



**Classification Title: Graphics Specialist**

<b>Department:</b>	Communications/Marketing	<b>EEO6 Code:</b>	5
<b>Employee Group:</b>	Classified	<b>Salary Grade:</b>	24
<b>Supervision Received From:</b>	Director, Communications, Marketing and Public Affairs	<b>Date of Origin:</b>	9/2016
<b>Supervision Given:</b>	General Supervision	<b>Last Revision:</b>	9/2022

*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 by individual positions.*

**JOB SUMMARY.**

Participates in the design and production of a wide variety of skilled graphic communications work for instructional, display, informational and promotional purposes that align with the graphic standards and branding guidelines of the College; prioritizes assigned work and estimates project costs as needed.

**DISTINGUISHING CHARACTERISTICS.**

Graphics Specialist is distinguished from Senior Graphics Coordinator by its responsibility for performing the full journey-level range of duties as assigned, while the latter classification is assigned lead responsibilities.

**ESSENTIAL AND MARGINAL FUNCTION STATEMENTS.**

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

1. Develops and creates graphic designs, layouts and treatments for a wide variety of print and electronic materials to meet the needs and expectations of customers; prioritizes assigned work and project costs as needed; recommends the use of outside services as required; takes photographs for projects as needed; compiles final billing data on each job assigned.
2. Designs and develops a variety of visual communication projects within budget and on time including District stationery and forms, promotional mailers and folders, special event flyers and invitations, performance programs, posters, proclamations, certificates, handbooks, newsletters, banners, temporary signage, campus maps, textile, graphics, and a wide range of other materials.
3. Serves as a design consultant for District faculty and staff; plans aesthetic presentations for a variety of mediums for communication diversity; understands informational design techniques and visualizes informational structures.
4. Creates original layouts as requested; enters copy and design information into computer system; assists in the overall production of specialized and original graphics; ensures maximum savings on each job through proper imposition, paper usage and other production factors.
5. Keeps abreast of new developments in graphic design and print production including design and production software used in the print and web industry.
6. Researches and recommends appropriate paper, brand, size, color, weight and finish that is best for the job; creates physical mock-ups and samples as needed.

7. Prepares files for wide-format printing, mounting and installations for banners, signage and window coverings; ensures wide-format printers are in proper working order and are cleaned as necessary for optimal daily operations.
8. Meets with outside vendors and performs press checks to ensure the accuracy, consistency and quality of jobs; checks in-house printer samples of jobs to ensure quality; gives final approval to print.
9. Prepares files and instructions for printing on a variety of devices.
10. Assists with student employee, short-term employee and intern training.
11. Archives materials following established procedures.

**Marginal Functions:**

1. Delivers jobs to clients.
2. Performs related duties and responsibilities as required.

**QUALIFICATIONS.**

**Experience and Education/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:** Three years of professional graphic design and production experience for informational or promotional purposes.

**Education/Training:** Equivalent to an associate's degree in graphic arts, visual communications or a related field from an accredited college or university.

**Knowledge of:**

1. Graphics communications expertise for various mediums and applications.
2. Methods, practices and terminology of the printing and print production industry.
3. Methods and uses of personal computers and graphics, drawing, presentation and other software for the design and preparation of printed and graphic materials.
4. Theories and applications of color and form.
5. Principles and techniques of creating digital graphics.
6. File formats and their use in a variety of software programs.
7. Various reprographics supplies, chemicals, inks and papers, including bond paper, custom printing stock and specialty fine papers.
8. Health and safety policies, safe work practices, and Occupational Safety and Health Administration (OSHA) and other regulations applicable to the work.
9. Modern office practices, procedures and equipment.

**Skill in:**

1. Exercising artistic skill in conceptualizing, designing and laying out visually appealing graphics materials.
2. Interpreting information and situations, creating artistic designs and making recommendations in accordance with sound design, layout and composition principles and applicable policies and guidelines.
3. Applying graphic design and writing style and techniques appropriate for differing audiences and purposes.
4. Organizing, setting priorities and exercising sound independent judgment within areas of responsibility.

5. Completing large and small projects to meet customer needs and deadlines.
6. Evaluating cost savings via paper, inks, quantities and formats; prioritizing work based on specifications and consultation with all parties including outside vendors.
7. Working collaboratively with a wide variety of internal customers simultaneously.
8. Operating a computer and advanced graphics, design, presentation and desktop publishing software.
9. Communicating clearly and effectively, both orally and in writing.
10. Understanding copyright law and privacy issues.
11. Maintaining sensitivity to and understanding of the diverse academic, socioeconomic, cultural, disability, gender identity, sexual orientation, and ethnic backgrounds of community college students, faculty, and staff.
12. Establishing and maintaining effective working relationships with vendors, contractors, consultants and others encountered in the course of work.

### **WORKING CONDITIONS.**

**Environmental Conditions:** The incumbent works in an office environment using a computer where the noise level is usually quiet, and occasionally in a print shop environment around large, high-speed copiers, offset printing machines and related equipment where the noise level is generally loud when working near moving mechanical parts. The incumbent is occasionally exposed to fumes and airborne particles.

**Physical Conditions:** Essential and marginal functions may require physical fitness requirements necessary to perform the job functions with or without accommodation, such as the ability to stand, walk and sit; hear signal warnings and differentiate equipment operating sounds; both in person and by telephone; hear signal warnings and differentiate equipment operating sounds; use hands repetitively to operate computers; occasionally required to stoop, kneel, bend or crouch; and to lift, carry and move up to 50 pounds.

### **TERMS OF EMPLOYMENT.**

The duration of any fully restricted funded position in this classification is dependent upon the continuation of funding.