

**JOB DESCRIPTION**

|  |  |
| --- | --- |
| **Job Title** | Lecturer/Senior Lecturer in Graphic Design |
| **School / Service** | Architecture Computing and Engineering |
| **Grade and Salary Range** | Lecturer/Senior Lecturer |
| **Location and Hybrid working status** | Docklands |
| **Reporting to** | Head of Department of Architecture and Visual Arts |
| **Liaison with** | Cluster Lead, Course Leaders and staff within the school |
| **Contract type** | Permanent, full time |

Build your career, follow your passion, be inspired by our environment of success **#BeTheChange**

**THE UNIVERSITY OF EAST LONDON**

If you are seeking a career that combines innovative education with a passion for crafting positive change, look no further than the University of East London. Founded in 1898 to meet the skills needs of the 2nd industrial revolution, we’re now in Year 5 of our ground-breaking 10-year Vision 2028 strategic plan, orchestrated by our Vice-Chancellor and President, Professor Amanda Broderick.

Our goal is to advance industry 5.0 careers-first education and provide a clear path to the jobs and opportunities of the future. We are committed to driving diversity in the 5.0 talent pipeline, working in partnership to promote talent wherever it is found and creating a sustainable, inclusive, and green future.

But we can't achieve this goal alone. We need forward-thinking, innovative, and curious individuals like you to join our community and help us shape the future. As part of our team, you'll have the opportunity to work with a diverse range of people who share your passion for generating positive change. We’re an inclusive and welcoming community that is constantly moving forward, never satisfied with the status quo.

If you're ready to join a team that values your outstanding skills and perspectives and is dedicated to making a difference, we invite you to explore a career with us. We are excited to welcome versatile individuals who are committed to advancing their careers while making a positive impact on the world.

**JOB PURPOSE:**

The Graphic Design / Digital Media course is career focused and will prepare students with a multidisciplinary skill base recognising that our students will need to engage in a marketplace in a variety of media including UX/IX, web design, virtual reality, video, 3D, motion graphics mobile apps, packaging and print. Students will need to become strong in concept development and able to innovate and explore imaginatively. Students will be encouraged, through undertaking project work which engages with complex media, to utilise the full range of media and digital fabrication resources in the Architecture and Visual Arts department.

The post holder is expected to take a leading role in advancing the area’s digital design teaching. Working with all three levels of undergraduate study, the position holder will equip cohorts with a practical knowledge of relevant software, workflow and the application of digital design in current and emerging contexts.

This will range from web development, application and interface design (UI/UX) and asset animation, through to areas of Industry 4.0 readiness; AI, AR and VR in some contexts.

The post holder will work closely with the Head of Department and Cluster lead to shape and promote a future-facing vision of the Graphic Design course. This will involve externalising course content to potential applicants and developing new means by which to reach them. The post holder should be well connected to local and/or global design communities and be able to draw on those networks to strengthen the course’s connections to industry and help channel graduates to employment. They will work closely with final year students to ensure industry readiness.

**MAIN DUTIES AND RESPONSIBILITIES:**

* To contribute to teaching and assessment for undergraduate courses including tutorials on a variety of modules with a main responsibility to BA Graphic Design/Design Interactions
* To contribute to the development and review of relevant undergraduate and postgraduate courses
* To share knowledge of key digital design practice, working across and combining various digital media.
* To be able and willing to teach outside of own specialism on the basis of a broad understanding of the subject area
* To effectively share their understanding of sustainable, ethical and environmental approaches to digital design
* To provide critical analysis of emerging technology and make recommendations to school and students, e.g. blockchain technologies
* To develop students’ professional skills, building relevant contacts both locally and internationally including supporting graduate internships
* To support the end of year show and other related promotional activities such as open days, social media and outreach
* To undertake and/or oversee admissions duties
* To contribute to the organisation and supervision of Study Abroad trips
* To coordinate with Technical colleagues regarding preparation of workshops and provisioning of spaces and equipment
* To contribute to the evaluation and purchase of equipment for student use and to the development of IT infrastructure
* To support teaching and learning developmental initiatives within the school
* To support the development of visiting lecturers through mentoring and developmental activities
* To undertake research, publication and scholarly activities and contribute to the general research life and activities of the school
* To act as an Academic Advisor to a number of students
* To undertake school and university administrative duties as appropriate and in consultation with the Head of Department and or the Dean of School
* To represent the school on various internal and external committees in consultation with the Head of Department/Dean of School
* To engage in income generation as appropriate through applications for research grants, consultancy, short courses, etc.
* To work in accordance with the University’s Equal Opportunities Policy
* To facilitate engagement with external competitions (e.g. D&AD New Blood)

