

INSTRUCTIONAL DESIGNER

DEFINITION

Under direction, provides instructional and program design expertise for the development and support of online, hybrid, and face-to-face courses. The incumbent works with college administrators, faculty, and staff to plan and determine production goals.

DISTINGUISHING CHARACTERISTICS

This is an advanced technical specialist class within the Yosemite Community College District (YCCD). Incumbents in this class perform the full range of specialized technical duties involving the development, design and production of distance education materials, instructional media materials, and other related items. Incumbents work with deans and faculty to plan and design solutions to instructional production needs, utilizing advanced and specialized knowledge of instructional technology to make decisions and complete assignments.

SUPERVISION RECEIVED AND EXERCISED

Incumbents in this class work under the direction of a manager, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. Incumbents plan and/or determine specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

An incumbent in this class does not directly supervise other full-time employees, but may serve as a lead worker of subordinate full-time employees on a regular basis.

ESSENTIAL DUTIES

- Performs specialized and complex technical multimedia production work using various formats and technologies.
- Meets with faculty to plan and organize instructional requests and determine optimal methods of achieving desired results; consults regarding multimedia needs and desired output, as well general design goals and other matters; discusses production options, techniques and procedures.
- Supports the creation, conversion, and maintenance of web-based courses and related components in various disciplines
- Works with designated staff, faculty, and administrators to develop, modify, or implement training programs on web-based and face-to-face course development, technology-mediated instruction, and concepts of online course delivery to be delivered via group or individual settings, online, video, or within the LMS, Canvas
- Plans and proposes content materials including images, video, audio, and digital library materials using sound instructional design.
- Reviews instructional materials for approval or possible revision
- Serves as a technical resource to faculty; explains and interprets policies and regulations, such as those pertaining to the Americans with Disabilities Act, and operational procedures to faculty, students, and staff.
- Manipulates images for specialized productions; creates masks, adds effects and filters, and corrects color adjustments. Assists with assessment efforts of the Distance Education program. ,

- Independently responds to various inquiries and correspondence; prepares information and data requested for administrative review; prepares reports, files, correspondence and other documents; attends meetings; serves on committees and task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is generally performed in a standard office environment, but also includes activities that occur in a variety of indoor and outdoor settings.
- Weekend and evening hours may be required.

MINIMUM QUALIFICATIONS

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.

Education and Experience:

- Education: Possession of a bachelor's degree from an accredited college or university, with major course work in educational technology, instructional design, online education, or a closely related field.
- Experience: Four years performing educational technology-related work, preferably in an academic environment, preferably with Canvas LMS. Demonstrated proficiency with academic learning management systems (LMS) and practical applications of instructional design

Knowledge of:

- Modern instructional video/media production functions, practices and procedures. Must have experience working with course management systems, preferably Canvas, and course management tools
- Must possess strong technical skills to develop instructional content, learning objectives, and tutorial content such as handouts and videos
- Demonstrated knowledge and application of learning theories and current educational technologies used in online and blended course design
- Quality Matters, Online Education Initiative, @One or equivalent models to online and hybrid course materials
- Coordinating procedures, such as peer-review of online courses in YCCD or externally such as with OEI Course Exchange
- Creative and innovative approach to learning design
- Demonstrated experience with best practices for making learning accessible to all students including those with disabilities
- Experience in pedagogical and technological training
- Experience with instructional design in instructor-led and web-based learning
- Equity and student success in a diverse community college environment
- Policies, rules, and regulations pertaining to the acquisition, processing, circulation, and distribution of instructional media, audio-video materials.

- Organizational methods and procedures, including the use computer hardware and application database video/media library management systems.
- Experience with graphic and multimedia authoring software and website design software
- Correct English usage, spelling, grammar, punctuation, and arithmetical concepts.

Ability to:

- Be service oriented toward students, faculty, and staff
- Perform duties with minimal accountability controls
- Communicate effectively, both orally and in writing
- Skillfully navigate the interests and needs of diverse academic programs
- Establish and maintain effective working relationships with those contacted in the course of the work.

Licenses and Certificates:

- Depending upon assignment, a driver's license that is valid in California may be required for initial and continued employment.

Physical and Mental Standards:

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, use cameras and other video equipment, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 50 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

Class Adopted: May 2018

Class Amended: 07/01/23