



# STATE OF CONNECTICUT

BOARD OF TRUSTEES

FOR THE STATE COLLEGES

P. O. Box 2008 NEW BRITAIN, CONNECTICUT 06050  
 TEL. NEW BRITAIN: 203-827-7700 ~~XXXXXXXXXXXXXXX~~

## AUTHORIZING RESOLUTION

concerning

Alteration of Title

at

Western Connecticut State College

Assistant to the Associate Dean for Educational Services-  
 Specialist in Graphic Arts & Design/Administrator III

September 4, 1981

RESOLVED, That the position Assistant Director Audiovisual and Television Services be altered to Assistant to the Associate Dean for Educational Services-Specialist in Graphic Arts & Design/Administrator III at Western Connecticut State College effective September 4, 1981, in accordance with all provisions and expectations as set forth in the proposal dated August 19, 1981, which is attached as an addendum to this Resolution.

A Certified True Copy:

James A. Frost  
 Executive Director

UNCLASSIFIED POSITION ALTERATION SUMMARY

Title: Assistant to the Associate Dean for Educational Services-  
~~Specialist in Graphic Arts & Design/Administrator III~~

Fund: General

Position Type: Permanent X Part-time       

Effective Date: September 4, 1981

Cost: None

Campus: Western CT State College

Proposal: To alter the title, duties and responsibilities of the position Assistant Director Audiovisual and Television Services. The administrative rank remains the same.

Summary: The title and position responsibilities are being changed to better address the needs of the institution in the area of graphic art and design. The administrative rank remains unchanged.

Date: August 19, 1981

xc - J. Malone 8/19/81

ALTERATION OF A CURRENT POSITION OR ESTABLISHMENT OF NEW POSITION  
IN THE UNCLASSIFIED SERVICE

To: Executive Officer for Faculty and Staff Affairs

From: WESTERN Connecticut State College, Elzabeth McCoy  
Dean of Personnel

Concerning: \_\_\_\_\_ New Position, X Existing Position (Vacant/Filled)

1. Proposal:

To alter the title and responsibilities of the position previously in the AV/TV Services area.

2. Proposed Position:

Title/Rank Assistant to the Associate Dean for Educational Services/Specialist in Graphic Art and Design, Administrator III

12 mo. FT  
10 or 12 mo.  
Full-Part-Time  
Temp. - Perm.

14000 minimum  
Salary Level

General  
Fund (Gen.,  
Ed. Ext., Aux.)

AESCME  
Bargaining Unit

3. Summary of Function (attach required job description)

See attached

4. Rationale for Altering or Establishing Position

The title and position responsibilities are being changed to better address the needs of the institution in the area of graphic art and design. The Administrative rank remains unchanged.

5. Conditions of Employment if Changed or Different from Norm.

N/A

RECEIVED

AUG 17 1981

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For Central Office Use

Consultation with Bargaining Unit  
Completed \_\_\_\_\_

Approved:

1. For Submission to PERC \_\_\_\_\_
2. By Committee/Board \_\_\_\_\_

Comments:

## POSITION DESCRIPTION

Assistant to the Associate Dean for Educational Services/

Position Title: SPECIALIST IN GRAPHIC ART AND DESIGNAdministrative Rank: ADMINISTRATOR III

MINIMUM Salary \$14,000

Department: ASSOCIATE DEAN, EDUCATIONAL SERVICESQUALIFICATIONS:

1. Two to three years of administrative experience, college teaching, or a combination of both including administrative and technical background in one or more aspects of media.
2. A Bachelor's Degree is required; a Master's Degree is preferred.

NOTE: These qualifications may be waived for individuals with appropriate alternate experience.

POSITION SUMMARY:

Reporting to the Associate Dean, Educational Services, the responsibilities of this person, whose expertise is in Graphic Art and Design, will be to conceive, plan, and execute an appropriate art form and design format to explain or adorn the printed or spoken word as such concerns all media -- booklets, brochures, pamphlets, charts, television, and so on, whatever the message -- be it institutional, school, departmental, or other.

POSITION RESPONSIBILITIES:

1. Draws, paints, or designs art and copy layouts for material to be presented by visual communications media. Also studies layouts, sketches and proposed illustrations submitted by others to become familiar with assignment request. Determines (within budget and equipment limits) style, technique and medium best suited to produce the desired effects in conformance with reproduction requirements, or receives specific instructions regarding these variables.
2. Formulates concept and renders illustration and detail from models, sketches, memory and imagination. As appropriate, discusses design and illustration work at various stages and makes changes as necessary. May prepare rough sketches of material according to instructions of supervisor.
3. Determines size and arrangement of illustrative material and copy. Selects style and size of type, and arranges layout as influenced by available space, layout principles, and esthetic design concepts.

4. As need suggests, may draw or paint graphic material and lettering to be used for title, background, screen advertising, logo and other visual layouts for videotape production and television programing.

5. As required, may markup, paste-up, and assemble final layouts in preparation of same for the printer. Will, in all cases, be responsible for final approval of all mechanicals prior to submission to printer.

6. Perform other duties and responsibilities related to those enumerated above which do not alter the basic level of the responsibility of the position.

## WESTERN CONNECTICUT STATE COLLEGE

## POSITION DESCRIPTION

Position Title: Assistant Director, Audiovisual and Television Services

Administrative Rank: Administrator III

Department: Audiovisual and Television Services  
Office of Communication and Public Affairs  
Department of Film and Television

## POSITION SUMMARY:

As suggested by the above enumerated organizational units, this person whose primary expertise is in the area of graphics, reports at different times and under varying circumstances to the individuals in charge of the respective units. At least half of the person's time is assigned to the Office of Communications and Public Affairs and depending upon program needs of the Department of Film and Television a maximum of (3) credit hours of teaching time may be required each semester of any academic year. However, that portion of the person's time not belonging to the Office of Communication and Public Affairs and that which is not utilized in satisfying a teaching need is assigned to Audiovisual and Television Services.

Regardless of organizational unit, the concerned person is charged with planning, designing, and coordinating the execution of graphic media. Briefly, the person has both general and specific responsibilities that encompass a wide range of artistic and graphic materials and compositions ranging all the way from the creation of simple transparencies to the fabrication of sophisticated television productions.

## POSITION RESPONSIBILITIES:

Create, design, and organize the graphic layout for all major college publications, whether for in-house or external use.

Plan and produce audiovisual programs, teaching materials, visual aids, and so on as requested by one of the above Chairperson/Directors.

When requested by Chairman, Film and TV Department, teach (3) credit hours per semester in the Department of Film and Television.

When asked to do so, supervise students and student employees using complicated and expensive media equipment.

Supervise, as directed, printshop personnel working on in-house printing assignments.

When needed, serve as a temporary substitute for the Director of Audiovisual and Television Services.

Performs other duties and responsibilities related to those enumerated above which do not alter the basic level of responsibility of the position.