GRAPHIC DESIGNER

JOB SUMMARY

Under general supervision, design and produce a variety of creative print and digital media assets to meet the communication needs of schools and offices; consult with clients to discuss their print and digital media goals, budgetary requirements and target audiences; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Create and design a variety of creative print and digital media assets to meet the communication needs of schools and offices including digital and printed brochures, booklets, posters, flyers, programs, handbooks, logos, certificates, business cards, ads, mascots, banners, maps, charts, infographics, and t-shirt designs; assure adherence to graphic design professional standards. *E*
- Consult with clients to discuss print and digital media goals, budgetary requirements and target audiences; provide creative and artistic ideas to clients and explain proper aesthetic, artistic and graphic techniques and processes. *E*
- Explore creative graphic concepts by interpreting client needs and conceptualizing methods to effectively communicate client messages to target audiences; provide innovative and creative design solutions while adhering to time and cost restraints. *E*
- Design and layout projects; implement design elements such as balance and composition; select and modify colors, artwork, photography, type style, illustrations and other visual elements to best convey the message of the client. *E*
- Present designs to client for proofing and approval; adjust and refine designs in accordance with client feedback until final product is approved by client; prepare and release artwork for printing or posting via digital files. *E*
- Communicate with internal and external print vendors and supply finalized, digital artwork; proof projects for accuracy before final printing. *E*
- Maintain and archive digital records and files of purchased stock art, royalty-free photography, completed projects and computer-generated imagery; assure files are properly backed up to server. *E*
- Participate in photoshoots with freelance photographers on location or in-house as needed; drive a vehicle to conduct work. *E*
- Operate a variety of office equipment including an Apple computer utilizing the current macOS, peripheral equipment such as a printer and scanner, and a wide range of specialized graphic design and publishing software. *E*

- Design and create visual images for video productions and broadcasts using graphics hardware and software as needed. *E*
- Communicate with District administrators, personnel, vendors and other outside organizations to coordinate activities, resolve issues and exchange information; answer telephones and respond to questions about the design process and timelines. *E*
- Participate in the research, evaluation and development of recommendations regarding the purchase of graphic design equipment and software; make recommendations to improve operational effectiveness and minimize costs. *E*
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. *E*
- Provide trainings and conduct workshops for students and District staff regarding the field of Graphic Design and graphic design services provided by Marketing and Media Services. *E*
- Create and produce signs, illustrations and other graphics by hand as needed; utilize sharp blades and mat cutters on mat board and foam-core. *E*
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

A Graphic Designer creates and designs a variety of creative print and digital media assets to meet the communication needs of schools and offices. Incumbents are expected to provide excellent customer service, develop effective working relationships with all levels of District staff and work independently to assure priorities and deadlines are met.

EMPLOYMENT STANDARDS

Knowledge of:

Graphic design techniques, equipment and principles.
Design elements such as aesthetics, typography, composition, color theory, value, balance, line and space.
Operation of a variety of office equipment including an Apple computer utilizing the current macOS, peripheral equipment and specialized graphic design and publishing software.
Basic copyright laws.
Computerized record-keeping and archiving techniques.
Proofreading techniques.
General practices of cost estimating graphic arts jobs.
Digital photo manipulation techniques.
Commercial printing standards and processes.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Interpersonal skills using, tact, patience and courtesy.
Oral and written communication skills.

Ability to:

Create and design a variety of creative print materials and digital media assets.
Operate a variety of office equipment including an Apple computer utilizing the current macOS, peripheral equipment and specialized graphic design and publishing software.
Consult with clients to discuss graphic art needs, goals, budgetary requirements and target audiences.
Interpret, apply and explain applicable copyright laws.
Communicate effectively both orally and in writing.
Maintain digital records and files.
Plan and organize work.
Meet schedules and timelines.
Work independently with little direction.
Maintain current knowledge of technological advances in the field.
Establish and maintain cooperative and effective working relationships with others.

Education and Training:

Associate's degree in fine arts, graphic design or a closely related field or completion of a recognized Graphic Design certificate program.

Experience:

Two years of professional graphic design experience.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this class require the use of a personal automobile and possession of a valid California Class C driver's license.

WORKING ENVIRONMENT

Office environment.
Driving a vehicle to conduct work.
Occasional exposure to fumes from spray mount adhesive and paint.
Occasional use of sharp blades and mat cutters.

PHYSICAL DEMANDS

Sitting for extended periods of time.
Extended viewing of a computer monitor.
Lifting, carrying, pushing or pulling carts or objects weighing up to 25lbs.
Dexterity of hands and fingers to operate a computer keyboard.
Hearing and speaking to exchange information in person and on the telephone.
Bending at the waist, kneeling or crouching to reach supplies or equipment.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.

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