



Job Description

JOB TITLE: Graphic Design Instructor

LAST REVISED: MARCH 1999

DEFINITION

Under administrative direction of an educational administrator, to provide instruction to students learning various aspects of Graphic Design by preparing and delivering lesson plans, lectures and supplementary materials, to select appropriate teaching methods and techniques to provide for an enriching academic curriculum to students through classroom and/or laboratory instruction, to evaluate student progress, and to do related work, as required.

EXAMPLES OF FUNCTIONS AND TASKS

Curriculum Development - ESSENTIAL: Review and evaluate curriculum with other departmental faculty members and/or program advisory committee members; evaluate and/or revise course descriptions; present proposals for curriculum changes to the Curriculum Committee; make changes to curriculum, as necessary and as approved within the shared governance structure.

Lecture/ Laboratory Preparation - ESSENTIAL: Prepare lesson plans; outline lecture topics; select computer software and textbooks; review and select and/or prepare materials for classroom/laboratory use; formulate and conduct surveys to assess curricular needs; complete book order forms. **PERIPHERAL:** Review and evaluate new computer software and textbooks; read current literature for lectures and/or laboratories; attend conferences to increase knowledge of subject matter, as authorized; assist in laboratory and equipment maintenance, as appropriate.

Lecture/ Laboratory Presentation - ESSENTIAL: Introduce and present lecture/lesson information in a clear and logical manner; use analogies and/or examples to convey important concepts; provide instructional objectives; outline major points of information; develop presentations; distribute handouts; answer student questions and encourage student participation; monitor student activity and progress.

Computers/ Software Applications - ESSENTIAL: Collaborate with other faculty members to maintain and update computer laboratory; maintain currency of knowledge of graphic design computer software, revisions, and industry standards.

Student Performance Evaluation - ESSENTIAL: Develop quizzes, tests, and laboratory/classroom projects; monitor student activity during projects; read and evaluate student responses on examinations/quizzes; assign, read, and evaluate assignments and projects; tabulate scores and assign official grades; advise students on academic matters; evaluate student projects; conduct critiques. **PERIPHERAL:** Refer students to appropriate student services.

Shared Governance Participation - ESSENTIAL: Attend and participate in departmental meetings and activities; participate in articulation/curriculum development; serve on hiring and evaluation committees, as requested. **PERIPHERAL:** Respond in writing to requests for information; serve on District committees; attend and participate in divisional meetings.

Student Services - ESSENTIAL: Meet students in regular office hours; assist students in obtaining internships, as feasible and appropriate; advise students; provide students and peers with a positive role model. **PERIPHERAL:** Participate in graduation; provide students with letters of recommendation.

Community Awareness - ESSENTIAL: Maintain awareness of local District communities; maintain business contacts for internships and curriculum advice. **PERIPHERAL:** Maintain an awareness of local District



Job Description

communities and businesses involved in the field of graphic design; speak before community groups; participate in community affairs; act as information source to the community.

MINIMUM QUALIFICATIONS

Degrees/Experience:

ESSENTIAL: Incumbent must possess a Bachelor's degree AND two (2) years of occupational experience in the discipline AND any certificate or license required to do this work OR an Associate's Degree AND six (6) years of occupational experience in the discipline AND any certificate or license required to do this work OR the equivalent from an accredited educational institution. (NOTE: Areas included: Graphic Arts, Desktop Publishing.)

Knowledge of:

ESSENTIAL: Relevant academic field (in-depth, current, and accurate); teaching/learning techniques and methodologies; digital and print industry practices and computer applications. **PERIPHERAL:** Role of the community college in the educational system and the community; resource materials available in the academic discipline (CD, DVD, video tapes, transparencies, etc.); available resources and functions with the District community and external communities.

Ability to:

ESSENTIAL: Use acceptable English language skills; orally communicate in English to large and small groups; read, comprehend, retain, and recall a variety of material in English; effectively utilize social/interpersonal skills; effectively utilize counseling/ teaching/ instructing skills; develop valid tests and student assignments; effectively utilize problem solving skills; read journals and textbooks; conduct research on the World Wide Web; motivate students; identify and define problems; compile and maintain records; set priorities and organize work; apply evaluation techniques and grading systems to instructional programs; prepare and administer adequate budget(s); work effectively with fellow professionals; patiently, tactfully, and courteously deal with the public; communicate in a precise, firm, authoritative, but tactful manner.

Physical Suitability Requirements:

ESSENTIAL: Incumbent must be able to function indoors in a classroom/studio environment engaged in work of primarily a moderately active nature, and to accomplish the following, with or without reasonable accommodation: Almost Constantly: Utilize vision (near and far) to demonstrate visual arts, communicate visual arts concepts and techniques, evaluate work of student artists, and to read printed materials and computer screens; utilize hearing and speech for ordinary and telephonic conversation, to respond to student questions, to provide lectures, and to hear sound prompts from equipment. Frequently: Operate stationary and mobile equipment; utilize manual and finger dexterity to demonstrate assignments and visual arts techniques and to operate stationary and mobile equipment and machinery; push, pull, reach (from low, level, and overhead), crawl, kneel, stoop, bend, squat, and twist and turn head and trunk to place, repair, and retrieve equipment and materials in and out of storage areas and to demonstrate assignments and techniques. Occasionally: Work in areas subject to exposure to moderately high levels of noise.

Faculty Salary Schedule, subject to placement at date of hire.

FLSA exempt.

SCFA bargaining unit status.

Classification III, Bloodborne Pathogens Exposure Control Program.