

INSTRUCTIONAL MEDIA SPECIALIST

DEFINITION

Operates, adjusts, and maintains complex, instructional media equipment and electronic media systems in a college instructional multi-media center. Provides technical assistance as an integral member of the college media production team in the development, production, and distribution of instructional media programs.

TYPICAL DUTIES

Provides technical assistance in the development, production, and distribution of staff developed media programs, including: providing information regarding use, availability, and cost of equipment and materials; recording of sound films, compact discs and audio tapes; editing of sound tapes; synchronizing, cutting, and preparing of master tapes for video; mixing, dubbing and making of sound effects; mixing and preparing of interactive media systems.

Operates and adjusts complex instructional media equipment such as video cameras, TVs, video and audio recorders, film and slide projectors, overhead projectors, audio and film cassettes, and laser disc/computer systems.

Operates, maintains, and assists others in the use of electronic media systems such as video distribution systems, video post production systems, multi-media computer systems, and satellite distance learning systems.

Trains instructors and student workers in the proper use of various types of instructional media equipment and demonstrates the operation of such equipment.

Plans the purchase of and orders all instructional materials and equipment.

Maintains equipment and supply inventory.

Performs routine and preventive maintenance and minor repairs on a wide variety of campus owned instructional media production equipment.

Recommends equipment replacement as necessary.

Makes slides, transparencies, filmstrips, and photographic prints, reductions and enlargements as required for campus publicity, recruitment, and official publication photography.

Sets up and operates public address system for all campus events held on campus grounds.

Operates and maintains process cameras, overhead cell enlargements, and performs other production tasks such as writing and maintaining computer testing, tracking, and inventory programs.

May supervise lower-level classified employees and student worker staff as necessary.

May coordinate and conduct video production, setup, testing, and operation of the video production van for studio and remote productions, including lighting setup, and audio monitoring and recording.

May process films.

May provide technical expertise in the operation of electromechanical systems in a campus theater.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS

An **Instructional Media Specialist** operates, adjusts, and maintains complex instructional media equipment and electronic media systems. Provides technical assistance as an integral part of the college media production team in the development, production, and distribution of instructional media programs.

An **Instructional Media Assistant** operates, receives, distributes, and issues instructional media equipment and provides technical assistance in the production of instructional media materials.

SUPERVISION

General supervision is received from a certificated supervisor. Supervision may be exercised over student assistants, and lower-level staff members.

CLASS QUALIFICATIONS

Knowledge of:

- Current trends in the production of instructional media technology
- Multi-media design, production principles and techniques; including organization, script writing, staging, lighting, and editing, still, motion, and television photography
- Advanced principles of video and audio recording
- Basic electronic and communications theory
- Photographic, video, audio, television, laser discs and CD ROM equipment
- Electronic media systems
- Preventive maintenance of various instructional media equipment
- Basic recordkeeping procedures
- Operations of computer equipment

Ability to:

- Plan and coordinate complex and varied media productions independently
- Translate ideas and suggestions into detailed plans from which media can be produced
- Produce creative, aesthetic, and effective media for instructional and public information purposes
- Apply conventional and original techniques in the design and production of media
- Operate and service a wide variety of photographic, video, audio and television equipment
- Operate and service electronic media systems
- Make high fidelity reproductions of records and tapes
- Work effectively and cooperatively with instructors and students
- Demonstrate to instructors and students the operation of instructional media equipment
- Use computer software to maintain records, inventories, and data retrieval programs
- Learn the characteristics of new systems and equipment and update technical skills to adapt to changing technology
- Learn general and specialized software applications

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. An associate in arts degree or its equivalent from a recognized college or university with a specialization in broadcasting, cinema, photography, instructional media technology or a closely related field **and** three years in the design and production of a wide variety of instructional multi-media aids and operation of photographic, audio, video, and television equipment.

OR

- B. Bachelor's degree from a recognized four-year college or university with a major in broadcasting, cinema, photography, instructional technology or related field **and** one year of experience in the design and production of a wide variety of instructional multi-media aids and operation of photographic, audio, video, and television equipment.

OR

- C. Five years of experience in the design and production of a wide variety of instructional multi-media aids and operation of photographic, audio, video, and television equipment.