

GRAPHIC DESIGNER

DEFINITION

Oversees the graphic image of the District as it is displayed in print publications, advertising signage and other materials developed to promote the District.

SUPERVISION RECEIVED AND EXERCISED

The Director of Communications, Marketing & Foundation provides general supervision.

Coordinates the assignments of freelance designers, photographers and interns.

EXAMPLES OF DUTIES

Determines and delegates work priorities; establishes work assignments and schedules, and delegates appropriate projects to other staff members, freelancers, and interns.

Assists with the selection and coordination of the work of freelance designers, photographers, and contract workers as necessary.

Works with the director, other staff members and interns in maintaining consistent "image" for all print/promotional materials.

Plans, designs and produces publications on the computer using a variety of complex software programs, including but not limited to PageMaker, Quark, Freehand, Adobe Illustrator, and PhotoShop.

Plans, designs, copyfits and creates illustrations for reports, brochures, maps, forms, logos, catalogs and other publications using computers and software suitable for graphic design.

Produces working concepts, which are developed into designed camera-ready art.

Meets with clients (faculty and staff) to design publications.

Participates on Web Site Committee.

Acts as in-house photographer.

Obtains printing bids, determines schedules, researches graphic techniques and consults with the director and client (faculty/staff) regarding planning and design of work. Does press checks with on- and off-campus printers.

EXAMPLES OF DUTIES (continued)

Keeps abreast of innovations in desktop publishing, design and media technologies through demonstrations, trade journals, seminars, trade shows, workshops, professional organizations and other user groups.

Performs other duties as assigned.

QUALIFICATIONS

Knowledge of:

Principles of graphic design, including color, tone, and freehand drawing.

Current complex publication and design software programs.

Maintaining consistent "image" for all print, signage and promotional materials.

Principles of typography and photography.

Ability to:

Evaluate and select freelancers, interns and other contract workers.

Use creativity and innovation in evaluating and developing design ideas.

Work effectively under pressure.

Work on or coordinate a variety of projects simultaneously.

Establish cooperative working relationships with a variety of persons.

EMPLOYMENT STANDARDS

Minimum Requirements:

Bachelor's degree in graphic or commercial art, design, public relations, computer graphics or a related field.

Four years of professional experience preparing graphic design, production and camera-ready art and overseeing identity compliance. Experience taking 35mm photographs.

Desirable Qualifications:

Master's degree in graphic or commercial art, design, public relations, computer graphics or a related field. Experience producing public relations materials for a public institution.