



TITLE	CLASSIFICATION	SALARY GRADE/ASSIGNMENT
GRAPHIC DESIGNER	CLASSIFIED	GRADE: P MONTHS:
BOARD POLICY REFERENCE: 2006/2007 CLASSIFICATION REVIEW		Board Approved: 06/07

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; may supervise the work of student assistants; 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.

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

EMPLOYMENT STANDARDS

ABILITY TO:

Work with various clients to interpret and translate their expressed needs and ideas into concepts, and develop and translate 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, produce, and create files or artwork; work under pressure to meet deadlines; follow and give oral and written directions; supervise student assistants; maintain cooperative working relationships; demonstrate sensitivity to, and respect for, a diverse population.

KNOWLEDGE OF:

Advanced experience and knowledge of the principles, practices and techniques of digital art, graphic design, layout and illustration; operation of personal computer and current graphics 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 supplies used, their characteristics, uses and limitations; electronic desktop publishing equipment and techniques (such as form design and layout techniques).

MINIMUM QUALIFICATIONS:

Any combination of education and experience that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

A two-year college or trade school degree in graphic art and design; Bachelor's degree preferred.

Experience:

Senior level graphic design experience; project coordination, production and design, and desktop publishing.

SPECIAL REQUIREMENTS:

Must be able to demonstrate freedom from color blindness.