

CLASS TITLE: GRAPHICS DESIGNER

BASIC FUNCTION:

Under the direction of an assigned supervisor, plan and organize the activities of the Graphics Section at a college; coordinate graphics and duplicating activities with other departments, faculty and staff members; provide specialized assistance to faculty and staff regarding graphics projects, web page design and college marketing and informational materials.

REPRESENTATIVE DUTIES:

Design and illustrate layouts and rough drafts of printed materials; design and produce camera-ready art work styles and formatting for typesetting; specify paper to be used for each job; prepare paste-ups to be printed. *E*

Design trademarks, logos, illustrations for publications, shirts, billboards and other promotional items; test finished web pages with various browsers. *E*

Coordinate the production of material for graphics reproduction, duplicating and the finishing processes; determine printing formats and finishing systems; specify size, style and format of graphics reproductions; select paper to be used; prepare paste-ups to be used for individual jobs. *E*

Coordinate off-campus printing jobs; communicate with vendors regarding services; research and prepare cost estimates for off-campus work. *E*

Confer with various faculty and staff members regarding assigned activities; participate in a variety of committees to plan duplicating or design projects; coordinate ideas and presentations of printed materials with staff; provide specialized assistance to others related to graphics projects and needs. *E*

Coordinate the functions of typesetting, printing and finishing on design jobs. *E*

Submit cost estimates for graphics and duplication work; monitor and control expenditures. *E*

Prepare maps, architectural renderings, artwork for slides and transparencies; create hand-lettered artwork for special occasions. *E*

Maintain files on equipment, supplies and procedures; maintain and order reference books; maintain inventory; order and stock supplies as needed. *E*

Provide work direction and guidance to assigned staff.

Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

- Principles, materials, techniques and elements of modern graphic design and layout.
- Various software packages utilized in computerized graphics and web page design, authoring and maintenance.
- Principles of training and providing work direction.
- Methods and materials utilized in digitizing and enhancing images.
- Record-keeping and report preparation techniques.
- Characteristics and uses of paper and ink used in duplication.
- Paper sizes, weights, textures and applications.
- Procedures, methods and techniques of graphic developments and web page design.
- Basic math.

ABILITY TO:

- Design and produce printed material for the college from concept to print.
- Design, develop and maintain college web sites and serve as webmaster.
- Operate a variety of computer graphics equipment and digital cameras.
- Create hand-lettered work for printed material.
- Create camera-ready renderings, calculate margins, tabs and other typesetting formats.
- Train and provide work direction to assigned staff.
- Maintain records related to schedules, cost estimates, job tracking and other related records.
- Operate a variety of print shop equipment including a copier, paper cutter, folders and printers.
- Communicate effectively both orally and in writing.
- Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Associate degree with course work in graphic design, graphic arts or a related field and two years of increasingly responsible experience in graphic arts.

WORKING CONDITIONS:

ENVIRONMENT:

Indoor environment.

PHYSICAL DEMANDS:

Incorporated within one or more of the previously mentioned essential functions of this job description are essential physical requirements. The chart below indicates the percentage of time spent on each of the following essential physical requirements.

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|----------------------------------|---|
| 1. Seldom = Less than 25 percent | 3. Often = 51-75 percent |
| 2. Occasional = 25-50 percent | 4. Very Frequent = 76 percent and above |

- 4 a. Ability to work at a desk, conference table or in meetings of various configurations.
- 1 b. Ability to stand for extended periods of time.
- 4 c. Ability to sit for extended periods of time.
- 4 d. Ability to see for purposes of reading printed matter.
- 2 e. Ability to hear and understand speech at normal levels.
- 2 f. Ability to communicate so others will be able to clearly understand a normal conversation.
- 1 g. Ability to bend and twist.
- 1 h. Ability to lift 10 lbs.
- 1 i. Ability to carry 10 lbs.
- 4 j. Ability to operate a variety of print shop equipment.
- 1 k. Ability to reach in all directions.

HAZARDS:

Working around and with machinery having moving parts.

This job description is intended to describe the general nature and level of work being performed. It is not intended to be construed as an exhaustive list of all responsibilities, duties and skills required of individuals so classified.