Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
University of California Berkeley

Job Title	Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
Department	UC Berkeley Extension
Institution	University of California Berkeley
	Berkeley, California
Date Posted	May 6, 2025
Application Deadline	06/30/2025
Position Start Date	Available immediately
Job Categories	Lecturer/Instructor
Academic Field(s)	Design - Graphic Design/Illustration
Apply Online Here	https://apptrkr.com/6204834
Apply By Email	

Job Description

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Position overview
Salary range: A reasonable estimate for this position is $1,200 - $4,000 per course, or $150 - $175/student for an asynchronous online course. Instructor compensation is determined by course length, number of units, enrollment, budgetary considerations, and other factors.

Percent time: Part-time temporary appointments are offered by agreement on a course-by-course basis. Compensation may be shared among co-instructors depending upon the percentage of course

content that each co-instructor teaches.

Anticipated start: Some appointments may begin as early as the summer semester.

Review timeline: Applicants are considered for positions as needs arise; the existence of this pool does not guarantee that a position is available.

Position duration: Appointment length is based upon course section schedule(s). Appointments may be renewable based on need, funding, and performance.

Application Window
Open date: January 2, 2025

Next review date: Monday, May 12, 2025 at 11:59pm (Pacific Time)
Apply by this date to ensure full consideration by the committee.

Final date: Monday, Jun 30, 2025 at 11:59pm (Pacific Time)
Applications will continue to be accepted until this date, but those received after the review date will only be considered if the position has not yet been filled.

Position description

Job Type
Academic - Non-Tenure Track

Job Summary
UC Berkeley Extension, the professional and continuing education division at the University of California, Berkeley, invites applications for a pool of qualified instructors to teach online courses in Graphic Design and Motion Design.

UC Berkeley Extension seeks dynamic instructors with a commitment to professional and continuing education in Graphic Design and Motion Design to lead one or more courses each year. The pool will remain in place for one calendar year; those interested in remaining in the pool beyond the advertised final closing date must reapply. The number of these positions varies from semester to semester, depending on the needs of the department.

Courses are offered online. Online instruction is delivered through live lectures (Zoom) and through our learning management system (Canvas). Most live online lecture courses are offered in the evening and

Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
University of California Berkeley

on the weekend (U.S.A. Pacific Time).

General Duties

We are seeking qualified applicants who possess current subject matter expertise and/or teaching knowledge in the following course subjects (but not limited to). For program and course descriptions, please refer to the departmental link below.

Graphic Design

- Adobe Firefly
- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Advertising Design
- Art Direction
- Branding
- Digital Advertising
- Editorial Design (digital layouts for ePubs)
- Environmental Graphic Design
- Integrated Design
- Package Design
- Typography (Print/Web/Digital)
- Visual Design Principles
- Web Design with HTML5 and CSS3/JavaScript/GitHub
- Other Graphic Design Related Topics (specify in your cover letter)

Motion Design

- 2D Animation
- 3D Animation & 3D Drawing
- Adobe After Effects
- Adobe Animate
- Adobe Audition
- Adobe Firefly
- Adobe Illustrator
- Adobe Photoshop
- Adobe Premier Pro
- Adobe Rush

Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
University of California Berkeley

- Augmented Reality (AR), Mixed Reality (MR) and Artificial Intelligence (AI)
- Cinema 4D
- Cinematic Techniques
- Explainer Videos (2D motion graphics, Illustrator, character design and animation)
- Processing Programming Language (Generative Art and Design)
- Rotoscoping (digital and analog)
- Social Media integration (Instagram, TikTok, YouTube and Vimeo)
- Sound Effects (integration of music and voice-over with character animation)
- Tablet Drawing
- Title Sequence (movie titles)
- Visual Effects (modeling techniques, texturing, lighting and rendering)
- Other Motion Design Related Topics (specify in your cover letter)

Instructor duties include but are not limited to:

- Complete mandatory training programs by deadlines established by UC Berkeley.
- Complete required administrative tasks in a timely manner including: updating and submitting syllabi using approved syllabus template; communicating required texts and materials; communicating classroom technology and support needs.
- Make appropriate adjustments to continually improve the syllabus, curriculum and course materials. May be based upon programmatic and/or student feedback.
- Prepare and deliver course materials, lectures/presentations, and design learning assessments.
- Design interactive and motivational classroom activities to fully engage participants and to reinforce student learning.
- Stay current within the subject, discipline or field of practice.
- Use subject-matter expertise and leverage additional resources appropriately to enhance the curriculum.
- Utilize course support platforms, including the Canvas Learning Management System and Zoom Pro (as applicable).
- Communicate teaching objectives and specific learning outcomes to students, and clearly outline/explain the grading policies for the course.
- Respond to student questions and learning needs in a timely manner.
- Employ culturally competent and inclusive teaching methodologies in the classroom (including teaching non-native speakers and/or students with academic letters of accommodations for disabilities).
- Evaluate student achievement of specific learning outcomes and assign grades.
- Post final student grades to the transcript system within two weeks of course completion.
- Handle student inquiries about final grades and consult with the Program Director as needed.

- Retain student records according to University policies.

Graphic and Motion Design Courses:
https://extension.berkeley.edu/public/category/courseCategoryCertificateProfile.do?method=load&certificateId

Qualifications
Basic qualifications (required at time of application)

- Bachelor's degree or equivalent international degree required.

Additional qualifications (required at time of start)

- All work must be performed in the United States, whether in person or online.
- For those who are not US citizens or permanent residents, a legal permit that allows work in the United States (such as a US visa that allows employment) is required by the start date of the position. Due to the part-time, temporary nature of instructor positions, UC Berkeley Extension is unable to provide US visa/work permits for this position.

