



# INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

## *Requires*

### **Executive, Graphic Design**

#### **Job Description:**

##### *Strategy*

- Support the development of and ensure the implementation of IIMA's external and internal design strategy.
- Consult with management to ensure designs adhere to IIMA's standards, express desired ideas and represent products accurately.

Design function would involve two main activities.

#### **1. *Graphic Design***

- Planning concepts by studying relevant information and materials.
- Illustrating concepts by designing examples of art arrangement, size, type size and style and submitting them for approval.
- Coordinating with outside agencies, art services, web designer, marketing, printers, and colleagues as necessary.
- Creating a wide range of graphics and layouts for product illustrations, company logos, and websites with software such as photoshop, InDesign, Adobe package.
- Design web pages, brochures, logos, signs, books, magazine covers, annual reports, advertisements, and other communication materials.
- Create these materials by hand or by using technology, including computer software programs. Adobe's Creative Suite including Photoshop, Illustrator, InDesign etc.
- Meet with internal stakeholders to gain an understanding of what they want their proposed communications to look like. Create or incorporate illustrations, pictures, and designs to reflect the desired theme and tone of the communications.
- Select type size and style to enhance the readability of text and image.
- Produce drafts for review by staff and make revisions based on the feedback received.
- Review final productions for errors and ensure that final prints reflect client specifications.

#### **2. *Audio-Video Editing***

1. Splice raw film footage together from various sources and shoots, and combine it with other scenes to create a cohesive story
2. Evaluate edited footage to make sure it matches the story from the script and meets the narrative agenda of the user department/programme office
3. Edit footage into timelines and cut time out of certain shots to create a more impactful story for the audience.
4. Combine visual footage with audio sound effects, dialogue, ambient sound and a musical soundtrack to create more drama in the story
5. Use computer editing software programs, video switching devices, digital video effects programs and other tools to piece together film components

6. Ensure all editing cuts, splices, changes and additions appear seamless and natural and help the story flow more effectively in the finished product
7. Create sound effects by recording specific audio clips or choose audio effects from a database of sounds to include in the final film
8. Discuss project timeline, narrative structure, story goals and more with the director and any producers as the project is edited

**Person specifications:**

Essential

- Two years Post Graduate degree (Full-time).
- At least five years' experience in Graphic Design and Audio-Video Editing
- Proficiency with required desktop publishing tools, including Photoshop, InDesign Quark, and Illustrator.
- Proficient in Final Cut Pro X, Adobe After Effects, Adobe Premiere, Lightworks
- Exceptional written communications skills, with ability to adapt style to suit different communication media and audiences
- Excellent interpersonal skills
- Ability to work on own initiative and as part of the communication team, and willingness to 'pitch in' as required
- Basic understanding of, and willingness to learn about, new technological developments related to Design Software
- Willingness to work outside normal office hours and to be on call as required during evenings and weekends to handle graphic design and audio-video editing needs

Desirable

- General understanding of the management education sector.
- Knowledge and good understanding of motion graphics is preferred
- Creative and innovative approach to communication and branding
- A strong eye for visual composition
- Effective time management skills and the ability to meet deadlines
- Understanding of marketing, production, website design, corporate identity, product packaging, advertisements, and multimedia design.

**Age:** Maximum 35 years as on the last date of application. Institute provide age relaxation as per GOI rules. Additional 5 years' age relaxation is given to the women candidates.

**Reporting:** The selected person will report to the Manager, Communication

**Salary & Allowances:** Selected candidate will be offered a fixed term appointment for a period of three years on a consolidated monthly salary on CTC mode, which may be extended for further period as required.

Interested candidates are advised to **APPLY ONLINE ONLY** latest by **January 15, 2020**.

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