

GRAPHIC DESIGNER

DEFINITION

Under general supervision, performs professional and technical duties related to the conceptualization, design, development, production, print oversight, and/or web-testing of a variety of publications, brochures, signage, flyers, posters, exhibits, charts, graphics, descriptive drawings, and audio-visual presentations related to District services, classes, and programs; translates abstract ideas into viable formats for various projects, works closely with marketing staff on determining product requirements; refines conceptual graphic design ideas into workable project plans.

SUPERVISION RECEIVED AND EXERCISED

Receives general supervision from the Director, Marketing and Public Affairs. Exercises no direct supervision of staff.

CLASS CHARACTERISTICS

This is a journey-level class responsible for performing specialized functions in the development and support of the District's advertising and branding efforts, including designing and developing visual materials related to all District classes and program activities. 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 the work unit. Successful performance of the work requires the frequent use of tact, discretion, and independent judgment, knowledge of departmental and District activities, and extensive staff, public, and organizational contact. This class is distinguished from the Coordinator, Graphic Design in that the latter is responsible for more complex assignments and projects that require a higher level of specialized knowledge and skill and works more closely with the Director, Marketing and Public Affairs in developing District-wide marketing campaigns and strategies.

EXAMPLES OF ESSENTIAL FUNCTIONS (Illustrative Only)

- Works with District and marketing management in researching, planning, designing, producing, presenting, and evaluating a variety of visual advertising materials and media to create a brand identity for and to market and build the District's image and educate the general public and special target groups regarding District classes, schedules, catalogues, programs, and initiatives.
- Designs and develops District brand identities and supporting collateral; conceptualizes and prepares preliminary designs through final products and translates abstract ideas into viable formats for various design products; creates original designs and artwork for promotional materials and marketing.
- Performs routine to complex graphic art tasks for District publications and campaigns, including determining graphic content, images, and cover art, designing and creating artwork, taking photographs and preparing layout designs, determining the most appropriate medium (i.e., electronic, paper, or both) to reach the targeted audience, presenting to department staff for review, and revising and finalizing projects.
- Coordinates with the supervisor and other marketing staff in developing ideas; produces graphic materials in support of projects; designs layouts; acquires cost estimates and establishes schedules for production of materials; ensures quality, budget, and time requirements are met.
- Designs, develops, and produces camera-ready art work for print publication, including posters, flyers, brochures, catalogs, class schedules; programs, booklets, and special presentation materials; proofs in-house jobs; oversees project quality control.
- Coordinates with printers and other vendors on individual publications, cost estimates, press time, reproduction problems, materials, and ensures monetary and quality control.

- Creates, edits, and proofreads text, as necessary, to ensure accurate and effective communication.
- Assists with the update and maintenance of the District's web site design and usability by identifying and developing new material, reviewing requests for changes from departments, aligning design and content with District marketing plan, and ensuring consistency of information architecture and graphical user interface.
- Utilizes a wide range of software programs, computer hardware, and specialized technical equipment in order to successfully complete projects, including computers, cameras, scanners, and printers.
- Assesses equipment needs and makes recommendations for acquisition of graphic arts equipment, maintains graphic arts and desktop publishing supplies inventory.
- Attends seminars and training courses to stay abreast of current trends, processes, software, and updates on graphic computer software packages; reads trade publications; meets with vendors to stay informed of the latest developments in the fields of graphic arts, web, and photography.
- Archives and retrieves a variety of original artwork, forms, designs, and supplies.
- Performs other related duties as assigned.

QUALIFICATIONS

Knowledge of:

- Graphic art and design concepts, processes, and procedures, including illustration of various media, form design, reproduction, layout, and camera processes.
- Typography, pre-press production and color correction, and printing processes and technology.
- Fundamentals of photography, including in studio and candid settings and postproduction enhancements and corrections.
- Web design and layout, including graphical user interface and information architecture principles.
- Basic methods, principles and practices of District activities and programs.
- Applicable Federal, State, and local laws, regulations, codes, and guidelines related to the projects and programs to which assigned.
- Principles and practices of public presentations and materials preparation.
- Record management principles and procedures.
- Modern office practices, methods, and computer equipment, including a computer and applicable graphic, publishing, and web authoring software like Photoshop, InDesign, Illustrator, ImageReady, Dreamweaver, Acrobat Distiller, and PowerPoint.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, contractors, and District staff.

Skills & Abilities to:

- Creatively design effective educational and informational materials relating to District classes, programs, projects, services, and activities.
- Visualize abstract ideas and concepts; graphically transpose ideas and thoughts onto paper or computer screen.
- Produce neat, accurate, and quality line work and design.
- Manage projects while meeting time deadlines and staying within budgets as assigned.
- Respond to and effectively prioritize requests for service.
- Identify and implement effective course of action to complete assigned work.
- Communicate clearly and tactfully in both oral and written forms to include conducting public presentations and prepare clear and concise reports.
- Assemble data, prepare reports and notices, and maintain records of testing and findings.
- Establish, maintain, and research files.

- Prepare clear and concise reports, correspondence, policies, procedures, and other written materials.
- Operate modern office equipment including computer equipment and specialized software applications programs.
- Organize and prioritize a variety of projects and multiple tasks in an effective and timely manner; organize own work, set priorities, and meet critical time deadlines.
- Use English effectively to communicate in person, over the telephone, and in writing.
- Use tact, initiative, prudence, and independent judgment within general policy, procedural, and legal guidelines.
- 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 graduation from an accredited four-year college or university with major coursework in graphic design, web design, communications, marketing, or a related field and two (2) years of graphic design experience, web design, and/or the development of public education programs and materials. Additional years of experience can be substituted for the required education on a year-for-year basis.

Licenses and Certifications:

- The incumbent may periodically be required to travel to a variety of locations. If operating a vehicle, employees must have the ability to secure and maintain 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 meeting sites; vision to read printed materials and a computer screen; and hearing and speech to communicate in person, before groups, and over the telephone. This is primarily a sedentary office classification although standing in and walking between work areas may be 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 occasionally 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 weighing up to 25 pounds.

ENVIRONMENTAL ELEMENTS

Incumbents work in an office environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Incumbents may interact with upset staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.