CLASS SPECIFICATION
Graphics Designer

FLSA Status: Non-Exempt
EEOC Job Category: Professionals
Union Representation: Represented

GENERAL PURPOSE
Under general supervision, performs a wide variety of difficult and responsible duties in the research, design and development of instructional multimedia web-based applications and web pages for an assigned District program; develops and designs graphic art and elements for printed publications, visual displays and web-based presentations; works with program staff to understand and assist them in addressing operational and promotional needs and issues through use of web-based technologies; and performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS
Graphics Designer is responsible for performing a wide variety of routine to moderately complex graphic design assignments for the design, development, maintenance and support of assigned program instructional multimedia web-based applications and web pages to meet instructional, information sharing and program operational requirements. An incumbent is responsible for selecting the appropriate methods and styles to best communicate information and ideas and creating web page features, content and presentation consistent with District infrastructure standards.

Graphics Designer is distinguished from other information technology classes in that an incumbent in the former class performs difficult analysis and development responsibilities associated with the design and development communication materials, instructional and interactive multimedia we-based applications and web pages for an assigned program.

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. Designs, develops, creates, corrects, edits and updates multimedia web pages, graphics and other elements for an interactive and instructional multimedia web-based application; develops web pages using web design and development techniques and practices to ensure site design, layout, content and look and feel are user friendly and aesthetically correct; creates and edits images and optimizes digital photos using visual design tools; separates content and presentation using cascading style sheets and visual HTML editors; updates and adds new web content as necessary; monitors, analyzes and troubleshoots application usage to ensure consistency and ease of use; conducts testing to ensure that information is correctly formatted, graphics display properly and links work.
2. Performs a wide variety of skilled graphic design functions and tasks; designs, develops and produces graphic images and text for posters, flyers, cards and other promotional materials for use in paper publishing or web-based applications; consults with program management and staff to determine program objectives, gather information and develop design concepts and ideas; digitally scans images and photographs; manipulates images as needed, including color correcting, sizing, compositing, modifying text and preparing for various output; writes and edits copy for publication; purchases or recommends the purchase of promotional supplies and materials; assists with and participates in program presentations for special events.

3. Answers questions and provides training and assistance to faculty and staff on the use of web-based training modules and applications; tracks and monitors faculty use of training modules and applications; meets with program coordinators to ensure applications meet program needs and requirements.

4. Coordinates the production, printing and mailing of promotional materials; maintains files and records.

5. Continually updates knowledge of graphics and mapping software, computer technology and graphic reproduction technology.

OTHER DUTIES
1. Prepares various reports and materials as required.
2. Attends a variety of meetings, training sessions, seminars and conferences as required.

QUALIFICATIONS

Knowledge of:
1. Standard principles, methods and techniques in multimedia application and web page architecture and design, including use of visual design tools and HTML editors.
2. Standard web programming, graphics mark-up languages and server-side scripting languages.
3. Web site usability concepts, such as navigational aids, knowledge management and information rendering.
4. Practices, methods and techniques of graphic design and layout.
5. Scales, symbols, colors and materials typically used in graphic displays and presentations.
6. Principles and practices of effective writing and communication applicable to assigned responsibilities.
7. Network architecture and communication protocols applicable to the design and development of web sites.
8. Methods and techniques for troubleshooting web site problems.
9. Advanced uses of standard software packages, including word processing, spreadsheet, presentation, graphics and database programs.

10. PC hardware, operating systems and characteristics.

11. Federal, state and local laws, regulations and court decisions applicable to assigned areas of responsibility.

12. Research methods and data analysis techniques.

13. Principles and practices of sound business communication.

**Ability to:**

1. Perform business process analyses and reach sound, logical conclusions regarding organization needs and business requirements.

2. Conceptualize practical web-based solutions to meet program requirements.

3. Operate a computer and advanced graphics, design, presentation and desktop publishing software to create visually appealing and effective graphic designs and layouts for print and visual materials.

4. Apply and utilize color in graphic presentations.

5. Determine and utilize layout techniques common to reproduction and printing.

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

7. Interpret information and create graphic designs in accordance with sound design, layout and composition principles and applicable policies and guidelines.

8. Troubleshoot and resolve standard web site problems.

9. Make sound independent judgments within established guidelines.

10. Communicate clearly and effectively, both orally and in writing.

11. Establish and maintain effective working relationships with District management, staff, program representatives, vendors and others encountered in the course of 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 information technology, graphic design or a closely related field; and at least one year of responsible experience in graphic design and development, preferably for web-enabled applications; 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, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands 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.

Specific vision abilities required by this job include close vision, color vision and the ability to adjust focus.

Mental Demands
While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret data, information and documents; analyze and solve problems; use math/mathematical reasoning; perform highly detailed work under changing, intensive deadlines, on multiple concurrent tasks; and interact with District management, staff, program representatives, vendors 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.

An employee works under typical office conditions, and the noise level is usually quiet.