

DIGITAL MEDIA TECHNICIAN

Code No: 4-18-474
COMPETITIVE

DISTINGUISHING FEATURES OF THE CLASS: This is a technical position responsible for the creation of original digital media as well as digitizing existing media. Media is used for distributing information in areas such as instruction, outreach and public relations. The employee reports directly to, and works under the general supervision of the Director of Instructional Technology, Digital Services Coordinator or other higher-level staff member. Does related work as required.

TYPICAL WORK ACTIVITIES: (All need not be performed in a given position. Other related activities may be performed although not listed.)

Produces a professional finished product utilizing up-to-date equipment and editing software;

Videotapes on location and designs video graphics including introduction, credits, title and graphic pages, and sound design;

Sequences digital video consisting of shots from raw camera footage;

Assembles raw footage from camera shots which have been recorded or manually transferred in preparation for computer input;

Sorts, re-arranges and creates digital rough cuts of videos utilizing material stored on a computer;

Re-inputs edited tapes and video projects and elevates them to advanced high-quality resolution;

Adds special effects software and grading/coloring to finished product;

Converts analog content to high quality digital content;

Operates video and digital single-lens reflex (DSLR) camera on location using proper shot composition and lighting techniques;

Adjusts, edits and applies effects to photographs and image files;

Communicates with staff members or video creator in order to capture and produce media content that reflects and conveys desired message;

Retrieves, captures and preserves cellular telephone data;

Evaluates storage needs of media and editing materials and maintains and updates a digital media library;

Sets up and operates equipment for presentations.

FULL PERFORMANCE KNOWLEDGES, SKILLS, ABILITIES AND PERSONAL CHARACTERISTICS: Good knowledge of current and emerging trends in technological digital media specifically as it relates to creation and distribution; good knowledge of advanced techniques relating to lighting, sound, and video; good knowledge of various recording formats including video, digital and audio (proper microphones, recording to Compact Disc [CD] and Digital Versatile Disc [DVD], mini disk, required inter-departmental computer file transfers for audio post, dubbing set-ups for various formats, etc.); good knowledge of proper shot composition, framing, and effective lighting techniques; ability to communicate effectively orally and in writing; ability to utilize computer software for presentations, graphic manipulation and creation, video effects, and DVD creations; ability to sequence shots from raw camera footage; ability to assemble raw footage from camera shots onto high format video tape in preparation for computer input; ability to input and store uncut rushes and sound; ability to sort, re-arrange and create digital rough cuts of videos; ability to communicate with staff or video creator, understand the intent, and produce appropriate media content; ability to

convert analog content to digital content; ability to bring edited tapes to higher quality resolution; ability to consult with users concerning various computer software; ability to accept constructive criticism from customers; ability to pay attention to detail; creative ability; ability to monitor storage needs of equipment; ability to deal with a variety of people; good judgment; physical condition commensurate with the demands of the position.

MINIMUM QUALIFICATIONS: Graduation from high school or possession of an equivalency diploma, plus EITHER:

- (A) Graduation from a regionally accredited or New York State registered college or university with an Associate's degree in Media Production, Digital Media, Media Arts, Video, Photography and Digital Media, Graphic Design, Cinematography, Film/Video/Animation, Computer Graphics, Visual Communications, Photographic Communications or other media arts field; OR,
- (B) Two (2) years paid full-time or its part-time equivalent experience in analog and digital media that included the utilization of video and audio editing equipment; OR,
- (C) Two (2) years paid full-time or its part-time equivalent experience in ALL of the following: the utilization of computer software for presentations, web design, graphic manipulation and creation, video effects, animation and sound effects; OR,
- (D) An equivalent combination of education and experience defined by the limits of (A), (B) and (C) above.

SPECIAL REQUIREMENT: If you are appointed, you will be required to have a valid license to operate a motor vehicle in New York State or otherwise demonstrate your capacity to meet the transportation needs of the job.

ADOPTED: May 6, 2004
REVISED: November 8, 2007
REVISED: December 8, 2011
REVISED: October 5, 2017