

KERN COMMUNITY COLLEGE DISTRICT

CLASS TITLE: EDUCATIONAL MEDIA DESIGN SPECIALIST

BASIC FUNCTION:

Under the direction of an assigned supervisor, confer with staff to design, produce, modify, and evaluate computer-based multimedia, web-based presentations, and other media applications to include audio, video, graphic, web/electronic publishing, photography, and digital imagery.

REPRESENTATIVE DUTIES:

Serve as a technical resource and facilitator for instructors, lab assistants, and other staff. *E*

Design and apply computer-based and web-based multimedia and multimedia video packages to support the specific needs for technologically sophisticated products to facilitate the learning experience for students. *E*

Serve as a resource person to staff for designing and utilizing technology in instructional settings to meet established learning objectives. *E*

Assist in the design of web-based courses incorporating sound pedagogical practices. *E*

Evaluate equipment, courseware, and authoring systems.

Provide guidance to faculty regarding instructional strategies for integration of technology and instruction. *E*

Maintain currency in the field of instructional media product design and emerging technologies.

Develop and present workshops and tutorials on Internet and multimedia technologies for faculty and staff. *E*

Coordinate the acquisition, installation, and maintenance of computer equipment and related peripherals as needed for the position. *E*

Other related duties as assigned.

KNOWLEDGE AND ABILITIES

KNOWLEDGE OF:

Media product design principles and practices.

Learning styles and environments.

Teaching methodologies.

Computer-based multimedia technologies.

Web/electronic publishing.

Video technologies; and software including web development, word processing, graphic packages, authoring, spreadsheet, data base, and multimedia specific packages for a variety of platforms.

ABILITY TO:

Manipulate electronic equipment to design and produce multimedia, web and video packages, including digital editing and production organization.

Maintain records and make technical reports as required.

Organize projects.

Meet deadlines.

Research and work independently.

Explain complex technical and quantitative information to general audiences and individuals.

Learn new skills as required by the changes in technology.

Communicate effectively, both orally and in writing, and work cooperatively with faculty, students and other staff members both individually and in group settings.

Supervise and train assigned staff.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Bachelor's degree in instructional design, education technology, instructional communications, computer information science, media communication or a related field and two years experience in web design/publication and application or 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.

OR

Any combination equivalent to: Associate's degree in computer science or a related field and two additional years of qualifying experience (see above for qualifying experience) for a total of four years experience.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

Incorporated within one or more of the previously mentioned essential functions of this job description are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

1. Seldom = Less than 25 percent 3. Often = 51-75 percent
 2. Occasional = 25-50 percent 4. Very Frequent = 76 percent and above
- 4 a. Ability to work at a desk, conference table, or in meetings of various configurations.
- 1 b. Ability to stand for extended periods of time.
- 4 c. Ability to sit for extended periods of time.
- 4 d. Ability to see for the purpose of reading printed matter.
- 2 e. Ability to hear and understand speech at normal levels.
- 4 f. Ability to communicate so others will be able to clearly understand a normal conversation.
- 1 g. Ability to bend and twist.
- 2 h. Ability to lift 25 pounds.
- 2 I. Ability to carry 25 pounds.
- 4 j. Ability to operate office equipment, computer, or related peripherals.
- 1 k. Ability to reach in all directions.

This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.