

**GRAPHIC DESIGNER**

**DEFINITION**

Performs graphic design, publication layout/design development and production duties in support of the District's public relations and marketing programs.

**SUPERVISION RECEIVED AND EXERCISED**

Supervision received by an Academic Manager and/or Administrator.

Provides work direction to lower-level staff. Supervision is exercised over student workers.

**EXAMPLES OF DUTIES**

Determines work priorities and delegates projects to other staff members, contract freelancers, photographers and interns.\*

Maintains a style guide for District publications to ensure the college logo is used in accordance with established procedures and a consistent "image" is maintained in all electronic and print/promotional materials.\*

Plans, designs, creates graphics designs, layouts and treatments for a wide variety of print and electronic publications.\*

Assesses equipment needs and makes recommendations for acquisition of graphic arts equipment, software and desktop publishing supplies.\*

Troubleshoots software problems.\*

Confers with administrators, faculty and staff to identify needs, present options regarding designing publications, including design and layout, art media, materials, costs and timelines.\*

Participates on Web Site Committee.\*

Acts as in-house photographer.\*

Coordinates with Business Services to obtain and evaluate vendor bids.\*

Conducts press checks, proofs blue lines and approves final copies with printers.\*

Selects, trains, evaluates and maintains schedules of student workers.

Performs other duties as assigned.

**QUALIFICATIONS**

**Knowledge of:**

Advanced principles of graphic and publication design.

Current publication and design software programs, including Adobe Creative Suite and other web design applications.

## **QUALIFICATIONS (continued)**

Methods and practices of the printing industry.

Principles of film and digital photography.

Extensive knowledge of grammar, punctuation and spelling and proofreading techniques.

Marketing and public relations principles.

### **Ability to:**

Use creativity and innovation in evaluating and developing design ideas.

Operate photographic equipment and software.

Work on or coordinate a variety of projects simultaneously while adhering to deadlines.

Understand, interpret and apply federal, state and local law and regulations, including copyright law and privacy issues.

Establish cooperative working relationships with a variety of persons.

Interview, train, and provide work direction to student workers.

## **EMPLOYMENT STANDARDS**

### **Minimum Qualifications:**

An Associate's degree with an emphasis in Graphic or Commercial Art, Design, Public Relations, Computer Graphics or a related field from an accredited college or university.

Four years of professional experience preparing graphic design, production and camera-ready art.

An additional year of college education beyond an Associate's degree may only substitute for one year of the required experience.

### **Desirable:**

Bachelor's degree with an emphasis in Graphic or Commercial Art, Design, Public Relations, Computer Graphics or a related field from an accredited college or university.

Experience producing public relations materials for a public institution.