Preferred qualifications

- Advanced degree in design preferred.
- 5 or more years of professional work experience in graphic, visual or communication design, art direction, motion design, motion graphics, animation, video production/editing, filmmaking, marketing or multimedia.
- Knowledge of artificial intelligence and its integration with design.
- Teaching, training or coaching experience in the course subject, within a U.S. corporate environment, or at a U.S. college/university institution.
- Experience in creating syllabi, learning objectives, lectures/presentations, learning activities, assignments, assessments, exams, and quizzes.
- Experience writing technical content and project specs.
- Ability to convey conceptual and complex ideas and information.
- Effective verbal/written communication and presentation skills (English).
- Effective organizational skills with attention to detail.
- Ability to collaborate with colleagues and work within a team environment.
- Proficiency in (or willingness to learn) instructional and other technology, such as: Learning Management Systems (Canvas); lecture/presentation capture applications (Panopto); online video conferencing (Zoom); Microsoft Office (Word and PowerPoint); file sharing (Google drive or Dropbox); and Google Workspace tools (email, calendar, docs, sheets, slides, etc).

Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
University of California Berkeley

Preferred qualifications for graphic design:

- Knowledge of artificial intelligence and its integration with graphic design.
- Professional experience in art direction.
- Graphic user interface (GUI) screen layout and composition
- Design assets with a pixel-level design approach
- Proficiency in two or more Adobe Apps: Illustrator, Photoshop, InDesign and Firefly
- Icon and logo design and pixel-level design
- Understanding of bit-depth, pixel-density and resolution issues
- Typographic skills (type setup, digital type, web fonts, flex type, type for print)
- Page Layout (grid systems)
- Color Theory (CMYK, RGB, Pantone (PMS) and Hexadecimal #s)
- Image manipulation and great compositing skills
- Proficiency in HTML5, CSS3, JavaScript and GitHub with great understanding of accessibility in design
- Knowledge of existing and new technologies and constraints

Preferred qualifications for motion design:

- Knowledge of artificial intelligence and its integration with motion design.
- Screen layout and composition
- Proficiency in two or more Adobe Apps: After Effects, Animate, Firefly, Rush, Premier Pro, Audition, Illustrator and Photoshop
- Cinema 4D or other 3D software
- Proficiency in Augmented Reality (AR), Mixed Reality (MR) and Virtual Reality (VR)
- Proficiency in Processing Programming Language (generative art/design)
- Expertise in sound effects
- Expertise in the 12 principles of animation

Application Requirements

Document requirements

- Curriculum Vitae - Your most recently updated C.V.
- Cover Letter - In your cover letter, please include:
  1) the top 3 course subject(s) you are applying for within the Graphic Design or Motion Design

disciplines;

2) any other Graphic Design or Motion Design course subject(s) not previously listed;

3) how your training and qualifications prepare you to teach the course subject(s);

4) a link to your professional website that includes your Graphic Design and/or Motion Design portfolio with samples of your work; and

5) a **Statement on Contributions to Advancing Diversity, Equity, and Inclusion**: Please include information about how your pedagogical approaches and classroom strategies contribute to an equitable and inclusive classroom environment. Alternatively, please include information about your understanding of these topics, your record of activities to date, and your specific plans and goals for advancing equity and inclusion if hired to teach at Berkeley. See additional information.

Reference requirements

- References are requested from candidates at the interviewing stage, and references are only contacted for finalists.

Apply link: https://aprecruit.berkeley.edu/JPF04663

Help contact: extension-jobs@berkeley.edu

About UC Berkeley

UC Berkeley is committed to diversity, equity, inclusion, and belonging in our public mission of research, teaching, and service. These values are embedded in our Principles of Community, which reflect our passion for critical inquiry, debate, discovery and innovation, and our deep commitment to contributing to a better world. Every member of the UC Berkeley community has a role in sustaining a safe, caring and humane environment in which these values can thrive.

The University of California, Berkeley is an Equal Opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, age, or protected veteran status.

For more information, please refer to the University of California's Affirmative Action and Nondiscrimination in Employment Policy and the University of California's Anti-Discrimination Policy.

In searches when letters of reference are required all letters will be treated as confidential per University of California policy and California state law. Please refer potential referees, including when

Instructor Pool - Graphic Design and Motion Design - UC Berkeley Extension
University of California Berkeley

letters are provided via a third party (i.e., dossier service or career center), to the UC Berkeley statement of confidentiality prior to submitting their letter.

As a University employee, you will be required to comply with all applicable University policies and/or collective bargaining agreements, as may be amended from time to time. Federal, state, or local government directives may impose additional requirements.

As a condition of employment, the finalist will be required to disclose if they are subject to any **final** administrative or judicial decisions within the last seven years determining that they committed any misconduct.

- "Misconduct" means any violation of the policies or laws governing conduct at the applicant's previous place of employment, including, but not limited to, violations of policies or laws prohibiting sexual harassment, sexual assault, or other forms of harassment, discrimination, dishonesty, or unethical conduct, as defined by the employer.
- UC Sexual Violence and Sexual Harassment Policy
- UC Anti-Discrimination Policy
- APM - 035: Affirmative Action and Nondiscrimination in Employment

Job location
San Francisco Bay Area, California, U.S.A.

To apply, visit https://aprecruit.berkeley.edu/JPF04663

Contact Information

Please reference Academickeys in your cover letter when applying for or inquiring about this job announcement.

Contact
N/A

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