



VIDEO & MULTIMEDIA

Position: Video Production Lead

Description: The Video Production Lead (VPL) is considered one of the more experienced with regard to both pre and post-production skills; most likely, but not exclusively, a junior or senior student or someone who has one or more semesters of experience within Student Media Creative Services (SMCS). The VPL will often serve in the role of an (on location) Director as well as interject creative or technical direction with regard to other ongoing projects at the request of the Creative Director (CD).

The VPL will work with the CD in the role of Producer for the overall scope of a project in terms of what is required, both personnel and equipment, as well as determining production hours for the purpose of estimation. The VPL will most likely be the primary camera and will determine setups, configurations (angles/locations), lighting, the coordination of duties of additional camera units (if needed), and direction of on-location personnel. A strong working knowledge of post-production functions is essential as you will be involved in or directly responsible for finalizing a project as needed. Must be a self-starter with a reasonable expectation of managing others as well as a willingness to take direction from professional staff or clients. Knowledge or experience with Scriptwriting and Acting is a plus.

Employee Level: Student Worker III

Desired Software Proficiency: Final Cut Pro, Soundtrack Pro, Motion (or other motion graphics app's)

Optional: After Effects, Flash, Compressor, Adobe Photoshop, Adobe Illustrator, DVD Studio Pro.

Desired Hardware Proficiency: Mac Environment, Digital SLR's; Canon 5D Mark II. Lighting, Audio Capture

Optional: "Prosumer" HD Digital (or DV) Camera Equipment

Position: Video Production Associate

Description: Similar to the Video Production Lead in terms of general skills but not necessarily overall experience. Must have working knowledge of audio video equipment and other multimedia processes (hardware/software). Must be a self-starter, willing to take direction from the Creative Director, VPL, or client and follow through on projects in a timely manner with limited supervision. May be asked to perform tasks associated with on-location production (i.e., setup, teardown, etc.). Other (optional) skills are: Scriptwriting, Voiceover, and Acting.

Employee Level: Student Worker II

Desired Software Proficiency: Final Cut Pro, Soundtrack Pro

Optional: After Effects, Flash, Motion, Compressor, Adobe Photoshop, Adobe Illustrator, DVD Studio Pro.

Desired Hardware Proficiency: Mac Environment, Digital SLR's; Canon 5D Mark II, etc.

Optional: "Prosumer" HD Digital (or DV) Camera Equipment, Lighting, Audio Capture

DESIGN & PRINT

Position: Designer II

Description: Designer positions within Student Media Creative Services (SMCS) are designated as I or II and are assigned projects based on their skills sets as well as application/technical knowledge and their ability to work on an assigned project with limited supervision. Works with the Creative Director in estimating their time and defining direction with project. Primary responsibilities include proof-of-concept, design and production, generating PDF proofs and making revisions as requested (within the scope of the project). Communication with Creative Director is important. Additionally, direct communication with client during the course of a project is encouraged but not mandatory. Must be well organized in terms of file management, use of time, and an understanding of production schedules, and may be responsible for some coordination of tasks with Designer I personnel.

Type of projects may include, but are not limited to: Logo design, Layout, Newsletters, graphic support for video, illustration, large format (banners, etc.), presentation graphics, print and packaging media, etc. Photography skills is a plus.

Employee Level: Student Worker III

Desired Software Proficiency: Adobe Creative Suite (Illustrator, Photoshop, and InDesign)

Optional: Flash

Position: Designer I

Description: Designer positions within Student Media Creative Services (SMCS) are designated as I or II and are assigned projects based on their skills sets as well as application/technical knowledge and their ability to work on an assigned project with limited supervision. The Designer I position will involve more production-related tasks with a reasonable level of overall conceptual skills. Works with the Creative Director in estimating their time and assigned tasks. Primary responsibilities include production, some layout and design, generating PDF proofs and making revisions as requested (within the scope of the project). Communication with Creative Director is important. Must be well organized in terms of file management, use of time, and an understanding of production schedules (deadlines, etc.)

Employee Level: Student Worker II

Desired Software Proficiency: Adobe Creative Suite (Illustrator, Photoshop, and InDesign)

