

## GRAPHIC ARTS DESIGNER

### DEFINITION

Creates, designs, lays out, and produces art work including pictorial and graphic forms utilizing a wide variety of art media and techniques and applies creative and innovative ways to translate written or verbal ideas or concepts into graphic art work.

### TYPICAL DUTIES

Designs and produces art work using a variety of techniques and media for such items as books, pamphlets, handbooks, brochures, print and electronic advertisements, charts, graphs, maps, posters, teaching guides, certificates, slides, overhead transparencies, filmstrips, films, and special forms.

Applies computer graphics in the production of art work including software and hardware management.

Advises instructional and administrative staff on various aspects of graphic arts projects which may include design and layout, art media, materials, costs, and timelines.

Designs, lays out, and prepares traditional camera ready art and digital pre-press files and determines the color and techniques of final products.

Organizes and lays out the content of publications and makes editorial suggestions to improve and clarify the text.

Designs and lays out web pages by using specialized computer applications, typographic techniques, photography and illustration.

Prepares photographs for print and/or display including mounting, laminating, retouching, sizing, cropping, and scanning.

Coordinates budget and projects with printers and other outside art material vendors.

Requisitions art supplies and equipment.

Creates signage using various media, styles, and sizes.

May perform routine freehand and mechanical lettering and calligraphy.

May provide work direction to staff assigned to projects.

Performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS

A **Graphic Arts Designer**, using a wide variety of art media and techniques, creates and produces art work from rough sketches, notes, or verbal instructions with great latitude for creativity and independent judgment.

A **Graphic Arts Assistant** assists in the design, lay out, and production of art work using a variety of art media and techniques.

A **Graphic Arts Assistant (Restricted)** essentially performs the same duties as a Graphic Arts Assistant but employment in the class is restricted to mentally, physically, or developmentally disabled persons.

## DISTINGUISHING CHARACTERISTICS (Cont.)

An **Instructional Media Specialist** operates, adjusts, and maintains complex instructional media equipment and electronic media systems, and provides technical assistance as an integral part of the college media production team in the development, production, and distribution of instructional media programs.

## SUPERVISION

General supervision is received from an academic or classified manager or administrator. Immediate supervision may be exercised over assigned staff and student employees.

## CLASS QUALIFICATIONS

### Knowledge of:

- Techniques, materials, and equipment used in graphic arts design
- Computer assisted design using graphic programs such as InDesign, QuarkXPress, Photoshop, Illustrator, and Freehand
- World Wide Web and Internet environments
- Design and layout tools related to web site development such as HTML, CSS, FrontPage, and Dreamweaver
- Principles of color and design theories
- Typography
- Requirements and terminology for traditional and digital pre-press
- High volume offset and/or digital printing methods, both sheetfed and web
- Principles of marketing and public relations
- Principles of copywriting and editing
- Techniques related to the preparation of graphics for TV, multimedia, and video
- Electronic pre-press processes
- Capabilities of computer systems, software, and hardware common in graphic arts design

### Skill in:

- Using and maintaining various graphic arts studio equipment
- Using graphic/publishing computer systems, such as Macintosh and others

### Ability to:

- Independently produce art work utilizing a variety of graphics materials and equipment
- Apply creativity in the preparation of layouts, drawings, illustrations, and related graphic materials
- Design and lay out web pages
- Determine coloring techniques
- Create art work from scanned images, photographs, sketches, and ideas
- Design using typographical, illustrative, and other related techniques

Ability to: (Cont.)

- Prepare artwork as digital files for offset printing Perform routine freehand and mechanical lettering and calligraphy on an as needed basis
- Organize work load and meet deadlines
- Establish and maintain effective and cooperative working relationships with staff, students, vendors, and the public
- Learn new software applications and equipment in the field of graphic arts design

ENTRANCE QUALIFICATIONS

Education and Experience:

- A. Graduation from a recognized four-year college or university with a major in graphic design, fine arts, or a closely related field **AND** two years of full-time paid experience in commercial art work which included one year of computer aided design.

**OR**

- B. Graduation from high school or its equivalent **AND** four years of formal training in commercial art **AND** two years of full-time paid experience in commercial art work which included one year of computer aided design.

**OR**

- C. Graduation from high school or its equivalent **AND** six years of full-time paid experience in commercial art work which included one year of computer aided design.