## Position Description

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<td><strong>Requisition Number:</strong></td>
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<td><strong>Approved Payroll Title Code:</strong></td>
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<td><strong>Approved MSP Salary Grade:</strong></td>
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<td><strong>Approved PSS Salary Grade:</strong></td>
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### POSITION DETAILS

**Job Summary:** Under direction of the Senior Artist Supervisor and the Video Group Supervisor, works directly with University faculty, staff and outside entities to conceptualize, project manage, design, and create illustrations and graphics for multi-media, PowerPoint, online, video, and print applications, and to provide video production services to the UC Davis campus and Health System, independently taking a project from intake through distribution. Assists with additional video/audio recordings and online productions, participates as production crew, and may oversee and assign duties to student employees.

**Campus Job Scope:**

Academic Technology Services, a department of Information and Educational Technology, provides graphic, photographic and audio/video production support to meet the educational, research and public service needs of the University. IET Academic Technology Services provides a broad range of production and technological services for the instructional and non-instructional communication media needs of faculty, staff and students.

**Department Specific Job Scope:**

50% GRAPHIC ARTIST PROJECT MANAGER

Conceptualizes, project manages, designs, and creates original illustrations, multimedia, and complex graphics for print and digital media applications for the UC Davis campus and Health System. Typical Tasks Include:

- Conceptualize, design and create graphic works such as brochures, catalogs, booklets, posters, and newsletters for both print and digital applications.
- Independently meet with clients to determine project needs, consult and advise on format and available resources, and facilitate the production of complex graphics to meet those needs.
- Project manage all aspects of project from conceptualization through delivery.
- Estimate project costs and provide to clients.
- Select and use appropriate ATS resources including computer hardware, software, scanners, digital and board art to assist with graphic media production.
- Format text using current page layout and web authoring software.
- Edit and place graphics as needed to enhance the overall project.
- Use the Adobe suite of programs, including Photoshop, Illustrator, InDesign, and After Effects, as well as PowerPoint, to complete production activities.
- Arrange for appropriate distribution of graphic creations via web, print or video.
- Organize and archive graphics/presentation materials for back-up and future use.
- Ensure that all established procedures, production specifications and policies are
followed and that all applicable recharges are accounted for and processed through appropriate channels and systems.
- Complete billing and processing of records.

40% MEDIA PROJECT PRODUCER/DIRECTOR
Produces and/or directs audio, video and multimedia productions for IET Academic Technology Services clients. Typical Tasks Include:
- Work directly with clients to develop pre-production plans including project scopes and production budgets.
- Help identify resources available and additional resources needed.
- Coordinate the pre-production planning, audio and video recording, graphics production, editing, duplication and delivery of the production.
- Scout remote locations to determine equipment needs, camera and microphone placement, and lighting, power and audio requirements.
- Operate professional video production equipment including broadcast video cameras, lighting equipment, audio mixers, encoding stations, and digital editing systems.
- Create graphics, titles and image manipulations.
- Edit raw footage into finished programs and short instructional videos.
- Arrange for appropriate distribution of finished videos through Kaltura, Canvas, Box, or other appropriate means.
- Establish recording schedules, coordinate production activities, and maintain billing information.

10% ASSOCIATED POSITION RESPONSIBILITIES
Performs additional duties in support of Academic Technology Services. Typical Tasks Include:
- Train students to assist with small format recordings and productions.
- Assist with on-going support of eLearning Studios.
- Train faculty/users of the studio on technology and best practices for studio, green screen, and audio recordings.
- Perform ISDN audio recordings and broadcasts with faculty and professional media organizations.
- Provide studio and location photography support.
- Assist with equipment inventory and participate in the short- and long-range planning for production facilities, including the budget process for purchasing equipment for all areas within the position responsibilities.
- Schedule and direct student employees as needed.

While performing the duties of this job, the employee is required to:
- use hands to finger, handle, feel, and manipulate intricate video production equipment.
- stand, walk, reach with hands and arms when on a video production
- talk and/or hear through a headset or headphones
- sit, climb or balance; and stoop, kneel, crouch, or crawl, sometimes in tight areas, to set lights or tape cables when on production
- lift and/or move video production equipment weighing up to 40 pounds
- work at a computer and view display screens for long periods of time.

Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception, and ability to adjust focus.

Physical Demands:

The position requires a current/valid driver's license and is subject to DMV's Pull Notice System.

Occasional travel throughout the state with overnight stays required.

Must be willing and able to work occasional overtime and variable hours, including evenings and weekends to meet production requirements and deadlines.

Due to mission-critical services provided by this department, this position may work hours other than M-F 8-5.
Vacation is restricted during peak work periods.

Adhere to workplace safety practices, read information communicated about workplace safety, complete required safety training on time, and report any workplace safety issues promptly to their supervisor or the designated safety coordinator.

UC Davis is a smoke and tobacco free campus effective January 1, 2014. Smoking, the use of smokeless tobacco products, and the use of unregulated nicotine products (e-cigarettes) will be strictly prohibited on any UC Davis owned or leased property, indoors and outdoors, including parking lots and residential space.

| Background Check: | Yes |

**QUALIFICATIONS**

**Minimum Qualifications:**

- Experience using InDesign, Photoshop, Illustrator, PowerPoint, and other graphic design software.
- Experience using professional studios, field video cameras, audio recording equipment, and lighting and grip equipment.
- Experience performing professional video and audio production/post-production techniques, including editing of digital audio and video, and operating cameras and non-linear digital equipment.
- Skill to correct/repair minor malfunctions in production equipment.
- Experience using computer software programs for documentation, record keeping and email.
- Skill to understand and translate complex ideas, theories or discoveries and create visual media to convey these more simply and comprehensively to a general audience who may be less technical.
- Experience effectively organizing assignments and achieving timely progress on multiple, concurrent tasks, meeting intermediate and final deadlines, while maintaining a high level of quality and productivity.
- Knowledge of and experience with style guides and graphic design theory.
- Skill to determine and utilize most-appropriate media technology and techniques for clients' needs.
- Skill to advise, consult and coordinate with client on format and style of project.
- Skill to create original art using computer software and traditional art tools.
- The ability to see the full color spectrum.

**Preferred Qualifications for Selection:**

- Experience creating 2D animations using Adobe After Effects or other 2D animation software.
- Skill to observe and follow all safety practices and use all furnished safety items and equipment.
- Experience interacting and working with diverse faculty, staff and students.
- Excellent communication skills with the ability to create and present oral presentations to large and small groups.
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<td>Understanding of media systems and technical workflows.</td>
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<td>Skill to work independently and as part of a team.</td>
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<td><strong>Job Expectations</strong></td>
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<td>- Demonstrates commitment and support of the UC Davis Principles of Community.</td>
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<td>- Independently follows projects through to successful completion with a high degree of quality.</td>
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<td>- Commitment to the University’s instructional mission.</td>
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<td>- Maintains current knowledge of state-of-the-art graphics and media technologies and their applications -- in particular as they apply to higher education -- through literature, blogs, classes, exhibits, seminars, on-the-job training, or other relevant forums.</td>
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<td>- Maintains competency in a rapidly advancing industry.</td>
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<td>- Establishes priorities, organizes tasks, and completes tasks effectively in a demanding work environment.</td>
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<td>- Applies organizational skills and has self-motivation necessary to maintain and upgrade personal knowledge and skills regarding assigned functions and tasks.</td>
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<td>- Serves as an advocate for a diverse campus constituency and effects change without polarizing those holding divergent views.</td>
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<td>- Instructs others effectively.</td>
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<td>- Conveys a helpful and positive attitude in support of the department’s client service environment.</td>
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<td>- Tactfully communicates and interacts tactfully and diplomatically with clients and vendors using excellent communication (oral, written, presentation, documentation) and interpersonal skills.</td>
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<td>- Works with a diverse group of people in such a manner as to build high morale and group commitments to goals and objectives, all in support of UC Davis' missions.</td>
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<td>- Displays advanced organizational and analytical skills.</td>
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<td>- Accountable for the safekeeping of resources in the employee’s care and custody, and follows and implements the cyber-safety guidelines.</td>
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<td>- Learns the campus’ policies and procedures for business practices.</td>
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