

(Student Media Creative Services positions and descriptions as of March 2010 - subject to change without notice)

VIDEO PRODUCTION

Position: Lead Videographer

Every video project is assigned a Lead Videographer. The client, Creative Director and/or Account Executive will work with the Lead Videographer as far as scheduling the shoot in keeping with his or her academic schedule and the availability of the client. As Lead Videographer, he or she will be the primary camera and will determine setups, configurations (angles/locations), lighting, the coordination of duties of additional cameras units (if more than one is required) and direction of on-camera personnel. A strong working knowledge of post-production functions such as filmed content and b-roll selection and editing is essential. Other duties such as scriptwriting, effects/motion graphics, and sound editing are desired but not required. Must be a self-starter with a reasonable expectation of managing others as well as the willingness to take direction from professional staff.

Desired Software Proficiency: Final Cut Pro, Soundtrack Pro. | **Optional:** Motion, Color, Photoshop.

Desired Hardware Proficiency: "Prosumer" HD Digital (or DV) Camera Equipment, Lighting, Audio Capture.

Position: Camera Operator

Assistant camera operator(s). Number determined by project requirements established by Lead Videographer or Creative Director. Must have working knowledge of audio/video equipment. Works directly with and takes direction from the Lead Videographer for the project. Responsible for video capture and may help with set up and tear down if needed.

Desired Hardware Proficiency: "Prosumer" HD Digital (or DV) Camera Equipment

Position: Lead Actor, On-Screen or Voiceover

Should possess the confidence necessary to perform comfortably in front of the camera and/or microphone. The ability to work from scripts or outlined material requiring ad-lib or open dialogue is desired. Must be willing to take direction as well as contribute ideas within the scope of the project and direction of the Lead Videographer. A variety of acting or voice styles and character attributes is desired but not mandatory.

Position: Supporting Actor

Serves in a supporting on-screen role with minimal or fewer speaking parts. As a supporting actor, or extra, you must be willing to take direction, understand scripts and perform assigned tasks. Works directly with Lead Actor and Lead Videographer.

Position: Video Production Crew

Both skilled and non-skilled positions for help in delivery, setup and teardown of equipment (i.e., lighting and rigging) for video shoots. For in-studio as well as remote locations.

DESIGN & PRINT

Position: Designer

Every contracted student in the Design & Print area is considered a "designer" and are assigned projects based on their skills sets and application/technical knowledge. Works with Creative Director in estimating their time. 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 Associate and/or Creative Director is important. Direct communication with client is encouraged but not mandatory throughout the process.

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

MULTIMEDIA

Position: Website Designer

Lead designer, layout and production of physical site. Also performs routine site maintenance and updates (depending upon maintenance contract with client - if applicable). Works with Creative Director in determining personnel resources and skills necessary for project. Must have a solid understanding of website file management, methods and technologies. Must be willing to take direction from professional staff and/or client. Some managerial skills are involved in coordinating the efforts of personnel involved (as necessary).

Desired Software Proficiency: Dreamweaver, WordPress, Adobe Photoshop | **Optional:** Flash, Drupal

Position: Programmer

Responsible for, but not limited to; Creating site forms (i.e., PHP), interactive media, search engine optimization and security features. Works directly with Website Designer.

Desired Software Proficiency: Dreamweaver, Drupal, WordPress, Flash

Position: Multimedia Designer

Experience in a wide variety of multimedia software and applied skills is recommended. Projects may involve presentation and/or interactive media for standalone applications, website integration, or video production support. Works directly with lead designers or videographers as well as Creative Director and other professional staff. Must think creatively and exercise efficiency with applications and techniques.

Software/Hardware Proficiency: Adobe Photoshop, Illustrator, Flash, PowerPoint, Motion, Soundtrack Pro, Final Cut Pro