

SANTA CRUZ COUNTY OFFICE OF EDUCATION

GRAPHIC DESIGNER

DEFINITION

Under direction, to plan, coordinate and participate in providing a full range of design, graphic arts, print and electronic publication services to the County Office of Education, school districts, and project staff.

SUPERVISION EXERCISED

Exercise technical and functional supervision over lower level staff.

EXAMPLES OF IMPORTANT AND ESSENTIAL DUTIES

Advise and confer with administrators, districts and project staff to determine effective presentation of materials.

Plan, design and execute design of print publications, including but not limited to fliers, folders, brochures, pamphlets, visual presentations, posters, certificates, and other print formats.

Plan, design, and execute design and publication of electronic publications, including but not limited to fliers, folders, brochures, pamphlets, manuals, visual presentations, posters, certificates, and other print formats.

Process completed art work and layouts to a mastered format on the appropriate media (disk, cartridge, web archive, or service bureau format for output to negatives or positives) in preparation for reproduction.

Confer with publications staff to coordinate production of graphic materials.

Design, assemble, and install County Fair booth and signs.

Coordinate printing specifications; produce comprehensive layouts for printing; advise on methods of reproduction; obtain cost estimates from outside vendors.

Serve as resource person to respond to users' needs and queries related to visual media design.

Monitor status of jobs in progress; notify clients of technical problems and/or completion.

Maintain an archive providing outstanding examples of full range of design, graphic arts, prints, and electronic publication services for customer review.

Maintain inventory of graphic arts supplies, materials, and equipment; prepare requisitions for necessary items; purchase supplies and equipment as needed.

Work with a variety of audiences to satisfy customer needs.

OTHER JOB RELATED DUTIES

Perform related duties and responsibilities as assigned.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

Knowledge of:

Principles and practices of providing outstanding customer service.

Use of computer applications for working with digital formats in the areas of digital imaging, illustration, page layout, photo manipulation, web browsing, HTML authoring, scanning, text editing, and database and spreadsheet use.

Materials and equipment used in mechanical and freehand drawing and lettering.

Principles of form and color.

Principles and techniques used in reproduction, printing, digital image capture, and processing.

Methods and techniques of drawing, mapping, diagramming, and charting.

Modern office practices including keyboarding and accessible file maintenance.

English usage, spelling, vocabulary, grammar, and punctuation.

Basic mathematical principles.

Safe work practices.

Skill and Ability to:

Operate a variety of tools and equipment used in graphic design and photography including computer, scanner, electric waxer, utility knives, and process camera.

Operate modern office equipment.

Perform skilled art work by freehand, mechanical system, and computer.

Arrange, layout, and make effective use of visual materials.

Use a keyboard and mouse for data entry and manipulation.

Exercise creativity in the preparation of drawings, tracings, charts, maps, and diagrams.

Effectively communicate to users in both oral and in written form.

Utilize complex technical and specialty skills requiring creativity, innovation, and problem solving techniques.

Coordinate and prioritize the work of others.

Plan and organize work to meet schedules and timelines.

Accurately proofread material.

Skill and Ability to (Continued):

Exercise good judgment, flexibility, creativity, and sensitivity in response to changing situations and needs.

Work under limited supervision, within a defined framework of standard policies and procedures.

Establish, maintain and foster positive and harmonious working relationships with those contacted in the course of work.

Communicate clearly and concisely, both orally and in writing.

EDUCATION AND EXPERIENCE

Any combination equivalent to experience and training that would provide the required knowledge, skills, and abilities would be qualifying. A typical way to obtain the knowledge, skills, and abilities would be:

Education:

Equivalent to the completion of the twelfth grade, supplemented by college level course work in design and graphic arts including computer aided design.

Experience:

Two years of experience in graphic design.

SPECIAL REQUIREMENTS

The physical demands described here 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 functions. Essential duties require the following physical skills and work environment:

Ability to work in a standard office environment with some ability to reach and bend.

Approval Date: June, 1998.