

SACRAMENTO COUNTY OFFICE OF EDUCATION

CLASSIFICATION TITLE: Multimedia Design Specialist

DEFINITION

Under general direction, designs, develops, and produces a variety of computer, Web and/or multimedia graphics, animation, audio and video production, and/or content materials to support program needs; performs related duties as required.

DIRECTLY RESPONSIBLE TO

Appropriate department administrator

SUPERVISION OVER

None; however, may provide technical direction to other staff.

DUTIES AND RESPONSIBILITIES (Any one position may not include all of the listed duties, nor do all of the listed examples include all tasks which may be found in positions within this classification.)

Web Design/Maintenance

Designs and creates computer-based, Web-based, or multimedia-based layout, graphics, animation, video, sound and/or content for use in presentations, video productions, multimedia programs, Web sites, CDs, DVDs, emails, and other electronic media; works with clients and project team to review options and programming needs; designs Web interfaces; develops layout design and concept, selects and secures appropriate illustrative materials to be used; maintains and updates Web sites; ensures consistency, accuracy and compliance with required standards; proofreads copy; maintains internal posting of policies, forms, and related data as provided.

Graphic Design/Print Materials

Prepares and provides print-based training manuals, flyers, tests, forms, logos, letterhead, event programs, training materials, newsletters, packaging, and other print documents using professional page layout and graphic design software; composes, edits, and proofreads copy for accuracy, grammar, punctuation, consistency, and formatting; consults with SCOE and commercial printers regarding format and print specifications.

Photo/Video/Audio Production

Performs technical duties in the production of video and audio projects, CDs/DVDs, video streaming, and other field and studio video and audio productions; operates non-linear video and audio editing equipment including edit controllers, video cameras, hard disk video recorders, digital video storage devices, and audio mixers; edits special effects, composition, and design of video productions; may take photos for Web, video, print publications, and media use; edits and manipulates photos; maintains and organizes digital video and photograph archives.

Technical Support

Provides technical consultation to staff and customers; researches new technology and trends; troubleshoots, tests, and analyzes complex computer and system problems and determines solution; contacts vendors to research products and resolve technical problems; makes recommendations to department for software and equipment purchases.

MINIMUM QUALIFICATIONS

Education

Any combination of education and training which demonstrates the ability to perform the duties and responsibilities as described. Advanced coursework in multimedia or graphic design and Web design is desirable.

Training and Experience

Progressively responsible experience in the conceptualization, design, and production of graphics, Web, and print materials; experience in a non-linear video and audio editing/production and/or Web development environment.

Knowledge of:

Hypertext Markup Language (HTML), integrating JavaScript, CSS (Cascading Style Sheets), and ColdFusion Markup Language (CFML); color theory, layout and design principles, typography; principles and operation of the Inter/Intranet; various Web browsers and computer operating systems; Federal Accessibility standards and W3C code validation; audio/visual equipment; Adobe Creative Suite (Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat Professional), File Transfer Protocol (FTP) applications, Microsoft Office, video and audio editing software including Final Cut Studio (Final Cut Pro, DVD Studio Pro, Motion, Compressor), iMovie, GarageBand, Sorenson Squeeze, iTunes, QuickTime Pro, and preparing files for QuickTime Streaming Server (QTSS), BBEdit, Claris Dynamic Markup Language (CDML), and Common Gateway Interface (CGI).

Skill and Ability to:

Operate a variety of computer platforms and operating systems including Mac OS and Windows; operate peripheral equipment including printers, CD and DVD burners and duplicators, scanners, digital and 35 mm cameras, digital video cameras, audio recording equipment, and digital projectors; creatively translate abstract concepts into effective visual form in a variety of media; adapt graphics to fit needs of clients and target audience; utilize state of the art production tools to design, edit, and produce video, audio, and graphic materials; communicate effectively in both oral and written form; compose and edit written materials; explain technical concepts in non-technical terms to staff and customers; research and learn new software and adapt to changes in technology; prioritize, organize, and schedule work assignments and projects; work individually on multiple projects in a deadline-driven environment; establish and maintain cooperative working relationships with those contacted during the course of work.

Revisions approved by Personnel Commission 11/12/08

Former title: Web Developer

Revisions approved by Personnel Commission 4/19/05

Revisions approved by Personnel Commission 12/10/98

Former title: Computer Graphics Specialist