



PERSONNEL COMMISSION

Class Code: 5146
Salary Range: 30 (C1)

ASSOCIATE PRODUCER/DIGITAL ANIMATOR

JOB SUMMARY

Under general supervision, participate in or independently create, write, produce, direct and edit assigned educational, instructional and informational videos and other multimedia productions; create video-ready graphics and animation sequences for video productions and for use on the web; participate in a variety of pre- and post-production activities for studio, field and live television productions; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Participate in or independently create, write, produce, direct and edit assigned educational, instructional and informational videos and other multimedia productions; conceive and write original scripts for video production including action, dialogue, graphics, narrations and animation sequences. **E**
- Operate and direct video cameras for single and multi-camera productions; assure visually appealing composition and proper video exposure levels; assure proper audio control from on-board and attached microphones. **E**
- Consult with clients to ascertain production needs, goals, budgetary requirements and target audiences; schedule, coordinate, produce assigned studio, field and live productions; determine production technique and location; coordinate and oversee pre-production meetings with clients and assigned production staff. **E**
- Create graphics and full motion animation for video productions and use on the web including visual effects, opening title sequences, animated characters, graphs, charts and logos. **E**
- Perform creative editing of video productions on non-linear, digital editing systems; capture video; select and sequence scenes on timeline; select and insert background music and narration; design and create original graphics and animation. **E**
- Create finished DVD's and programs including menus and labels; design artwork for DVD covers; create copies of DVD's for clients and for Office of Multimedia Services (OMS) library. **E**
- Participate in a variety of pre- and post-production activities for studio, field and live television productions including set-up and operation of audio, video, lighting and other technical production equipment; drive a District vehicle to conduct work. **E**

- Participate in or oversee the set up and construction of studio sets and moving furniture and equipment including risers, cameras and cables; connect microphones to talent as needed; provide voice-over narrations and act in productions as requested. ***E***
- Operate a variety of office equipment including a Macintosh computer and a wide range of specialized video editing, animation and publishing software such as Lightwave 3D. ***E***
- Maintain computerized database records, logs and files of clip art, animation, photography and master copies of finished projects; assure files are properly backed up to server. ***E***
- Design, publish and update new and existing web pages for the department's web site; create and assure the functionality of web page links, forms and scripts running behind the web site. ***E***
- Research, evaluate and develop recommendations regarding the purchase of animation software and other multimedia equipment as requested; prepare recommendations to improve operational effectiveness and minimize costs as requested. ***E***
- Communicate with District administrators, personnel and outside organizations to coordinate activities and programs, resolve issues and exchange information. ***E***
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. ***E***

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

An Associate Producer/Digital Animator provides leadership or works as a team member on a variety of pre- and post-production activities for studio, field and live television productions including set-up and operation of audio, video, lighting and other technical production equipment and also independently creates, writes, produces, directs and edits educational, instructional and informational videos and other multimedia productions as assigned. Incumbents create video-ready graphics and animation sequences for Office of Multimedia Services (OMS) video productions and for use on the web in addition to maintaining the OMS department website.

EMPLOYMENT STANDARDS

Knowledge of:

Techniques and operation of equipment used in the production of television and video productions.

Animation techniques such as stop motion, cell and digital.

General principles and various production formats for television scripts.

Creative videography techniques.

Creative video editing techniques and operation of non-linear editing software.

Operation of a variety of office equipment including a Macintosh computer, peripheral equipment and specialized video editing, animation and publishing software such as Lightwave 3D.

Web authoring tools including current web languages.

DVD creation and production techniques including menus, chapters, special features and case covers and disc labels.

Computerized record-keeping and filing techniques.

Health and safety practices related to the operation of audio, video, lighting and other technical production equipment in the studio and field.

Interpersonal skills using, tact, patience and courtesy.

Oral and written communication skills.

Proper methods of storing equipment, materials and supplies.

Ability to:

Create, write, produce, direct and edit educational, instructional and informational videos, television shows and other multimedia productions.

Create graphics and full motion animation for video productions and use on the web.

Operate and direct video cameras for single and multi-camera productions.

Consult with clients to ascertain production needs, goals, budgetary requirements and target audiences.

Operate a variety of audio, video, lighting and technical production equipment.

Operate a variety of office equipment including a Macintosh computer and a wide range of specialized video editing, animation and publishing software such as Lightwave 3D.

Design, publish and update new and existing web pages for the department's web site.

Perform creative editing of video productions on non-linear, digital editing systems.

Create DVD program menus, chapter markers, labels and storage case covers.

Observe health and safety regulations related to assigned activities.

Maintain computerized records and files.

Establish and maintain cooperative and effective working relationships with others.

Maintain current knowledge of technological advances in the field.

Complete work with many interruptions.

Communicate effectively both orally and in writing.

Analyze situations accurately and adopt an effective course of action.

Plan and organize work.

Meet schedules and timelines.

Education and Training:

Associate's degree in television production, computer animation or a closely related field.

Experience:

Three years of professional experience in video production and creating full motion animation.

Any other combination of training and experience that could likely provide the desired skills, knowledge or abilities may be considered.

SPECIAL REQUIREMENTS

Valid California Class C driver's license.

Applicants for this classification will be required to obtain and submit, at his/her own expense, his/her current motor vehicle driving record at the time of appointment. The record must meet and be maintained at the District's safe driving standard. Failure to meet this requirement will result in the disqualification and/or rejection of the applicant regardless of any other standing.

WORKING ENVIRONMENT

Television studio and office environment.
Working outdoors on location and at heights.
Driving a vehicle to conduct work.
Evening or variable hours.

PHYSICAL DEMANDS

Sitting or standing for extended periods of time.
Hearing and speaking to exchange information in person or on the telephone.
Dexterity of hands and fingers to operate a computer and specialized equipment.
Seeing to read a variety of materials and view productions.
Lifting, carrying, pushing or pulling heavy items weighing up to 50lbs.
Reaching overhead, above the shoulders and horizontally.
Climbing ladders or scaffolding.
Bending at the waist, kneeling or crouching.
Walking over rough or uneven surfaces.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

PCA: 4/1/2010