**Position Description**

**Requisition Number:** 03021939

**Position Number:** 02022682

**Dept:** IET ACADEMIC TECHNOLOGY SVCS - 061417

**Position:** SENIOR ARTIST-ILLUSTRATOR/MEDIA PRODUCTION

**Approved Payroll Title Code:** 6102

**Approved Payroll Title:** SENIOR ARTIST

**Approved MSP Salary Grade:**

**Approved PSS Salary Grade:** 0

### POSITION DETAILS

**Job Summary:** Under direction of the Senior Artist Supervisor, and working directly with University faculty, staff and outside entities, conceptualizes, designs, illustrates, animates, and creates graphics for print, multimedia, and video for the UC Davis campus, Health System and others, independently managing and executing a project from intake through distribution.

Assists with video/audio recordings and online productions, participates as production crew, and may oversee and assign duties to student employees.

**Campus Job Scope:**

**Department Specific Job Scope:**

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

**Positions Supervised:**

N/A

**Essential Responsibilities:**

50% GRAPHIC DESIGN AND ILLUSTRATION

Conceptualizes, designs, and creates original illustrations, multimedia, and complex graphics for print and digital media applications for the UC Davis campus, Health System, and outside entities. Typical tasks include:

- Translate complex ideas to a visual medium using traditional and digital drawing tools.
- Conceptualize, design and create graphic and illustrative 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 in a Mac environment including computer hardware, software, scanners, traditional drawing tools 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 visual impact of projects.
-Use the Adobe suite of programs, including Photoshop, Illustrator and InDesign, 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 PRODUCTION
Assists with audio, video and multimedia productions for IET Academic Technology Services clients. Typical tasks include:

- Help clients develop pre-production plans including project scopes and production budgets.
- Help identify resources available and additional resources needed.
- Assist with the pre-production planning, audio and video recording, graphics production, editing, duplication and delivery of the production.
- Operate professional video production equipment including broadcast video cameras, lighting equipment, audio mixers, encoding stations, and digital editing systems.
- Assist with distribution of finished videos through appropriate means.
- Help 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 and assist faculty/users of the eLearning Studios on the 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.

Physical Demands:

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/hear through a headset or headphones.
- sit, climb or balance; and stoop, kneel, crouch, or crawl, sometimes in tight areas, to set lights or 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.
### Work Environment:

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

- 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:

- Extensive experience using Illustrator, Photoshop, InDesign, and PowerPoint.

- Experience advising, consulting and coordinating with clients on design, format and process of the project.

- Knowledge of and experience with style guides and graphic design theory.

- Skills to understand, interpret, conceptualize, and illustrate complex ideas, theories and discoveries and create illustrations, animations and other materials to be clearly conveyed visually to students, academics and the general public.

- Skills to create original art illustrations using traditional and computer-aided tools.

#### Preferred Qualifications for Selection:

- Experience creating 2D animations using Adobe After Effects or other 2D animation 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.

- Skills to correct/repair minor malfunctions in production equipment.

- Skills to provide studio and location photography support.
Skills to create video titles, bumpers, and image manipulations in a multimedia format.

Skills to determine and utilize most-appropriate media technology and techniques for clients' needs.

Experience organizing assignments and progressing on multiple, concurrent tasks, meeting intermediate and final deadlines.

Experience using computer software programs for documentation, record keeping and email.

Experience interacting and working with diverse faculty, staff and students.

Experience creating and presenting oral presentations to large and small groups.

Knowledge of media systems and technical workflows.

**Expectations**

Demonstrates commitment and support of the UC Davis Principles of Community.

Independently follows projects through to successful completion with a high degree of quality.

Commitment to the University's instructional mission.

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.

Maintains competency in a rapidly advancing industry.

Establishes priorities, organizes tasks, and completes tasks effectively in a demanding work environment.

Applies organizational skills and has self-motivation necessary to maintain and upgrade personal knowledge and skills regarding assigned functions and tasks.

Serves as an advocate for a diverse campus constituency and effects change without polarizing those holding divergent views.

Instructs others effectively.

Conveys a helpful and positive attitude in support of the department's client service environment.

Communicates and interacts tactfully and diplomatically with clients and vendors using excellent communication (oral, written, presentation, documentation) and interpersonal skills.

Demonstrate flexibility and willingness to assist in other areas of the department when needed.

Displays advanced organizational and analytical skills.

Follows all safety practices and correctly uses all furnished safety equipment.

Accountable for the safekeeping of resources in the employee's care and custody,
and follows and implements the cyber-safety guidelines.

Learns the campus' policies and procedures for business practices.

Adhere to UC Davis editorial and brand standards found at http://marketingtoolbox.ucdavis.edu as appropriate.