

## INSTRUCTIONAL GRAPHIC DESIGNER

### GENERAL DESCRIPTION OF CLASS

Under the direction of an administrator, interacts with departmental faculty to assist with the needs and expectations regarding the design and production of interactive multi-media delivered-learning modules. Utilizes advanced equipment, such as computer graphics, photographic, multimedia and telecommunication equipment to aid in the graphic design process. Maintains departmental budgets, provides clerical and record-keeping assistance, orders and tracks supplies, assists with smart classroom technology, updates and maintains departmental website.

**REPRESENTATIVE DUTIES:** The duties recorded below are representative of the duties of the class and are not intended to cover all the duties performed by incumbent(s) of any particular position. The omission of specific statements of duties does not exclude them from the position if the scope of work is similar, related or a logical assignment to this class. The essential duties of the class are indicated with an asterisk \*.

**BASIC FUNCTION:** The duties of this classification may involve performing the most technical and difficult tasks, requiring specialized or advanced skill in one or more areas of the work assigned. The duties below are not inclusive but characteristic of the type of work associated with the class. Individual positions may do all or some combination of the duties listed below as well as other related duties.

1. Performs as multimedia graphic designer for the assigned department. \*
2. With assistance from departmental faculty, leads the assigned department in the design, production and implementation of instructional graphics, motion graphics and animation for interactive multi-media delivered-learning modules. \*
3. Utilizes advanced equipment and desktop publishing programs to produce and convert narrative materials and verbal instructions to visual forms; shoots raw video/audio footage and may combine with corporation provided footage. \*
4. Produces media files necessary for departmental courseware and web page; scans and manipulates graphics, records, and digitizes audio and video segments. \*
5. Assists departmental instructors in the preparation and implementation of classroom and lab materials, equipment, and visual assessment tools. \*
6. Utilizes general software packages / applications for word processing, spreadsheets, bookkeeping, recordkeeping, internet navigation, maintaining the department's web page and creating and updating brochures. \*
7. Assists the department in the development of visual marketing tools for promotion of the program inside and outside of the local area. \*
8. Assists in maintaining departmental budget(s), secures price quotations for ordering equipment and supplies, generates purchase orders, and follows through with receiving, set-up and installation when possible; maintains records and reconciles accounts to confirm accuracy. \*
9. Orders, maintains, and receives equipment, supplies and materials needed for instruction; may pick up and deliver supplies to off campus locations. \*
10. Assists staff and students in the use of a variety of technical equipment in an instructional lab setting which may include cross platform computers, printers, scanners, and audio and video digitization equipment. \*
11. Ensures the safe and proper handling and disposal of hazardous chemicals and materials following Federal, State and District requirements. \*
12. Develops and maintains a system to track program graduates to validate student

- learning outcomes. \*
13. Assists with the coordination and presentation for partnership business and education meetings. \*
  14. Completes and tracks required district forms such as Facility work orders and IT forms for User support services. \*
  15. Maintains and performs minor repairs on discipline specific equipment. \*
  16. Interacts with diverse populations and constituencies in a wide range of situations requiring judgement, tact, and diplomacy. \*
  17. Organizes and distributes supplies and materials to students. \*
  18. Organizes and arranges laboratory space and equipment to maximize efficiency and safety. \*
  19. Fabricates, Designs and/or modifies instructional and non-instructional items needed for the automotive laboratory. \*
  20. Updates scan tools and lab computer software in the instructional area. \*
  21. Interacts with diverse populations and constituencies in a wide range of situations requiring judgement, tact, and diplomacy. \*
  22. Provides work direction, training, guidance, and supervision to student assistants, student workers, and short-term, temporary staff within the instructional area; supervisory duties may include assigning and reviewing work, instructing, coordinating activities, allocating personnel, assisting with the selection of new student or short-term, temporary employees; provides feedback to administrator or manager related to performance issues or concerns; ensures compliance with all applicable safety rules and precautions. \*
  23. May check customer invoices, process customer charges, bill clientele, receive payments, make required deposits, fill out reports and respond to customer complaints / concerns, as necessary.
  24. May serve on a variety of District committees as requested.
  25. Performs other duties that support the overall objective of the position.

