

MEDIA TECHNICIAN II

This is work of an advanced technical nature utilizing a variety of methods in producing a wide range of audiovisual materials. Positions in this class are located throughout state government and the university system. In video production, work requires scheduling facility and equipment usage and ensuring accuracy in production aspects of lighting, camera angles, panning, continuity, audio dubbing, and editing in mixing a variety of visual and audio sources. Employees utilize photography for slide series and lecture support as well as black and white photography for journals and brochures; prepare graphics for overhead illustrations; and provide training workshops for staff and faculty in producing overhead transparencies and in machine operation. Employees also maintain a film slide and equipment inventory as well as a circulation system: work may also require the publication of a newsletter depicting media capabilities of the respective agency. Positions at this level function with limited supervision, and usually discuss production needs with the client, establish priorities for work assignments, and exercise creativity and artistic techniques in the production of the client needs. Work is usually reviewed for quality by the respective client or the supervisor. Work may also include other related work as determined by management.

I. DIFFICULTY OF WORK:

Complexity - Work requires the employees to meet with the production supervisor or the client to discuss the feasibility of different types of media production techniques in relation to the subject matter to be presented. Employees plan and prioritize work assignments to ensure the timely completion of requested services. Once the medium has been selected, employees exercise creative judgments in deciding upon the audio and visual format and approach. Employees utilize a variety of media production techniques in preparing materials for educational and informative purposes. The production techniques include graphic design, still and motion picture photography, videotape production and editing, slide/sound programs, and transparencies. Employees utilize these techniques interchangeably in the production of requested programs. During the execution, employees must be aware of picture composition, camera planning, lighting, camera angles, and editing procedures. Procedures of this nature are rather sophisticated and employees exercise artistic discretion in material presentation.

Guidelines - Work procedures relating to equipment operation are routine, but the manipulation of equipment to achieve aesthetically pleasing results is not clearly defined. Work assignments are discussed with the employees, and the employees suggest, and on occasion, determine the creative methods of mediated material presentation. Guidelines for overhead transparencies, slides, and some videotape production are straightforward requiring little interpretation.

II. RESPONSIBILITY:

Accountability - Employees' actions reflect upon the organization through the ' accurate production of client requested media materials. Employees are responsible for establishing priorities and the timely completion of work assignments. Production methods and results are the responsibility of the employees, but final product acceptability is the responsibility of the client and/or supervisor.

Consequence of Action - Major deviation from the agreed upon presentation format and approach is discussed with the client or supervisor. Any production-oriented consequence would result in a material waste and time delay in services rendered.

Review - Work may be reviewed while in progress for correct presentation format and production techniques by the supervisor. The client has the final review in determining the appropriateness of the requested materials.

III. INTERPERSONAL COMMUNICATIONS:

Subject Matter - Employees receive the content materials and the client's perception for presentation and suggest the most appropriate medium, as well as presentation format and approach. The actual production techniques are discussed in detail to students and media center users for training purposes.

Purpose - Employees may be required to explain the approach which was taken in the presentation of certain materials. Employees also explain in detail the use of audiovisual equipment and production techniques.

IV. WORK ENVIRONMENT:

Nature of Working Conditions - Work is performed in media or resource centers where exposure to adverse elements is of little significance.

Nature and Potential of Personal Hazards Employees are exposed to physical strain through moving and lifting heavy equipment. Employees are also subject to exposure to photographic chemicals.

V. RECRUITMENT STANDARDS:

Knowledges, Skills, and Abilities - Thorough knowledge of media production techniques and audiovisual equipment operation and maintenance. Ability to apply photographic and art techniques in media production. Working knowledge of picture composition, lighting and editing methods. Ability to plan, organize, and present ideas effectively in a variety of media.

Minimum Education and Experience - Completion of a two year program in media production, photography or commercial art and two years of experience in audiovisual equipment operation, graphic design, and photography; or an equivalent combination of education and experience.