

GRAPHIC DESIGN STUDIO SPECIALIST

DEFINITION

Under general supervision, performs a variety of instructional and technical support services for students; prepares and manages Media Design Studio projects; assists students and faculty in designing and producing commercial art products; assists students and faculty in the use and operation of computer equipment, peripherals, and materials related to producing commercial art.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from Dean of Arts. Exercises no direct supervision of staff. Provides instructional, technical, and functional direction and training to student workers.

CLASS CHARACTERISTICS

This is a journey-level class responsible for conducting a variety of instructional and technical support activities to ensure student learning. Incumbents perform the full range of duties as assigned, working independently, and exercising judgment and initiative. Incumbents at this level receive only occasional instruction or assistance as new or unusual situations arise and are fully aware of the operating procedures and policies of assigned area of responsibility. This classification is distinguished from other Laboratory Technicians by having subject matter expertise in the District's commercial art programs, equipment, and materials and production.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

- Liaise with departments and programs (clients) across campus to provide student-developed commercial art.
- Assists student designers with research relevant to commercial art projects.
- Facilitates the creative process among student designers.
- Assists student designers with layout, design, and production of commercial art.
- Works with faculty to develop effective project management systems.
- Manages commercial art project resources, milestones, and deadlines.
- Manages digital assets.
- Manages student designer studio schedules.
- Manages and maintains studio environment and equipment.
- Maintains accurate logs, reports, and records of work performed.
- Researches, resolves, and follows up on studio problems; refers more complex problems to specialized or higher-level personnel.
- Monitors, orders, receives, stores, and maintains adequate inventory levels of supplies and equipment as directed.

- Submits work orders for maintenance and repair of equipment and facilities; makes minor facilities and equipment repairs.
- Assists in coordinating activities with help desk, network services, or other information technology staff.
- Communicates with departments and programs (clients) regarding commercial art project updates, status, and completion information.
- Learns and applies emerging technologies and, as necessary, to perform duties in an efficient, organized, and timely manner.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Principles, practices, theories, terminology, techniques, equipment, and materials related to the design and production of commercial art.
- Industry standard software used for the design and production of commercial art including Photoshop, InDesign, Illustrator, and Dreamweaver.
- Web design, HTML5, CSS3 (PHP, MySQL, WordPress a plus).
- Prepress and offset printing.
- Commercial art project management.
- Operations, maintenance, and administration of personal computer system hardware, Macintosh operating systems, and related software systems.
- Personal computer and network system application software packages, including word-processing and spreadsheets.
- Troubleshooting, configuration, and installation techniques.
- Occupational hazards and standard safety procedures.
- Set-up, operation, demonstration, and maintenance of various equipment used in the Media Design Studio.
- Methods, practices, and techniques of student learning and instruction.
- Record keeping principles and procedures.
- English usage, spelling, vocabulary, grammar, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, students, and District staff, including individuals of various ages, disabilities, various socio-economic and ethnic groups.

Skills & Abilities to:

- Perform a variety of functions in the design and production of commercial art projects using Macintosh operating systems; troubleshoot related problems and take appropriate action.
- Identify and resolve hardware and software problems and perform minor repairs.
- Train students on software applications and hardware usage.
- Explain principles, practices, procedures, methods, materials, tools, terminology, and equipment related to the design and production of commercial art.

- Assist students in the use and operation of equipment and materials related to the design and production of commercial art.
- Create an engaging and positive learning environment in the studio.
- Demonstrate proper use and maintenance of equipment, materials, and supplies used in the studio.
- Interpret, apply, and explain applicable District policies, rules, and regulations related to areas of responsibility.
- Estimate and order required supplies and equipment.
- Establish and maintain filing, record keeping, and tracking systems.
- Organize own work, set priorities, and meet critical deadlines.
- Operate modern office equipment including computer equipment and software applications programs.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Understand scope of authority in making independent decisions.
- Review situations accurately and determine appropriate course of action using judgment according to established policies and procedures.
- Establish, maintain, and foster positive and effective working relationships with those contacted in the course of work.

Education and Experience:

Any combination of training and experience that would provide the required knowledge, skills, and abilities is qualifying. A typical way to obtain the required qualifications would be:

Equivalent to an Associate's degree from a regionally accredited college in a commercial art related field, and three (3) years of experience in the design and production of commercial art.

Preferred:

Experience using Macintosh systems in the design and production of commercial art.

Licenses and Certifications:

- The incumbent may periodically be required to travel to a variety of locations. If required to operate a vehicle in the position, employees must demonstrate possession of a valid California Driver's License.

PHYSICAL DEMANDS

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; to operate a motor vehicle to visit various District sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is frequently required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Incumbents in this classification frequently bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve

and file information. Incumbents must possess the ability to lift, carry, push, and pull materials and objects up to 50 pounds with the use of proper equipment.

ENVIRONMENTAL ELEMENTS

Incumbents work indoors and outdoors, and are frequently exposed to dust, fumes, and allergens and occasionally exposed to loud noise levels, inclement weather conditions, chemicals, mechanical and/or electrical hazards, and hazardous physical substances. Incumbents may interact with staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.