



TITLE	CLASSIFICATION	SALARY GRADE
GRAPHIC DESIGNER	CLASSIFIED	GRADE: O
BOARD POLICY REFERENCE: 2013/14 Classification Review		

JOB DESCRIPTION:

Under general supervision, plan, design, develop, coordinate and produce District's broad print and electronic communications for instructional and marketing uses; assist in establishing and maintaining professional graphic and identify standards for the District's communications; and perform related work as required.

SCOPE:

The Graphic Designer takes projects from the initial concept stage and coordinates steps through the completion of the projects; creates layouts and designs artwork for District's instructional, promotional, development and recruitment publications including, but not limited to, class schedules, college catalogs, printed programs brochures, and advertising campaign products.

KEY DUTIES AND RESPONSIBILITIES:

Examples of key duties are interpreted as being descriptive and not restrictive in nature. Incumbents routinely perform approximately 80% of the duties below.

1. Conceives ideas, concepts, and campaigns; designs, produces, works with others and coordinates the creation of multifaceted communication materials in print, and other mediums for a variety of instructional, promotional, development, and recruitment projects.
2. Works with faculty and staff to provide recommendations for concept, design, art direction, production and print buying; monitors quality control.
3. Contributes to the editorial development of projects.
4. Defines design criteria; develops concept and direction; proposes and creates art and photography.
5. Performs a variety of graphic design activities, including desktop publishing and layout, production, illustration, and prepress file preparation.
6. Creates and develops media using digital art and photographic techniques.
7. Monitors and tracks production projects to ensure proper and timely completion; works with outside vendors to meet production deadlines.
8. Prepares print and prepress service specifications, purchasing, approvals and quality control.
9. Selects and purchases graphic and photographic supplies; maintains equipment and supply inventory.
10. Maintains files and records.
11. Trains, and directs the work of student employees.

EMPLOYMENT STANDARDS

ABILITY TO:

Work with clients to interpret and translate needs and ideas into concepts, and develop them into effective communication materials; plan, coordinate and organize projects and production processes to ensure completion in a timely and cost-effective manner; conceive, plan and create files or artwork; work under pressure to meet deadlines; follow and give oral and written directions; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Advanced knowledge of the principles, practices and techniques of digital art, graphic design, layout and illustration; computer equipment and current graphics and standard software programs; principles and techniques of typesetting, color theory digital printing and photography; printing processes (including four color process), various types of ink, paper stock, and other related supplies desktop publishing equipment and techniques (such as form design and layout techniques).

MINIMUM QUALIFICATIONS:

Candidates/incumbents must meet the minimum qualifications as detailed below, or file for equivalency. Equivalency decisions are made on the basis of a combination of education and experience that would likely provide the required knowledge and abilities. If requesting consideration on the basis of equivalency, an Equivalency Application is required at the time of interest in a position (equivalency decisions are made by Human Resources, in coordination with the department where the vacancy exists, if needed.)

Education:

An Associate's degree or equivalent certification in graphic art and design; Bachelor's degree preferred.

Experience:

Significant graphic design experience, including experience with project coordination, production and design, and desktop publishing.

SPECIAL REQUIREMENTS:

Must be able to demonstrate freedom from color blindness; requires prolonged video display viewing, keyboarding and extended sitting.