

MULTIMEDIA DESIGNER

DEFINITION

Plans, organizes, develops, and coordinates content for eLearning and communication projects. Participates in various phases of development including initial concept, scope/requirements, instructional and multimedia design and development, assessment, and post project analysis.

TYPICAL DUTIES

Plans, organizes, coordinates, and develops multimedia solutions, materials, and programs to meet District knowledge sharing needs using various web-based and multimedia methodologies. Ensures transfer of knowledge of key concepts through optimization of interactive graphical user interfaces and environments, simulations, animation, audio/video, exercises, and sound adult learning practices.

Converts printed, digital, and audio content into interactive online or offline knowledge sharing solutions using various web-based and multimedia software applications and equipment.

Edits and encodes digital video files for use on various web-based, multimedia platforms, and mobile devices.

Groups content to ensure logical comprehension.

Creates, reviews, proofs, and edits content being developed by other project members and participates in post project debriefing.

Coordinates, configures, and records narrative content for audio voice-overs.

Designs mock-ups, graphical storyboards, and original artwork.

Locates and edits images and existing artwork appropriate to content topics.

Ensures multimedia solutions function correctly on both Windows and Mac platforms, as required.

Conducts research to integrate knowledge sharing concepts into multimedia solutions.

Develops online/offline questionnaires and surveys to assess effectiveness of knowledge sharing.

Develops scripts for voice-overs to incorporate sound for auditory learners.

Performs closed captioning on multimedia solutions.

Coordinates with the leadership, project management, and team members to identify trends in training.

Initiates and maintains liaison with end users, programmers, subject matter experts, consultants, and other District employees to accomplish assigned duties.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Multimedia Designer analyzes designs, develops, implements, and evaluates multimedia knowledge sharing solutions.

An Information Technology Trainer II is the primary developer of nonweb-based courseware, delivers programs as the lead instructor, and provides technical support by answering basic to intermediate questions related to District applications.

SUPERVISION

General supervision is received from an administrator. Technical supervision is exercised over content development activities.

CLASS QUALIFICATIONS

Knowledge of:

- Online development and authoring tools
- Web and/or ELearning development tools
- Video/audio/motion/graphics development tools
- Web based, web casting, video, and online knowledge sharing methodologies
- Interactive simulations and animation including Action Scripts
- Website page design and navigation
- Reusable Learning Objects (RLO)
- Courseware development principles and techniques
- Adult learning and communication concepts
- Needs analysis principles and procedures
- Iterative development process
- Principles of organization management
- Project management
- Graphical User Interface design
- Branding, design, and global customization
- Section 504/508 compliance
- Internet/Intranet
- Software licensing and copyright protection rules and regulations
- Software and hardware fundamentals
- Online help desk and computer support
- Microsoft, Mac, and mobile device operating systems
- Microsoft Office Suite (Word, Excel, PowerPoint, Access, Outlook)

Ability to:

- Express and present technical concepts clearly and concisely in oral and written form
- Conduct meetings and make effective oral presentations to small and large groups
- Manage and participate in multiple concurrent projects
- Work independently with minimum supervision
- Design and create graphics, simulations, and animation in accordance to District standards
- Work under the pressure of deadlines in a fast-paced environment meeting established time frames and budgets
- Develop comprehensive knowledge sharing solutions
- Review and evaluate internal and external deliverables
- Perform audio recording, editing, and integration into multimedia projects
- Investigate and resolve multimedia technological issues
- Research and evaluate emerging knowledge sharing solutions
- Effectively work and interact with subject matter experts, District administrators, and employees
- Write and edit written documentation
- Work seamlessly between a Mac and a PC environment

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree, preferably in computer instructional design, computer science, or related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Experience:

Two years of experience in the multimedia and learning industry or equivalent developing, coordinating, and conducting information or instructional programs. Experience in developing, creating, and/or producing web-based multimedia programs and other knowledge sharing solutions with strong writing skills is highly preferable.

Special:

A valid California Driver License.
Use of an automobile.

SPECIAL NOTES

Incumbents in this classification may be required to travel.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skills, and/or abilities. Management retains the discretion to add or change typical duties of a position at any time.

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CA

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