**PERSON SPECIFICATION**

**Criteria tested by Key:**

A = Application

C = Certification

I = Interview

P = Presentation

**EDUCATION, QUALIFICATIONS AND ACHIEVEMENTS:**

**Essential criteria;**

* A degree in Graphic Design, Digital Design or associated subject (A/C)
* A strong portfolio of digital design projects (A/I)
* A record of some related teaching experience in digital design (A/I)

**Desirable Criteria;**

* A postgraduate qualification preferably PhD or equivalent professional experience in a relevant area is desirable but not essential (A/C)
* Membership of a relevant professional institution/body A/I)

**KNOWLEDGE AND EXPERIENCE:**

**Essential criteria;**

* Relevant industrial experience in digital design and related teaching experience (A/I)
* Active participation in local/global design community/networks (A/I)
* A strong working knowledge of relevant software and equipment (A/I)

A good record of commercial projects or clear evidence of potential to achieve this (A/I)

**TEACHING AND LEARNING SUPPORT:**

**Essential criteria;**

* A strong commitment to widening participation and a deep understanding, based on solid experience, of how to bring out the best in students from diverse backgrounds, including those who may have under-performed in the past (A/I/P)
* An inspirational teacher who collaborates well with colleagues and students in order to achieve the best possible outcomes for students (A/I/P)
* A strong commitment to high quality, reflective and collaborative professional practice in teaching and learning in higher education (A/I/P)
* A dynamic and innovative approach to the teaching of any aspect of digital design (A/I/P)

**SKILLS AND ABILITIES:**

**Essential criteria;**

* Highly organised and self-motivated (A/I)
* Highly skilled in technical aspects of digital design with the ability to produce work of exceptional technical quality and craft precision (A/I)
* Effective interpersonal skills; ability to communicate at all levels to students and staff and to teach students at different levels of understanding (A/I/P)
* Ability to administrate and provide tutorship (A/I)
* Experience of working in an academic environment and Industry environment

**Desirable criteria;** Module leadership skills (A/I)

**Essential technical skills to include (A/I):**

* Digital design workflow and asset handling
* HTML/CSS/JS
* Figma and/or other prototyping software
* Spark AR
* Professional experience: licencing, hosting, SEO, metadata, copyright, business acumen
* Use of new and emerging technologies and delivery platforms such as YouTube, Instagram, Meta etc.
* Adobe Creative Cloud
* Microsoft 365
* Microsoft Teams

**Desirable technical skills (A/I):**

* 3d software e.g. Cinema 4d, Blender, Rhino, Maya etc.
* Unity 3d
* Python
* AI image generation
* Some knowledge of blockchain technologies

**PERSONAL ATTRIBUTES / QUALITIES:**

**Essential criteria;**

* Ability to work within a multi-disciplinary team of staff and to liaise with Programme Leaders and Staff working in the School (A/I)
* Ability to direct, organise and deliver lectures, studio teaching and
* Dedication to teamwork (A/I/P)
* Commitment to and understanding of equal opportunities in a diverse and multi-cultural environment (A/I)
* Excellent interpersonal skills, including those required for pastoral care of home and international students from a variety of academic and social backgrounds (A/I/P)

**Desirable criteria;**

Potential to attract research funding (I)

* The ability to supervise research (I)