VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: GRAPHIC ARTIST / MULTIMEDIA SPECIALIST

DEFINITION:

Under the direction of Associate Vice Chancellor of Information Technology or assigned supervisor, and in partnership with the Webmaster/System Administrator, the incumbent is responsible for graphic design and production of multimedia for the District Web site, design of logos, letterhead, certificates and all other design needs of the District Office. Responsibilities include still photo capture, enhancement and production, as well as coordinating full motion video shoots, digital video editing and production of video shorts, presentations and movies. In addition, incumbent will work closely with the District Office Senior Training Coordinator for creation of multimedia presentations, animation and training tools, CBT’s and tutorials. The Graphic Artist/Multimedia Specialist has expertise in utilization of digital cameras, scanners, digital editing and production workstations and related hardware and software.

REPRESENTATIVE DUTIES:

- Produce enhanced and optimized graphics for the District Web site.  
- Design and produce graphics for the District such as logos, letterhead, certificates.
- Shoot photographs including still and full motion with standard cameras as well as state of the art digital equipment.
- Edit and integrate graphics and photography for the District Office Web site.
- Design and produce graphics for District-related presentations, community events, and District-wide promotions.
- Design and produce multimedia presentations for District meetings, college promotions and community events.
- Assist in production of training materials, Computer Based Training media and training presentations and films.
- Design and create multimedia-based animations.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- General Personal Computer tools – Hardware and Software
- Photography methods and use of equipment for still and full motion video
- Graphic design techniques and computer based tools

Established January 2000
GRAPHIC ARTIST/ MULTIMEDIA SPECIALIST (continued)

Basic Web publishing techniques and standards
State of the art digital video editing systems - hardware and software
Creation and production of multimedia presentations
Animation techniques – design and production
Oral and written communication skills

ABILITY TO:

Analyze needs and produce appropriate graphics and multimedia content
Recommend graphic systems, digital video systems and editing workstations
Configure state of the art systems for Graphic Design, Multimedia and Animation
Plan and organize RDBMS upgrade installations
Communicate effectively both orally and in writing
Establish and maintain cooperative and effective working relationships with members of the user
community and information systems personnel

EDUCATION AND EXPERIENCE:

Completed course work in basic computer skills, computerized graphic design, multimedia and
animation and two years experience in graphic design and multimedia for Web, letterhead, logos.
Experience with still and motion photography and on-line digital video editing systems.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment with computers, printers
Subject to moderate noise for equipment

PHYSICAL ABILITIES:

Sitting for periods of time
Walking
Use of hands to handle tools or objects and type on a computer keyboard