

## **WEB DESIGNER**

### **DEFINITION**

Under general supervision, performs professional and technical duties related to the conceptualization, design, development, production, and testing of a variety of informational, promotional, and academic web pages and interactive formats related to District services, classes, and programs; translates abstract ideas into viable formats for various projects; works closely with marketing staff and individual District departments to develop marketing strategies and to determine product requirements for programs and special events; refines conceptual design ideas into workable project plans.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the Director, Enterprise Application Systems. 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 web-based advertising and branding efforts, including designing and developing layouts and templates for new web pages 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 web-based visual advertising 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, graphic designs, environmental graphics, and multimedia interfaces; conceptualizes and prepares preliminary designs through final products and translates abstract ideas into viable formats for various design products; creates original designs and artwork.
- Creates and maintains the District's internet and intranet web sites for departments, programs, individuals, administrative, academic, and faculty web pages, events, news, and promotional purposes; collaborates with departments to create and modify web pages and post them on internet and intranet web servers; maintains up-do-date internet and intranet web pages; updates campus news, information and announcements daily.
- Performs routine to complex web design tasks for District campaigns, including determining graphic content, images, and background art, designing and creating artwork, taking photographs and preparing layout designs, determining the most appropriate format 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; creates, designs, and repurposes web publications, interactive media, and digital media in support of projects; designs layouts; acquires cost estimates and establishes schedules for production of materials; ensures quality, budget, and time requirements are met.

- Presents ideas both verbally and visually to a variety of users requesting content published in web format.
- Converts printed documents into HTML, Adobe PDF, and other formats and adds in ADA accessibility for web, interactive media, and digital media formats, as required; creates and edits text, graphics, animation, audio, and video files and places them on web servers.
- Communicates and collaborates with IT staff to request new designs, functionality, and create databases to store data for web display; assures web-enabled access to information residing in databases on servers with read-only and read/write capability.
- Creates, edits, and proofreads text, as necessary, to ensure accurate and effective communication.
- Updates and maintains 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.
- Supports faculty and staff, troubleshoots web design and site development needs using appropriate hardware and software; checks and repairs broken links and code differences between platforms and browser software.
- Works in collaboration with appropriate personnel to ensure server security is appropriate.
- 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 resource needs and makes recommendations for acquisition of web design software and equipment.
- 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.
- 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:**

- Graphic art and web design and development concepts, processes, and procedures, including content development, user interface design, and navigation, illustration of various media, form design, reproduction, layout, and camera processes.
- Current versions of web development programs and languages, including code-level HTML and W3C specifications and related troubleshooting techniques and repair.
- Techniques and methods of multimedia presentation development.
- Digital multimedia such as 2D and 3D graphics and animation, video, sound, and other authoring tools.
- Web graphic methods, techniques, and standards.
- Techniques and methods to make a variety of media ADA accessible.
- Browser capabilities and design constraints on the web.
- 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.
- Internet Information Server and assigned databases.
- English usage, grammar, spelling, vocabulary, and punctuation.
- Techniques for providing a high level of customer service by effectively dealing with the public, vendors, students, and District staff, including individuals of various ages, disabilities, socio-economic and ethnic groups.

**Skills & Abilities to:**

- Creatively design effective educational and informational web pages relating to District classes, programs, projects, services, and activities.
- Create and maintain internet and intranet web sites, create HTML files, integrate document management system and documents with web pages, transfer files from and to web servers.
- Visualize abstract ideas and concepts; graphically transpose ideas and thoughts onto a computer screen.
- 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.
- 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 graduation from an accredited four-year college or university with major coursework in web design, graphic design, communications, marketing, or a related field and two (2) years of web design experience, graphic 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 staff and/or public and private representatives in interpreting and enforcing departmental policies and procedures.