

GRAPHIC DESIGNER

CLASS SUMMARY

Plans, designs, illustrates and produces visual media for marketing and public relations purposes using computer hardware and software as well as traditional graphics methods. Works under general supervision with considerable latitude for the use of initiative and independent judgment.

REPRESENTATIVE DUTIES

Conducts or participates in the planning, development and production of graphics materials to meet organization's communication needs; designs and produces layouts for publications such as brochures, folders, newsletters, invitations, mailers and other printed materials that adhere to district graphic standards and deadlines. Coordinates printing needs with district print shop and external vendors to ensure quality and cost-effective printing. Takes photographs on location and art directs special purpose photography sessions and coordinates with outside photography vendors. Provides support with electronic visual media. Consults with organization staff and provides technical graphics advice, translating those needs into visual application for print or multi-media. Presents layouts for approval and formally presents final products to organization staff. Troubleshoots system hardware and software problems. Maintains electronic graphics design system components such as laser printers, scanners, disk drives and modems. Archives electronic production files. Stays current with design trends, technological developments and professional practices.

ORGANIZATIONAL RELATIONSHIP

This position reports to appropriate department administrator, providing substantial support to the communications team in the development of creative concepts and original artwork.

Experience and Education

Any combination of education and experience equivalent to a bachelor's degree in fine arts/graphic arts and two years experience in graphic arts production. Knowledge of print and other visual media production processes.

Desired Skills

Proficient with graphic design and image manipulation applications, page layout programs, web development software programs such as Illustrator or equivalent applications. Demonstrable skill with digital single-lens reflex (SLR) cameras.