Producer-Director

University of California, Los Angeles
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Class Specifications - D.15
Managing Producer-Director - 6211
Principal Producer-Director - 6212
Senior Producer-Director - 6213
Producer-Director - 6214
Assistant Producer-Director - 6215

SERIES CONCEPT

Producer-Directors perform professional-level duties in the design, planning, production, writing, editing, directing, staging, evaluating, and distributing of instructional programs in a campus instructional media center, learning resource center, or related department, and perform other related duties as required.

Incumbents typically consult with clients and content specialists during the project development to determine the instructional goals and objectives of productions; assist faculty in designing instructional media materials; prepare film, videotape, and multimedia treatments, storyboards and outlines; write scripts; coordinate the production crews and equipment used for studio and remote television or motion picture productions; coordinate and direct audio-visual multimedia presentations; and plan production activities.

The series is characterized by the application of educational principles, through the use of procedures and techniques of television, motion picture or audio-visual production and directing; by the educational applications of television or motion picture programs; by editing and script writing techniques and principles; and by application of production equipment such as cameras, lights, sound recording and mixing, editing, projection, and other related equipment.

CLASS CONCEPTS

Managing Producer-Director

Under general direction incumbents coordinate media production activities; evaluate requests for audio-visual productions; plan, develop, and initiate projects and assign tasks to professional staff; manage the budget, monitor expenses and assist the department head in policy and personnel matters; and are assigned responsibility for production and distribution of contractual agreements and copyright clearances.

Typically at this level, incumbents plan instructional materials and program content; approve production schedules and content; originate and research highly technical and complex program topics; determine staffing and operating policies; investigate and approve adoption of new methods of production; safe-keep all equipment; and may consult with other public agencies and non-profit organizations in the production of multi-media productions.
Principal Producer-Director

Under direction incumbents develop, plan, schedule, and supervise the planning and production of motion picture, multi-media, audio-visual or television schedules and programs; plan content of productions; prepare budgets for assigned productions; and estimate costs of programs for clients.

Typically at this level, incumbents supervise the quality and quantity of television, multi-media, audio-visual, and motion picture productions; confer with faculty about program plans; serve as technical consultant on script development, studio and remote production problems; oversee the preparation of scheduling to minimize production conflicts and maximize utilization of facilities; supervise the maintenance of a videotape library; monitor expenses; may prepare study guides to facilitate rental of programs and film; and supervise and train lower level Producer-Directors.

Senior Producer-Director

Under general supervision incumbents produce multi-media programs and assist faculty in designing instructional materials; coordinate, review and evaluate productions; prepare cost estimates; recommend equipment purchases; and produce and direct television film or multi-media presentations.

Typically at this level, incumbents confer with content specialists, instructional design experts, and faculty to determine goals and objectives in instructional programs; research topic and prepare script outlines; write dialogue; survey locations; supervise scenery construction; coordinate photography, lighting, graphics, scene design, sound and special effects; synchronize sound tracts with motion pictures; and may supervise and train lower level Producer-Directors.

Producer-Director

Under supervision, incumbents prepare film and multi-media outlines, write scripts and assist in the planning of production activities; are assigned responsibility for program quality and completion; assist in the preparation of production cost estimates; and review and evaluate productions.

Typically at this level, incumbents assemble, install and plan the use of television, motion picture, or other audio-visual equipment; design and order visual materials for assigned productions; work directly with clients in the design and execution of programs; prepare outlines and shooting scripts; direct studio crews; edit film or audio-visual tape, and mix sound for final product; may operate camera and other equipment during production staging; arrange for facilities, locations and sets for filming or taping; synchronize and edit film and tracts; and may assign and check work of support staff.

Assistant Producer-Director

Under close supervision, and in a training capacity, incumbents assist in the production, writing, editing, and staging of audio-visual multi-media presentations; assist in the preparation of scripts and in the selection of tape composites; and assist in the control of equipment and props.

Typically at this level, incumbents assist in the installation and operation of television or motion picture equipment; order and procure props, costumes, make-up, lighting and other equipment; construct and finish staging devices; transport, set up, and may operate cameras, television monitors and other audio-visual equipment; assemble film for cutting and viewing; edit film, and assist in the scheduling and maintenance of equipment.
MINIMUM QUALIFICATIONS

Managing Producer-Director
Graduation from college with a major in instructional media or communications or a related field; and four years of professional media production experience; or an equivalent combination of education and experience; and knowledges and abilities essential to the successful performance of the duties assigned to the position.

Principal Producer-Director
Graduation from college with a major in instructional media or communications or a related field; and three years of professional media production experience; or an equivalent combination of education and experience; and knowledges and abilities essential to the successful performance of the duties assigned to the position.

Senior Producer-Director
Graduation from college with a major in instructional media or communications or a related field; and two years of professional media production experience; or an equivalent combination of education and experience; and knowledges and abilities essential to the successful performance of the duties assigned to the position.

Producer-Director
Graduation from college with a major in instructional media or communications or a related field; and one year of professional media production experience; or an equivalent combination of education and experience; and knowledges and abilities essential to the successful performance of the duties assigned to the position.

Assistant Producer-Director
Graduation from college with a major in instructional media or communications or a related field; or an equivalent combination of education and experience; and knowledges and abilities essential to the successful performance of the duties assigned to the position.