CLASS SPECIFICATION
Graphic Design Specialist

FLSA Status: Nonexempt
EEOC Job Category: Professionals
Union Representation: Represented

GENERAL PURPOSE
Under direction, performs a variety of professional activities in the design, creation and production of print and electronic materials in support of the District’s public relations, marketing and communication programs; operates computer equipment and a variety of specialized software in the design, preparation and production of text, graphic and web-enabled materials; photographs, edits and touches up images for use in materials; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Graphics Design Specialists perform advanced graphic design and publication layout/design, development and production duties in support of the District’s public relations and marketing programs and for a wide variety of events, productions and communication activities. The incumbents participate in developing the college's "brand" by ensuring a consistent look and feel in print and electronic materials and use of the District's logo in accordance with established policies. Incumbents take and edit photographs, perform copy/text editing and coordinate and oversee the print production of materials by outside vendors. Duties and responsibilities are carried out with considerable independence within the framework of established policies, procedures and guidelines.

ESSENTIAL DUTIES AND RESPONSIBILITIES
The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Plans, develops and creates graphics designs, layouts and treatments for a wide variety of print and electronic materials to meet the needs and expectations of customers, including promotional mailers and folders, special event flyers and invitations, performance programs, posters, proclamations, certificates, handbooks, newsletters, table/wall displays, name badges, campus maps, apparel graphics and a wide range of other materials; designs large-scale banners and temporary signage; ensures the District logo is used in accordance with established policies.

2. Develops design themes and concepts and works iteratively with college customers to develop creative materials within print production time limits; considers factors such as budget, audience, shelf life and needs in developing design recommendations; develops graphic/text designs and layouts for major publications such as the college catalogue, schedule of classes, college promotion brochures, annual campaigns and major District events/celebrations; ensures a consistent look and feel in all promotional materials to convey the college's brand; ensures consistent use of tag lines in materials.
3. Prepares materials for print production; obtains vendor bids and selects printers for jobs; proofs blue lines and performs press checks.

4. Photographs, edits and touches up images, using specialized software; scans photos and uses image editing software to create special effects or reformat images; sets up background and lighting and takes portrait photographs; produces finished, framed or mounted pieces or transmits images electronically; draws or paints illustrations, manually or using specialized software; performs copywriting/editing of text for materials.

5. Maintains, troubleshoots and resolves problems with hardware, peripherals, standard business and specialized software and related items; stocks and reorders materials and supplies, including art/graphics materials, photography supplies and media storage.

OTHER DUTIES

1. Maintains an inventory of banners, easels and table clothes for check out and use by other District staff.

2. Attends special events and assists with planning, set up and take down.

QUALIFICATIONS

Knowledge of:

1. Advanced principles, practices, methods and techniques of graphics and publication design.

2. Methods, practices and terminology of the printing and print production industry, including standard pricing procedures.

3. Methods and uses of computers and advanced graphics, drawing, page layout, presentation and other specialized software for the design and preparation of graphic and text materials.

4. Operational functions of traditional and digital cameras and principles of photographic composition and layout.

5. Uses and operations of photographic and image editing equipment and software.

6. Basic web design principles, methods and techniques and the uses of web authoring and graphics software.

7. Principles and practices of sound business communication; correct English usage, including spelling, grammar and punctuation.

Ability to:

1. Organize, set priorities in a dynamic environment and exercise sound independent judgment within areas of responsibility.

2. Work collaboratively with a wide variety of internal customers simultaneously and balance completion of large and small projects to meet customer needs and deadlines.
3. Operate a computer and advanced graphics, design, layout, image editing, presentation and web-authoring software to create visually appealing and effective graphics designs and layouts for print and visual materials.

4. Operate photographic equipment and software.

5. Apply graphic design and writing style and techniques appropriate for differing audiences and purposes.

6. Interpret information and situations, create artistic designs and make recommendations in accordance with sound design, layout and composition principles and applicable policies and guidelines.

7. Understand, interpret and apply federal, state and local law, regulations and court decisions applicable to assigned areas of responsibility, including copyright law and privacy issues.

8. Communicate clearly and concisely, orally and in writing.

9. Review and proofread copy text with meticulous attention to detail.

10. Use tact, discretion, courtesy and patience in dealing with sensitive, difficult and stressful situations.

11. Establish and maintain effective relationships with District managers, internal customers, print vendors, co-workers and others encountered in the course of the work.

**Education, Training and Experience:**

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from a four-year college or university with a major in art, graphic design or a closely related field; and five years of progressively responsible experience in the development and design of print and visual materials using computers and advanced specialized software packages; or an equivalent combination of training and experience.

**Licenses; Certificates; Special Requirements:**

A valid California driver's license and the ability to maintain insurability under the District’s vehicle insurance policy.

**PHYSICAL AND MENTAL DEMANDS**

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

**Physical Demands**

While performing the duties of this job, employees are regularly required to sit; talk or hear, both in person and by telephone, and differentiate operating equipment sounds; use hands repetitively to finger, handle and feel computers and standard business equipment; and reach with hands and
arms. The employee is frequently required to stand and walk. The employee is frequently required to stand and walk; and occasionally to stoop, reach, carry and lift up to 25 pounds.

Specific vision abilities required by this job include close vision, use of both eyes, depth perception, the ability to distinguish shades and colors and the ability to adjust focus.

**Mental Demands**

While performing the duties of this class, the employee is regularly required to use written and oral communication skills; read and interpret data and information; analyze and solve creative problems; use basic math; learn and apply new information or skills; perform multiple concurrent tasks; perform highly detailed and creative work under changing, intensive deadlines with constant interruptions; and interact with District managers, internal customers, print vendors, co-workers and others encountered in the course of work.

**WORK ENVIRONMENT**

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions and the noise level is usually quiet. The employee is occasionally exposed to loud prolonged noise.