

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT

GRAPHIC DESIGNER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

SUMMARY DESCRIPTION

Under direction, perform a variety of specialized and complex technical tasks in support of various functions and services provided by the Media Services Department including designing and producing mixed media graphic products such as visual art, displays, maps, and logos; operate and maintain a variety of equipment used in the production of graphic materials; and provide a variety of information to students, faculty, and staff related to graphic arts.

REPRESENTATIVE DUTIES

The following duties are typical for this classification. Incumbents may not perform all of the listed duties and/or may be required to perform additional or different duties from those set forth below to address business needs and changing business practices.

1. Design, create, and assemble graphic layout and design for a variety of printed material including forms, flyers, brochures, programs, posters, mailers, handouts, newsletters, postcards, announcements, catalogs, logos, maps, illustration, animation, and related materials.
2. Confer with clients to discuss and determine layout design; evaluate the most effective method to reach and impact the client's intended audience; offer ideas and solutions based on client's budget, intended audience, and timeline.
3. Determine size, format, and arrangement of illustrative material; select style, size of type, and other visuals.
4. Utilize and maintain a computer and a wide variety of graphic software, graphic techniques, desktop publishing techniques, production equipment and supplies in preparing and/or designing layouts and production graphic materials; operate and maintain printers and scanners; update computer software as necessary.
5. Prepare color print or web-based visuals according to client's requirements.
6. Review final layouts and suggest improvements as necessary; receive final approval and submit pre-press/camera ready art to either in house printers or outside agencies.
7. Perform press check prior to production and evaluate the integrity of artwork with respect to accuracy, color, values, and overall quality.
8. Assist in the establishment of production schedules and priorities to meet deadlines; monitor and track projects to ensure proper and timely completion of assigned publications.
9. Conduct and carryout photo assignments as necessary; operate and maintain a variety of equipment including cameras, lenses, enlargers, and duplication machines; produce photographs.
10. Meet and confer with faculty and staff to provide workshops and to assist in designing and providing instructional materials, equipment, or programs.

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11. Perform a variety of administrative duties including maintaining files and records; initiate and maintain a variety of data, reports, and schedules; write and update operating procedures and manuals as necessary.
12. Serve as liaison with clients, students, staff, other departments, and the general public; respond to inquiries in person and over the phone; provide information within the area of assignment; resolve complaints in an efficient and timely manner.
13. Maintain an accurate inventory of graphics materials; order new stock as needed.
14. Train and provide technical work direction of part time and student assistants; schedule and review activities to ensure that work is completed in a timely and appropriate manner; provide or coordinate staff training; work with employees to correct deficiencies.
15. Keep current with job skills relating to graphic arts software and state-of-the-art production techniques.
16. Perform related duties as required.

MINIMUM QUALIFICATIONS

The following generally describes the knowledge and ability required to enter the job and/or be learned within a short period of time in order to successfully perform the assigned duties.

Knowledge of:

1. Design techniques, tools, and principles involved in the production of pre-press artwork including composite, color separation, creative, and technical materials.
2. Industry standard computer graphics software.
3. Operational characteristics of desktop publishing and graphics materials and tools.
4. Methods and techniques of page layout, drawing, sign layout, and photo manipulation software.
5. Operation and use of design and graphic equipment including cameras, computers, printers, and scanners.
6. Theory and techniques required to compose, produce, and perform works of visual and digital arts, drawings, painting, photography, video editing, and multimedia.
7. Media production, communication, and dissemination techniques and methods.
8. Principles and methods for showing, promoting, and selling products and services including marketing strategy and tactics, product demonstration, and sales techniques.
9. Principles and procedures of recordkeeping and filing.
10. English usage, spelling, grammar, and punctuation.
11. Principles and practices of customer service.
12. Principles and practices of inventory control.

Ability to:

1. Design and create effective layouts by applying graphic design techniques to create a consistent, quality, and professional appearance to all publication media.
2. Compose, design, and develop a variety of graphic products including posters, flyers, and brochures.
3. Perform desktop publishing functions utilizing applicable computer software and graphics materials.
4. Adapt to changing technologies and learn functionality of new equipment and systems.
5. Manipulate images, design, and layout printed materials.

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6. Take initiative and make independent judgments.
7. Schedule, review and evaluate the work of student assistants and other assigned personnel.
8. Demonstrate an attitude of service toward those who come in contact with the service area.
9. Operate a variety of design, scanning, computer and camera equipment.
10. Maintain an accurate inventory of graphic arts supplies.
11. Estimate time and materials needed for printing jobs.
12. Oversee multiple projects and adjust to changing priorities.
13. Plan and organize work to meet changing priorities and deadlines.
14. Respond to requests from District staff and employees.
15. Meet critical deadlines while working with frequent interruptions.
16. Work independently in the absence of supervision.
17. Understand and carry out oral and written instructions.
18. Communicate clearly and concisely, both orally and in writing.
19. Establish and maintain effective working relationships with those contacted in the course of work.
20. Work with and exhibit sensitivity to and understanding of the varied racial, ethnic, cultural, sexual orientation, academic, socio-economic, and disabled populations of community college students.

Minimum Education & Experience - Any combination of the following would provide a typical way to obtain the required knowledge and abilities.

Education/Training:

Equivalent to the completion of the twelfth grade supplemented by college level course work in graphics design, computer graphics, desktop publishing, or a related field.

Experience:

Four years of increasingly responsible experience in the development of graphic materials for visual communication.

PHYSICAL DEMANDS AND WORKING ENVIRONMENT

The conditions herein are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential job functions.

Environment: Work is performed primarily in a standard office setting.

Physical: Primary functions require sufficient physical ability and mobility to work in an office setting; to stand or sit for prolonged periods of time; to occasionally stoop, bend, kneel, crouch, reach, and twist; to lift, carry, push, and/or pull light to moderate amounts of weight; to operate office equipment requiring repetitive hand movement and fine coordination including use of a computer keyboard; and to verbally communicate to exchange information.

7/1/86;

Adopted by Board of Trustees on October 20, 2015

Effective: October 21, 2015

Job Family: Library Learning Resources