**MINIMUM QUALIFICATIONS****EDUCATION/EXPERIENCE:**

- Associate degree\* in multi-media, graphic design, or a related field; **AND**
- Two (2) years industry experience in the areas of multi-media, graphic design, or a related field.
- Or, any combination of education and experience which would provide the required qualifications for the position.

\*Associate degree education equivalency is a 1 to 1 equivalency, one year of responsible work experience related to the classification for each full year (24-30 units) of college.

**CERTIFICATES, LICENSES, REGISTRATION, SPECIAL AND/OR OTHER REQUIREMENTS:**

- Required to hold and maintain a valid driver license 'if and when' travel is required in the course of work.
- May be required to travel for various off-site meetings, trainings, conferences, and/or events in support of the overall objective of the position.

**DESIRED QUALIFICATIONS:**

- Experience in Web design and development.

**KNOWLEDGE, SKILLS, AND ABILITIES: (May be acquired through education, training and/or experience.)****Knowledge of:**

- District policies and procedures related to the area of assignment.
- District and college policies, procedures, rules, and regulations related to the area of assignment.
- California Education Code and Title V as it relates to the area of assignment.
- Family Educational Rights and Privacy Act (FERPA).
- Rules, regulations, laws, and Board policies, and procedures governing the District.
- Software applications and programs related to the scope of the assignment
- Mobile devices and applications utilized by the District and/or college.
- PC and Macintosh computer hardware and software; Mac OS and Windows Operating Systems.
- Electronic imaging and computer graphics for television.
- Various computer software, tools, and programs used for graphic design, desktop publishing, instructional technology development, web presentation, audio/video capture and digitization, database management, recordkeeping, maintaining budgets, generating purchase orders, producing informational brochures, and creating spreadsheets.
- Computer security techniques.
- Proper spoken and written English usage; elements of proper grammar usage, spelling,
- Elements of proper grammar usage, spelling, vocabulary, and punctuation.
- Bookkeeping principles and techniques.
- Basic mathematics.
- Composing, proofreading, and preparing correspondence.
- Record-keeping, filing, file sharing, and filing system methods and techniques.
- Effective communication skills both verbally and in writing.
- Computer software programs, applications, databases, and Enterprise Resource Planning (ERP) systems; computer hardware and peripheral equipment related to the area of the assignment.
- Modern office practices, procedures, methods, and techniques.
- Microsoft Office Suite (Word, Excel, Outlook, and PowerPoint).

**Ability to:**

- Independently perform the essential responsibilities of the position.
- Understand and apply District and department policies and procedures related to the area of assignment.
- Integrate local, state, and federal laws and regulations related to the area of the assignment.
- Read, understand, learn, interpret, and apply rules, regulations, policies, and procedures related to the area of the assignment.
- Communicate and cooperate with other departments, staff, faculty, students and the general public and provide information pertaining to departmental policies, procedures and other pertinent information.
- Organize and revise a daily task schedule.
- Operate various office equipment including but not limited to computers, digital cameras, scanners, and video equipment.

- Integrate technology into the curriculum of various courses.
- Develop instructional interactive courseware.
- Arrange layout and make effective use of visual materials.
- Work with faculty on projects for classes.
- Understand client needs and translate using appropriate graphics.
- Prepare routine reports and correspondence.
- Understand and carry out verbal and written instructions and direction.
- Effectively communicate both verbally and in writing.
- Communicate clearly and concisely, both verbally and in writing.
- Maintain accuracy and pay close attention to detail in a fast-paced environment of changing priorities.
- Compile, organize, and use various financial information necessary in the preparation and monitoring of budgets.
- Update and maintain files, file sharing, filing systems, and records accurately and completely.
- Compose correspondence and reports.
- Use discretion and handle students, staff, and faculty in a diplomatic manner.
- Accurately research various information and prepare related reports.
- Plan, organize, and prioritize workload to meet schedules and timelines.
- Exercise tact and diplomacy in dealing with sensitive and complex issues and situations.
- Update and maintain records, files, file sharing, and filing systems accurately and with confidentiality.
- Exercise problem solving and critical thinking skills related to the scope of authority.
- Utilize keyboarding skills commensurate with the required functions for this position.
- Effectively and fluently utilize computers to perform advanced-level document production including the complex formatting of documents, creating charts, establishing and maintaining databases and spreadsheets.
- Utilize computer software programs, applications, and databases; computer hardware and peripheral equipment related to the area of assignment.
- Communicate with students, staff, and the public in person and via a variety of communication modalities using various technology resources.
- Work with diverse populations.
- Demonstrate clear evidence of sensitivity to, and the understanding of diverse academic, socioeconomic, cultural, disability and ethnic backgrounds of community college students.
- Establish and maintain cooperative relationships with those contacted in the course of work.

