

CLASSIFICATION SPECIFICATION

Graphic Designer

FT/PT Class Code: 5011, 5511 Pay Grade: B/C 11 FLSA: Non-Exempt Rev. 10/31/16

SUMMARY STATEMENT: An incumbent is responsible for providing full performance graphic design including producing various publications and/or producing multimedia and other graphic materials for varied departments throughout the campus that support the College's brand.

NATURE AND SCOPE:

An incumbent in this class typically reports to an administrative or professional supervisor and may supervise the activities of employees and/or work study students. The incumbent prepares and supervises the preparation of various print and multimedia graphic materials, e.g., multimedia presentations, web pages, brochures, flyers, logos, posters, etc. in compliance with the College's branding standards. The incumbent plans and coordinates the technical aspects of production and printing of reports, graphs, and similar materials. The incumbent also interacts with vendors to secure the highest quality printing work at the lowest possible cost.

PRINCIPAL ACCOUNTABILITIES:

An incumbent may perform any combination of the below listed accountabilities:

1. Plans, designs, and coordinates the development and production of various marketing multimedia and other graphic materials, e.g., multimedia presentations, web pages, brochures, flyers, logos, posters, etc. Materials may also include flip charts, renderings, and illustrations of statistical, educational, and promotional material.
2. Makes recommendations on layout, color, lettering, style, techniques, and methods for graphics, reports, maps, graphs, and/or displays to best convey the content of reports and presentations.
3. Edits content, rewrites, or writes additional supporting information for clarification of projects submitted.
4. Assists in the development of thematic graphic elements and templates for print and/or electronic media.
5. Prepares signs, letterheads, name tags, and similar items using freehand, mechanical lettering, and multimedia as necessary. Also prepares materials for camera reproduction such as photo prints, slides, or screens.
6. Serves as a liaison between the College and commercial printers.
7. May integrate and transfers graphic elements among various media (e.g., print, television, Web, etc.).
8. May provide graphic, photographic, and technical support for College personnel involved in projects such as Internet and/or video streaming and web casting. Assists with the photography for campus events and activities which includes the enhancement, printing, storage, retrieval and distribution of campus photos as needed.
9. May perform general art work, including the use of pen and ink, pencil, pastel, and color-film techniques.

PRINCIPAL ACCOUNTABILITIES, cont'd:

10. May supervise graphics personnel.
11. May train students in the graphic arts.
12. May provide technical advice to student groups in the reproduction of their publications.
13. Performs other related duties as required.

KNOWLEDGE, SKILLS, AND ABILITIES:

- ◇ Knowledge of printing and reproduction methods.
- ◇ Knowledge of PC-based computer systems, scanners, digital cameras, and multimedia presentation software.
- ◇ Knowledge of the Internet and web-based applications.
- ◇ Knowledge of the principles, practices, and techniques of graphics, drafting, and photography.
- ◇ Knowledge of multimedia, graphics, and desktop publishing software.
- ◇ Knowledge of College and campus mission, goals, and direction.
- ◇ Ability to integrate various technical media into a single presentation.
- ◇ Ability to produce web-based presentations and develop web pages that support presentations.
- ◇ Ability to coordinate work schedules within publication time requirements.
- ◇ Ability to work on more than one project at a time.
- ◇ Ability to communicate effectively both orally and in writing.

MINIMUM QUALIFICATIONS:

- ◇ Associate degree and four (4) years of relevant experience or other equivalent combination of education and experience.