

## POSITION DESCRIPTION

Graphic Designer

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**Position** ..... Graphic Designer  
**Department/Site** ..... Digital Communications and Publications  
**FLSA** ..... Non-Exempt  
**Evaluated by** ..... Digital Communications and Publications Supervisor  
**Salary Range** ..... 37

### **Summary**

Performs a variety of commercial art procedures and techniques to design and produce professional displays, signs, presentations, advertisements, or publications using computer-aided applications for design, editing, and presentation.

### **Essential Duties and Responsibilities**

- Designs, draws, arranges, and produces layout of camera or reproduction-ready materials for applications that include but are not limited to, advertisements, catalogs, schedules, promotional items, and newsletters.
- Produces computer-generated artwork, selecting visual media such as photographs and artwork used in printed material.
- Using computer-aided desktop publishing produces designs and layout of college printed material such as, but not limited to brochures, programs, flyers, posters, forms and newsletters. Enhances appearance of printed materials by determining formats, fonts, type sizes and related design considerations in producing typeset materials.
- Confers with faculty, staff, and administration to identify needs, suggest and present options and solutions for visual and printed material so that it enhances consumers' understanding of technical creative subjects.
- Assists in establishing production time lines for major publications.
- Provides advice on publication design, feasibility, internal costs, and time lines and schedules for production. Coordinates design, production, and publication of projects.
- Develops templates for routine publications prepared by other departments. Participates in the design of formats for class schedules, course catalogs, and other publications.
- Provides support to printing processes by proofreading and editing text and graphics coding, checking for layout and color order and accuracy prior to printing, and observing printing processes to ensure compliance with specifications.
- May train others on the use of desktop publishing and specialized graphic arts software.
- Assists with planning of departmental projects, including estimating costs, researching vendors and prices and/or feasibility of contracting with external vendors for services.
- Prepares requisitions for purchase of materials and equipment for office use and/or special projects.
- Maintains up-to-date and accurate files of project and publication documents and records of project costs and time.
- May prepare and maintain instruction diagrams and manuals to support use of produced materials and office equipment.
- Performs other duties as assigned that support the overall objective of the position.

### **Qualifications**

- **Knowledge and Skills**
  - Requires specialized knowledge of graphic design, illustration, graphics, and layout concepts and principles.

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- Requires a working knowledge of typography concepts and techniques.
  - Requires knowledge of and skill at using computer-aided applications for design, desktop publication, word processing, and Internet navigation.
  - Requires well-developed skills using personal computers, specialized software, and peripherals to accomplish work.
  - Requires a working knowledge of multimedia concepts and techniques, including assembly of various elements into cross-platform projects.
  - Requires working knowledge of the use of photography in publications, and marketing/public relation's concepts and techniques.
  - Requires well-developed skills in copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.
  - Requires knowledge standard office procedures.
  - Requires sufficient human relations skill to work cooperatively as part of a team and with staff and others outside the department.
- **Abilities**
- Requires the ability to produce graphic and multimedia artwork using computer-aided applications and manual skills.
  - Requires the ability to edit copy for scripts and advertisements.
  - Requires the ability to apply desktop publishing and word processing to import, export, and manipulate text, graphic, photographic, and other files in various software programs.
  - Requires the ability to learn relationships between various computer platforms and operating systems and convert computer files from one platform to another.
  - Must be able to operate standard cameras and digital cameras and video equipment.
  - Must be able to learn web page editing software and tools, and write basic (Hyper-Text Markup Language (HTML) code.
  - Requires the ability to learn and apply video editing software.
  - Requires the ability to complete pre-press processes.
  - Must be able to function effectively under pressure and meet deadlines and timetables.
  - Must be able to type/keyboard accurately at a level sufficient to maintain production.
  - Requires the ability to make arithmetic calculations of average difficulty; supervise student and/or other temporary help.
  - Requires the ability to operate general office equipment; operate and setup exhibit displays and furnishings, and give presentations to small groups.

### **Physical Abilities**

- Requires the ability to function effectively indoors in an office/studio environment and occasionally outdoors, engaged in work of primarily a sedentary nature.
- Requires the ability to use vision (near and far) to write, draw, paint, observe work in progress, use tools, and to read printed materials and computer screens.
- Requires the ability to use hearing and speech for ordinary and telephonic conversation and to hear sound prompts from equipment.
- Requires the ability to use manual and finger dexterity to write, draw, paint, and type/keyboard to operate microcomputers, peripherals, and office equipment.
- Requires the ability to sit for extended periods of time and move to various campus locations.

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### **Education and Experience**

- An associate degree, or the completion of at least sixty (60) college-level semester units, and two years of graphic design experience; or, in the absence of an associate degree, or the completion of at least sixty (60) college-level semester units, four years of graphic design experience.

### **Licenses and Certificates**

- May require a valid driver's license.

### **Working Conditions**

- Work is performed indoors where some safety considerations exist from proximity to chemicals and fumes.