web-based multimedia and multimedia video applications; design, construct, and maintain various college websites; design and assist in the design of web-based courses. Serve as a resource person to faculty and staff for designing and utilizing technology in instructional settings based on sound pedagogy to meet established learning objectives, and serve as a technical resource and facilitator for instructors, lab assistants, and other staff. Develop and present workshops on the use of various software applications to faculty and staff, and provides related assistance with the applications. Develop and present workshops and tutorials on web and multimedia technologies, and develop training materials. Evaluate equipment, courseware, and authoring systems. Keep abreast of the latest developments and innovations in the field of media product design and emerging technologies. Oversee the work of assigned temporary staff. Maintain records documenting individual training and qualifications. Perform related duties as required.

QUALIFICATIONS

EXPERIENCE
Two years of experience in web design/publication and application of computer-based multimedia for instructional or training purposes, including experience in using courseware, multimedia authoring systems, development and production software/equipment, digital imaging, audio, and video.

EDUCATION
Bachelor's degree from an accredited institution in instructional design, educational technology, instructional communications, computer information science, media communication or related fields, or an Associate degree in computer science or related discipline plus two additional years of qualifying experience.

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, and multimedia for a variety of platforms; 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; the 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; 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 time lines; manipulate electronic equipment to design and produce multimedia, web and video packages, including digital editing and production organization; effectively learn and use software packages; establish best practices in that software, and communicate these practices to faculty and staff; organize projects; perform research; work independently; understand information and ideas presented orally and in writing; effectively communicate information and ideas orally and in writing; maintain records; and make technical reports as required.

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