



Designation: Graphic Artist

JOB PROFILE

Barefoot College International is looking for a Graphic Artist for a prestigious project, details of which are given below. The incumbent should have excellent knowledge and technical skills of digital illustrations, animation, video creation and editing. The ideal candidate should also have good organizational and interpersonal skills and have the ability to create simplified content (video or illustrations), as per user needs and will be expected to work closely with a team of project managers from varied backgrounds, experience, skill and knowledge levels.

The project involves making technical training more accessible to rural audiences. The present training content exists as technical SOPs, research papers, corporate powerpoint presentations and such documents aimed at a highly educated and qualified audience. BCI is playing the role of demystifying this knowledge for poorly literate rural audiences, making it engaging through story-based content. The topics in the content are primarily agro-based (starting with banana cultivation and dairy farming techniques) but also extends to ancillary topics necessary for adult empowerment, such as leadership, women rights, environmental conservation, sanitation and health. The success of this project shall lead to livelihood improvement of 1000+ rural farmers in the short term, and potentially millions in the long term.

JOB RESPONSIBILITY

- Design illustrations targeted to illiterate and/or semi-literate users.
- Complete editing of animated edited video from a repository of such illustrations. Animation needs to be effective but with only simple 2D animation techniques with transitions.
- Complete re-edit, necessary to fit voiceover in multiple languages for the above mentioned video.
- Liaise with team for scripts and storylines to understand and ideate on animation requirements
- Support in developing storyboards for client approval.
- Work with volunteers to source illustrations and incorporate in edited videos.
- Repurposing illustrations into communication collaterals as needed.
- Organize and maintain a repository of images, illustrations and clips.
- Adapt solutions to various users needs (languages, focus areas, literacy level etc.).
- Evaluate impact and learn from user experiences to improve and refine solutions developed.
- Train grassroots colleague in basic graphic design knowledge and software usage technical skills

SKILLS

- Strong understanding of user-centered design.
- A creative storyteller with presentation abilities that flow through effective written and verbal communication,
- Efficient in communicating design ideas and their rationale to the team.

- Sound language skills, with proficiency in English and a high degree of comfort with any of these languages - Hindi, Marathi, Telugu, Kannada
- Must be innovative to explore software and app that make stock illustration and animation creation easier
- Passionate about learning, unlearning and sharing knowledge in various areas related to women empowerment.
- Ability to listen and work with a variety of stakeholders (beneficiaries, community members, partners and donors)
- Comfortable working in an agile development environment, responding to unpredictability through incremental, iterative work cadences, empirical feedback, proactive and can do attitude. Open to feedback and criticisms
- Comfortable to work independently and to collaborate with other team members not familiar with the design process.
- Must be organized to be able to create a structured repository of illustration and an efficient process for content creation

EDUCATION AND EXPERIENCE

- Proven experience in illustration, animation and video editing. Photography skills preferred.
- Knowledge of 2D/3D, stop motion and computer-generated animation
- Experience in project management - knowledge of using standard tools of task assignment, follow ups, dashboard, reporting. Proficiency in GSuite is mandatory. Exposure to tools such as Asana or Slack is preferred.
- Excellent knowledge of Adobe Creative Cloud, CorelDraw or any other design suite, wireframing and prototype software, specifically Photoshop, Illustrator and InDesign
- Working knowledge of HTML, CSS, Javascript, Bootstrap or equivalent frameworks
- Proficient in using communication and collaborative tools and social media.
- Loves Catan, making Tiktok videos, and doodling

COMPENSATION

Barefoot College recognizes that the right candidate will have a significant impact on the success of the organization and is prepared to offer an attractive compensation package for the non-profit sector, commensurate with experience.

LOCATION

Remote work. Travel required in rural locations.

TO APPLY

Qualified candidates should send their CV along with a cover letter highlighting your suitability for the position to recruitment@barefootcollege.org. Please do mention the job code in the subject line of your application. Any application received without the appropriate job code will not be considered. Given the high volume of applications we receive, we are unable to respond to all applicants and our responses are limited to those who are shortlisted.

Last date to receive applications: 30 June 2021