

ALTERNATE MEDIA DESIGN SPECIALIST

DEFINITION

Under supervision of the assigned supervisor/manager, 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.

One year of experience is equal to 12 months of experience at 40 hours per week. Applicable part-time experience will be converted to the full-time equivalent for purposes of meeting the experience requirement.

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**, a bachelor's degree in any discipline area AND one additional year of qualifying experience; **OR**, an associate's degree in computer science or related discipline AND two additional years of qualifying experience; **OR**, an associate's degree in any discipline area AND three additional years of qualifying experience.

One year of education is equal to 30 semester units. Education must be from an accredited institution.

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; applicable federal, state and local laws, policies and regulations, and office processes and procedures; modern office practices, procedures and equipment; administrative and clerical procedures and systems, such as filing and recordkeeping techniques in a complex business environment; effective customer service skills; how to compose effective correspondence; the structure and content of the English language including the meaning and spelling of words, rules of composition and grammar, and rules for letter and report writing; principles and practices of effective communication; how to train others to perform specific tasks; numbers, their operations, and interrelationships, including arithmetic at the level required to effectively perform the duties of the position.

ABILITY TO

The ability to perform the essential functions of the position; manipulate electronic equipment and software used in support of accessible formats; effectively learn and use software packages, establish best practices in that software, and communicate these practices to faculty and staff; analyze access technology needs; organize projects; perform research; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; interpret and apply applicable federal, state and local laws, policies and regulations, and office processes and procedures; work as a member of a team; meet schedules and timelines; manage one's own time and the time of others; correctly follow a given rule or set of rules in order to arrange things or actions in a certain order; understand and effectively carry out oral and written directions; effectively communicate information and ideas orally and in writing based on the needs of the audience; read, write and perform mathematical calculations at the level required for successful job performance; be aware of others' reactions and adjust interpersonal skills accordingly; handle personal and private information with discretion; prepare routine correspondence independently; effectively learn and operate equipment and software related to the duties of the position; use technology to effectively perform responsibilities, such as word processing, spreadsheets, databases and desktop publishing; adapt to changing technologies; work successfully with diverse populations.

TYPICAL EQUIPMENT USED (May include, but not limited to)

Current office technologies including computers, printers, telephones and copiers; other equipment common to the field in which the position is assigned.