

**GRAPHIC ARTIST**

| **Reports to:** | Director or area dean |  |  |
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| **Dept:** | Various | **Range:** | 17 |
| **FLSA:** | Nonexempt | **EEO:** | Professional/Nonfaculty |

*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.*

### BASIC FUNCTION:

Under general supervision, provide graphic design and photography services to support a wide variety of programs and activities.

### ESSENTIAL DUTIES & RESPONSIBILITIES:

*The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.*

1. Use Adobe Creative Suite software to create, design, layout and produce a variety of informational and marketing materials for various audiences and support activities. Utilize current design and technology trends to recommend the most effective style, technique and medium for production within budget and time constraints.
2. Design, produce and edit a wide variety of print and electronic materials such as the catalog, brochures, maps, newsletters, signage, icons, illustrations, advertisements, PowerPoint presentations and other related marketing, e-marketing and informational materials. Archive electronic production files.
3. Design web advertisements, landing pages and website additions/revisions.
4. Create print-ready files for external prepress production and web-ready files for online dissemination. Facilitate printing requests to ensure quality, timeliness and cost-effective printing.
5. Prepare and maintain various files including photo and graphic files and information for electronic/print communications and publications.
6. Responsible for the collection and organization of model photo/video releases.

### OTHER DUTIES:

1. Attend a variety of district functions (meetings, tours, presentations, exhibits, performances, etc.) to photograph assigned events; work with staff and faculty in photo sessions; propose and collaborate on design ideas in creative sessions.
2. Maintain a cohesive visual identity and implement branding guidelines. Assist in the creation, facilitation and maintenance of professional graphic standards, print and electronic templates.
3. Take photographs for publications, websites and public relations materials. Prepare photos for use online and in publications. Coordinate with external professional photographers as directed.
4. Perform related duties as assigned.

### KNOWLEDGE AND ABILITIES:

### KNOWLEDGE OF:

1. District organization, operations, policies and objectives.
2. Industry standard graphic design software including page layout, photo manipulation and enhancement, vector illustration, web page layout, word processing and spreadsheet.
3. Methods, practices, terminology and procedures used in print design and preparation of files for a variety of print processes.
4. Appropriate electronic design tools.
5. Artistic sensibility mixed with technical skills.
6. Digital cameras and photographic techniques.
7. Website architecture, HTML, HTML editors, web publishing procedures.
8. Correct English usage, grammar, spelling, punctuation and vocabulary.
9. Modern office practices, procedures and equipment.
10. Record keeping techniques.
11. Interpersonal skills using tact, patience and courtesy.

ABILITY TO:

1. Learn to interpret, apply and explain rules, regulations, policies and procedures and apply them in a variety of procedural situations.
2. Understand and follow oral and written directions.
3. Operate a variety of office equipment, including computer and appropriate software.
4. Use a digital camera.
5. Take, select, edit, label and crop digital photographs for print and online use.
6. Understand client needs and translate using appropriate graphics and media.
7. Manage multiple projects with competing deadlines.
8. Communicate effectively both orally and in writing.
9. Work independently with little direction.
10. Establish and maintain cooperative and effective working relationships with others.
11. Maintain records and prepare reports.
12. Work as a member of a team.
13. Demonstrate sensitivity to and understanding of diverse academic, socioeconomic, cultural, ethnic and disability issues.

### EDUCATION AND EXPERIENCE:

Education equivalent to an associate degree in graphic design or a related field and two years directly related work experience.

### LICENSES AND OTHER REQUIREMENTS:

A valid California driver’s license and the ability to maintain insurability under the district’s vehicle insurance program.

**WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES:**

Not applicable

**CONTACTS:**

Education equivalent to an associate degree in graphic design or a related field and two years directly related work experience.

**PHYSICAL EFFORT:**

*The physical efforts described here are representative of those that must be met by employees to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.*

Primarily sedentary with intermittent standing, walking, bending and stooping; occasional light lifting and carrying of objects weighing 25 pounds or less; subject to frequent to constant visual stress, and repetitive use of computer keyboard, mouse or other control devices for extended periods of time; ability to travel to a variety of locations on and off campus as-needed to conduct district business.

**EMOTIONAL EFFORT:**

Ability to develop and maintain effective working relationships involving interactions and communications personally, by phone and in writing with a variety of individuals and/or groups of individuals from diverse backgrounds on a regular, on-going basis; ability to concentrate on detailed tasks for extended periods of time and/or intermittently while attending to other responsibilities; ability to work effectively under pressure on multiple tasks concurrently while meeting established deadlines and changing priorities.

**WORKING CONDITIONS:**

Primarily works in an office environment, with occasional outside activity as needed for photography. Subject to frequent interruptions by individuals in person or by telephone, intermittent exposure to individuals acting in a disagreeable fashion. May work at any district location or authorized facility during day and/or evening hours with occasional evenings, and/or weekends on an as-needed basis. Occasional local travel may be requested.