



## PERSONNEL COMMISSION

**Class Code: 5147**  
**Salary Range: 30 (C1)**

### **ASSOCIATE PRODUCER/PRODUCTION DESIGNER**

#### **JOB SUMMARY**

Under general supervision, assume a creative position in the print, multimedia and television production divisions of the Office of Multimedia Services (OMS); participate in or independently create, write, produce, direct and edit assigned educational, instructional and informational videos and other multimedia productions; create and design print-ready materials and multimedia graphics for video productions; participate in a variety of pre-, production 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.*

- Create and design a variety of artistic print materials and multimedia graphics to meet the communication needs of schools and offices including print-ready brochures, booklets, posters, flyers, handbooks, logos, certificates, business cards, ads, banners, maps, charts and t-shirt designs; assure adherence to graphic arts professional standards. **E**
- 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**
- Explore creative concepts by interpreting client needs and conceptualizing methods to effectively communicate client messages to target audiences; provide innovative and creative design and production solutions while adhering to time and cost restraints. **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 and graphic 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**

- 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. ***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-, production 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***
- Create print-ready materials and multimedia graphics for video productions and broadcasts using graphics hardware and software; design and create studio sets and props. ***E***
- Operate a variety of office equipment including a Macintosh computer and a wide range of specialized video editing, graphic design and publishing software. ***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***
- Research, evaluate and develop recommendations regarding the purchase of graphic design 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/Production Designer will assume a creative position in the print, multimedia and television production divisions of the Office of Multimedia Services (OMS). This involves participation and leadership on a variety of pre-, production 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. An incumbent will participate in or independently create, write, produce, direct and edit assigned educational, instructional and informational videos and other multimedia

productions. Incumbents create print-ready graphics for OMS video productions and for use on the web in addition designing studio sets and props.

**EMPLOYMENT STANDARDS**

**Knowledge of:**

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

General principles and various production formats for television scripts.

Graphic design techniques, equipment and principles.

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, graphic design and publishing software.

General copyright laws.

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 print-ready graphics 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 and graphic design 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, graphic design and publishing software.

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, graphic design or a closely related field.

**Experience:**

Three years of professional experience in video production and/or creating print-ready materials and multimedia graphics.

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.  
Occasional exposure to fumes from spray mount adhesive and paint.  
Occasional use of sharp blades and mat cutters.

**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 30lbs.  
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