GRAPHIC DESIGNER

DEFINITION

Creates, designs, lays out, and produces printed and digital materials and publications utilizing a wide variety of commercial art media and techniques and applies creative and innovative ways to translate written or verbal ideas or concepts into graphic design work.

TYPICAL DUTIES

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

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

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

Designs, lays out, and prepares 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.

Takes and prepares photographs for print and/or display including mounting, laminating, retouching, sizing, cropping, and scanning; distributes photographs to appropriate sources.

Coordinates budget, printing specifications, and other related areas with printers and outside graphic design material vendors.

Develops and updates templates to ensure graphic design standards are consistent in printed and digital publications and materials.

Maintains files and records of finished projects, graphic design work, logos, photos, clip art, and digital signatures.

Requisitions supplies and equipment and makes recommendations on the purchase of graphic design related software and hardware.

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 Designer, using a wide variety of commercial art media and techniques, creates and produces graphic design work from rough sketches, notes, or verbal instructions with great latitude for creativity and independent judgment. The use of advanced graphic software applications is an integral aspect of the duties.
DISTINGUISHING CHARACTERISTICS (Cont.)

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

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

An Instructional Media Specialist operates, adjusts, and maintains complex instructional media equipment and electronic media systems. 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:

- Principles, techniques, materials, and equipment used in graphic design
- Graphic design software 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, and Dreamweaver
- Presentation software such as Microsoft Powerpoint
- Principles of composition, typography, aesthetics, color and design theories
- Principles of copywriting and editing
- Principles of marketing and public relations
- Requirements and terminology for digital pre-press
- High volume offset and/or digital printing methods, both sheetfed and web
- Techniques related to the preparation of graphics for TV, multimedia, and video
- Recordkeeping procedures
- Capabilities of computer systems and hardware common in graphic design

Skill in:

- Using and maintaining various graphic design studio equipment
- Using graphic/publishing computer systems such as Macintosh and others
Ability to:

Independently produce graphic design work utilizing a variety of software, materials, and equipment
Apply creativity in the preparation of layouts, drawings, illustrations, and related graphic materials
Create graphic design work from scanned images, photographs, sketches, and ideas
Design and lay out web pages
Prepare graphic design work as digital files for offset printing
Operate photographic equipment and software
Design using typographical, illustrative, coloring, and other related techniques
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 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 related field AND two years of recent full-time paid experience in commercial graphic design including the use of graphics software.

          OR

B. An associate degree or its equivalent from a recognized college or university with a major in graphic design, fine arts, or a related field AND four years of recent full-time paid experience in commercial graphic design including the use of graphics software.

          OR

C. Graduation from high school or its equivalent AND six years of recent full-time paid experience in commercial graphic design including the use of graphics software.