**RELATIONSHIPS WITH OTHERS:**

The incumbents in this class are in daily contact with department, college, District faculty, staff, administrators, students, vendors, and the public, as needed.

**SUPERVISION EXERCISED and/or RECEIVED:**

The incumbents in this class provides work direction and/or guidance to lower level staff, student workers, student assistants, and/or short-term, temporary employees.

The incumbents in this class receive general supervision from the assigned manager or other administrative superiors. Supervision is provided regarding interpretation and application of District, college, and/or department policies and procedures, applicable state and/or federal

regulations. Work is usually performed independently and reviewed by supervisors as needed to ensure accuracy, completeness and compliance with practices and regulatory standards. Incumbents in this class follow policies and guidelines as outlined by the District, college and/or departmental procedures, policies, and directives.

**PHYSICAL AND MENTAL DEMANDS:**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

- **Physical Demands**

While performing the duties of this classification, the incumbent is regularly required to sit, walk, and/or stand, speak or hear, both in person and by telephone. Use hands repetitively to finger, handle, feel or operate standard office equipment; reach with hands and arms; and occasionally lift and carry up to 25 pounds. must frequently sit and/or stand for long periods of time; dexterity of hands and fingers to operate a variety of computer and office equipment, The incumbent may be required to bend at the waist, kneel and/or crouch; move about the college or District site(s). Specific vision abilities required by this job include close vision and the ability to adjust focus and view a variety of computer screens, printed documents, and instructions.

- **Mental Demands**

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; observe and interpret people and situations; learn and apply new information or skills; perform highly detailed work on multiple, concurrent tasks; use math/mathematical reasoning; perform highly detailed work under changing priorities and deadlines on multiple concurrent tasks; work with frequent interruptions, and interact with District and/or college faculty, staff, management, administrators, students, educational institutions, and others encountered the course of work.

**WORK ENVIRONMENT AND CONDITIONS:**

- **Work Environment**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. The incumbent works under typical office conditions, and the noise level is usually quiet.

- **Working Conditions**

Work is performed primarily indoors where minimal safety considerations exist.

**Butte Glenn Community College District (BGCCD) IS AN EQUAL OPPORTUNITY**

**EMPLOYER:** To accomplish this job successfully, an individual must be able to perform, with or without reasonable accommodation, each essential function satisfactorily. Reasonable accommodations may be made to help enable qualified individuals with disabilities to perform the essential functions.

Butte Glenn Community College District is committed to creating a diverse workforce focused on equity, inclusion, and accessibility for all faculty, staff, administrators, managers, and students. The District is dedicated to building an environment that supports our diverse student populations providing opportunities to mentor, encourage, and prepare our students to be successful in the world and expose them to global perspectives. Our District community of

Class Code: C182.100

Salary Range – CSEA 28 – Non-Exempt

professionals is devoted to enriching our students' lives by bringing to light a variety of ways to engage and discover their individual and collective paths through education.

**BGCCD is** committed to the principles of equal employment opportunity. It is the District's policy to ensure that all qualified applicants for employment and employees have full and equal access to employment opportunities and are not subject to discrimination in any program or activity of the District on the basis of ethnic group identification, race, gender, color, language, accent, citizenship status, ancestry national origin, age, sex, religion, sexual orientation, gender identity, parental status, marital status, veteran status, physical or mental disability or medical condition, or on the basis of these perceived characteristics.