

## **PALOMAR COMMUNITY COLLEGE DISTRICT**

### **GRAPHICS SPECIALIST II**

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

#### **DEFINITION**

To coordinate and participate in the design and production of a wide variety of skilled graphic communications work for instructional, display, informational and promotional purposes; to schedule and estimate the production time and costs for graphic communications projects; and to perform a variety of technical tasks relative to assigned area of responsibility.

#### **DISTINGUISHING CHARACTERISTICS**

This is the full journey level class within the Graphics Specialist series. Employees within this class perform the full range of duties as assigned. Positions at this level receive only occasional instruction or assistance as new or unusual situations arise, and are fully aware of the operating procedures and policies of the work unit. This class is distinguished from the Graphics Specialist I in that the latter provides routine assistance in the production of graphic arts.

#### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the Director, Graphic Communications.

#### **ESSENTIAL AND MARGINAL FUNCTION STATEMENTS**

*Essential and other important responsibilities and duties may include, but are not limited to, the following:*

##### **Essential Functions:**

1. Create visual communications for the District; design, plan and organize visual communication projects within budget; operate a complete digital computer system for generating visual communications.
2. Serve as a design consultant for District faculty and staff; plan aesthetic presentations for a variety of mediums for communication diversity; understand informational design techniques and visualize informational structures.
3. Create original layouts as requested by staff; enter copy and design information on computer system; edit, proof and print copy.
4. Assist in the overall production of specialized and original graphics for use by various campus agencies; provide a wide range of instructional assistance to graphic arts/communications students.

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5. Receive and schedule visual communication work requests; fill out proper paperwork; determine size and arrangement of information for publishing in print or internet mediums.
6. Calculate total costs for printing jobs; initiate the use or purchase of outside visual communication services as required.
7. Set and meet visual communication project deadlines; revise, print and copy production schedules for all print shop staff.
8. Answer telephone and assist customers in the print shop; respond to inquiries and complaints; provide information to faculty, staff, students and the general public on graphic services.

**Marginal Functions:**

1. Establish and maintain files for visual communication projects.
2. Perform related duties and responsibilities as required.

**QUALIFICATIONS**

**Knowledge of:**

Principles and techniques of graphic arts design and production.

Modern office procedures, methods and equipment including computers and supporting software programs and applications.

Methods and techniques of electronic page layout.

Principles and techniques of creating computerized graphics.

Theories and applications of color and form.

Appropriate safety precautions and procedures.

**Ability to:**

Originate and create artistic designs for materials to be used in instructional, promotional and college programs.

Plan, organize and schedule work to meet deadlines.

Operate computers and supporting software applications and graphic programs.

Use computers and related software to produce camera ready art.

Arrange, layout and make effective use of visual materials.

Operate a variety of visual communications related equipment.

Understand and follow oral and written instructions.

Communicate clearly and concisely, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Maintain physical condition appropriate to the performance of assigned duties and responsibilities.

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**Experience and Training Guidelines**

*Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:*

**Experience:**

Four years of increasingly responsible visual communication design and production experience.

**Training:**

Equivalent to the completion of the twelfth grade supplemented by college level course work in graphic arts, visual communications or a related field.

**WORKING CONDITIONS**

**Environmental Conditions:**

Print shop environment; exposure to computer screens, noise and electrical energy.

**Physical Conditions:**

Essential and marginal functions may require maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time; near visual acuity for creating computerized graphics; operating motorized equipment and vehicles.