DESKTOP PUBLISHING TECHNICIAN

CLASS SUMMARY

Plans, composes, organizes, and produces text-and-graphics media for internal and external promotional and informational use. Acquires text and graphics and, using computer and fundamental principles of graphic composition, creates layouts for printed and multimedia publication. Organizes and maintains digital source files for district's major support publications and coordinates periodic revision. Works under general supervision with considerable latitude for the use of initiative and independent judgment.

REPRESENTATIVE DUTIES

Composes and produces, using desktop publishing and other software, digital and hardcopy finished layouts for publications that range from simple to complex. Materials include but not limited to, class schedules, catalogs, bookmarks, postcards, stationery, forms, applications, directories, maps, handbooks, student and media guides, media guides, signage, banners and other publications.

Participates in production planning for informational and promotional text-only and text-with-graphics layouts. Consults directly with administrators, faculty, and support staff to plan, authorize, acquire, revise, verify and deliver both electronic and hard copy publication material.

Consults directly with district media, publications, and computer/network personnel, as well as outside vendors, to facilitate distribution and production of publication materials. Adheres to established graphic standards and inter-department timeline requirements and ensures workability of layout specifications for traditional presswork, electronic copying, and electronic publishing. Reviews and approves hard and soft copy proofs for general and major district publications.

Acquires and prepares text and graphic elements, prior to layout composition, using a variety of methods: direct typing; disk-copy and e-mail transfer of files; scanning of documents/illustrations/photographs; optical character recognition (OCR); search and download from internet; word processing and spreadsheet software to import/export and modify text; illustration and photo software to import/export, create and modify graphics.

Works with committee-planned timelines and guidelines, taking part in periodic large-scale revision processes for class schedules and seasonal publications such as student and media guides ensuring adherence to district graphics standards and deadlines.

Design, establishes, tests, and troubleshoots coding schemes to enable translation of large text database files into automatically formatted electronic page layout files.

DESKTOP PUBLISHING TECHNICIAN cont'd

Troubleshoots system hardware and software problems. Maintains publications layout system components such as computers, laser printers, scanner, file storage and transfer devices.

Uses type management software to install and manage a large collection of typefaces, and file management software to organize and maintain a large collection of graphics files.

Analyzes publications layout practices, and hardware and software, in light of changing district needs and technology advances; modifies procedures, adopts new techniques and recommends system upgrades to accommodate changes and improve productivity.

Performs document and file conversion processes for publications department customers to facilitate production.

Performs file conversions for online distribution of documents.

ORGANIZATIONAL RELATIONSHIPS

This position reports directly to appropriate department administrator providing substantial support to the Graphic Communications, Electronic Media, Public Affairs and Publication teams, producing documents for print and electronic distribution.

DESIRABLE QUALIFICATION GUIDE

Training and Experience
Any combination of training/experience equivalent to at least two years of specialized training in desktop publishing practices and procedures with increasing levels of responsibility in a print and electronic production environment.

Knowledge and Abilities
Highly proficient with personal computer platforms as well as Microsoft Office software.

Thorough Knowledge of: offset and reprographic print production and file formatting practices. English, spelling, punctuation, hyphenation, grammar, proofreading and basic composition skills.

Familiarity with and ability to: implement fundamental principles of graphic design for a variety of text-with-graphics layouts; classifications, characteristics and appropriate use of type fonts and font families; Postscript printing environment; ability to develop and work with text coding schemes that enable automatic conversion of text databases; and to perform multiple tasks in high volume, service-based environment.