



# NATIONAL AMERICAN UNIVERSITY

## POSITION DESCRIPTION Distance Learning Campus

**To apply, please submit completed employment application, resume and letter of interest to: President of Distance Learning, 5301 S. Highway 16, Suite 200, Rapid City, SD 57701.**

- I. POSITION TITLE:** Web-based Graphic Designer
- II. EMPLOYEE CLASSIFICATION:** Professional
- III. JOB CLASSIFICATION:** Exempt
- IV. ACCOUNTABLE/REPORTS TO:** Director of Online Course Development
- V. POSITIONS REPORTING TO THIS POSITION:** None
- VI. DUTY HOURS:** Forty hours per week minimum, as required, to perform the responsibilities of the position. Some evening and/or weekend hours may be required.
- VII. MINIMUM REQUIREMENTS:**

**EDUCATION:** Bachelor's degree preferred in graphic design, graphic arts, or equivalent preferred or a suitable combination of education, training and experience.

**EXPERIENCE:** Any combination of education, training and experience that provides the required skills, for example college degree or equivalent in graphic design, graphic arts or related field and/or applied experience in instructional development with background in the use of software applications and web-site design for instruction. Familiarity with instructional design techniques, procedures and learning management systems. Familiarity with the latest software applications in graphic design.

**PHYSICAL:** Good vision and hearing; good manual and finger dexterity; able to sit for long periods of time; occasionally exert force to lift and/or move objects up to 40 lbs.

**SKILLS EXPECTATIONS:** Ability to function as a member of the instructional design team; ability to plan, analyze, and create visual solutions to communications problems; apply the most effective way to convey messages in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques; integrate graphic instructional technology with instructional materials; develop material for Web-based pages, interactive media, and multimedia projects; communicate effectively orally and in writing; excellent analytical skills with attention to precision and detail; strong computer skills with online instruction applications software; a customer service focus and a strong work ethic.

**VIII. BASIC FUNCTION/PURPOSE OF THE POSITION:** The graphic designer ensures the successful design and delivery of the university's performance-based learning course curriculum and instructional materials in support of the mission of the university as defined by the university president and the board of governors.

**IX. DUTITIES/RESPONSIBILITIES OF THE POSITION:**

- \* A. Function as an active participant in the instructional design process.
- \* B. Construct and input learning object repository course material; construct Blackboard LMS courses.
- \* C. Integrate web-based interactive media, multimedia, instructional innovation and enhancements with curriculum.
- \* D. Provide technical input to the development and delivery of programs for faculty and staff on the use of instructional strategies and graphic design, including learning management systems.
- \* E. Stay current with graphic design research and technologies related to the university's mission.
- \* F. Evaluate emerging graphic design technology for application in instructional design.
- \* G. Create demonstrations of graphic design application.
- \* H. Assist in the development of faculty/staff resources related to the application of graphic design.
- \* I. Interface with internal and external customers regarding course development and analyze associated needs including curriculum management and faculty development.

- \* J. Participate as a member of the quality review process to ensure alignment of all instructional materials prior to release and during quality review cycles.
- \* K. Participate in the design, development and facilitation of faculty development in online or campus based formats.
- \* L. Identify technical problems in curriculum and content development processes and develop solutions to ensure both quality standards and planned deadlines are achieved.
- \* M. Perform other duties as assigned.

**X. COOPERATIVE RELATIONSHIPS WITH THE FOLLOWING:**

- A. VP of Affiliate Relations, VP of Academics and Learner Services, Director of Course Development
- B. Academic leaders of NAU affiliate clients
- C. Administration, faculty, staff and students of the University and affiliates

**XI. LIMITS OF AUTHORITY:** As defined by the policies, procedures and practices of the university and/or university president.

National American University reserves the right to alter this position's job description/job duties to meet the needs and goals of the institution.

\*Denotes essential elements of the position.