

PALOMAR COMMUNITY COLLEGE DISTRICT

GRAPHICS SPECIALIST III

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 serve as the lead person 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

Positions at this level are distinguished from other classes within the series by the level of responsibility assumed and the complexity of duties assigned. Employees perform the most difficult and responsible types of duties assigned to classes within this series including performing lead functions.

SUPERVISION RECEIVED AND EXERCISED

This position receives direction from an assigned Department Chair and exercises technical and functional supervision over assigned graphics specialists.

ESSENTIAL FUNCTION STATEMENTS

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

Essential Functions:

1. Oversee and coordinate graphics services and activities for the District; function as lead person over Graphic Specialists I and II.
2. 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.
3. 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.
4. Create original layouts as requested by staff; enter copy and design information on computer system; edit, proof and print copy.

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5. 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.
6. Receive and schedule visual communication work requests; fill out proper paperwork; determine size and arrangement of information for publishing in print or Internet mediums.
7. Calculate total costs for printing jobs; initiate the use or purchase of outside visual communication services as required.
8. Set and meet visual communication project deadlines; revise, print and copy production schedules for all print shop staff.
9. 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.
10. Establish and maintain files for visual communication projects.

Marginal Functions:

1. Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

1. Principles and techniques of graphic arts design and production.
2. Modern office procedures, methods and computer equipment including advanced graphics software programs and applications.
3. Methods and techniques of electronic page layout.
4. Principles and techniques of creating computerized graphics.
5. Theories and applications of color and form.
6. Appropriate safety precautions and procedures.
7. Basic operations, services and activities of a graphics department.
8. Principles and practices of program development and implementation.
9. Applicable city, county, state and federal laws, codes and regulations; applicable sections of Education Code.
10. Principles and practices of supervision, training and performance evaluation.
11. Principles and practices of program development and administration.
12. English usage, spelling, punctuation and grammar.
13. Community College organization, operations, policies and objectives.

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Ability to:

1. Plan, organize and coordinate the day-to-day activities of Graphics Department.
2. Originate and create artistic designs for materials to be used in instructional, promotional and college programs.
3. Plan, organize and schedule work to meet deadlines.
4. Operate computers and supporting software applications and graphics programs.
5. Use computers and related software to produce camera-ready art.
6. Arrange, layout and make effective use of visual materials.
7. Operate a variety of visual communications related equipment.
8. Understand and follow oral and written instructions.
9. Communicate clearly and concisely, both orally and in writing.
10. Recommend goals and objectives for providing graphics services.
11. Communicate clearly and concisely, both orally and in writing.
12. Interpret applicable city, county, state and federal laws, codes including applicable sections of the Education Code.
13. Train and coordinate personnel.
14. Effectively respond to all situations/incidents using sound judgment and decision making skills.
15. Analyze situations accurately and adopt effective courses of action.
16. Work independently with little direction.
17. Maintain detailed records and prepare reports, proposals, policies and programs.
18. Establish and maintain cooperative and effective working relationships with others.
19. Maintain physical condition appropriate to the performance of assigned duties and responsibilities

Experience and Education/Training Guidelines:

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

Experience:

Four years of increasingly responsible visual communication design and production experience and two years of administrative and lead responsibility.

Education/Training:

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

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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.