



**Title: Graphic Designer**

FLSA Status: Non-Exempt

**BRIEF DESCRIPTION:**

The purpose of this position is to create and develop multimedia (print and electronic) projects for the District, including but not limited to illustration, photography, video animation and various print and layout techniques. This is accomplished by conceptualizing designs and illustrations for graphics art projects, assisting District and contact personnel with the development of graphic materials and video productions, preparing, proofing, and editing documents for print, and bidding, evaluating, and procuring equipment and services.

**ESSENTIAL FUNCTIONS:**

Note: This information is intended to be descriptive of the key responsibilities of the position. The list of essential functions below does not identify all duties performed by any single incumbent in this position. Additionally, please be aware of the legend below when referring to the physical demands of each essential function.

(S) Sedentary	(L) Light	(M) Medium	(H) Heavy	(V) Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally; 10 lbs. frequently; or negligible amounts constantly; OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally; 10-25 lbs. frequently; or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally; 10-25 lbs. frequently; or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally; 50-100 lbs. frequently; or up to 20-50 lbs. constantly.

#	Code	Essential Functions
1	L	Provide visual communication solutions for the District by conceptualizing design, illustration, and layout for graphic projects in print and electronic media; creating presentations; assisting District and external personnel with the development of graphic materials and video productions; proofing, editing, and preparing artwork for print; designing, creating, and developing storyboards; photography; electronic artwork; computer generated images, and animation; producing and directing video projects; gathering reference material for the production of signage; and develop material for internet/intranet web pages, interactive media and multimedia projects..
2	L	Completes administrative tasks by organizing and planning all phases of multimedia projects, reviewing incoming work for clarity and completeness, contacting District staff in support of project deadlines, overseeing paperwork for credit card reconciliations, requisitions, invoices, bids, etc., filing and storing artwork, printed samples, supplies, equipment, and photographs, purchasing graphics, computers, photography equipment, printing, video, and audio supplies, and researching, purchasing, and supporting multimedia software. Other duties include photography, editing videos, and a variety of administrative tasks, such as typing correspondence, copying and faxing, answering the telephone, ordering office and production supplies, scheduling meetings, and maintaining a filing system.



JOB REQUIREMENTS:

-Description of Minimum Job Requirements-	
Formal Education	<p>Work requires knowledge of a specific vocational, administrative, or technical nature which may be obtained with a two (2) year associate's degree, diploma or equivalent from an accredited college, technical, vocational, or correspondence school in Commercial Graphics Design or a closely related field. Appropriate certification may be awarded upon satisfactory completion of advanced study or training.</p> <p>Additional directly related experience beyond the minimum requirement may substitute for the required education based on the ratio of one and a half (1.5) years of experience for each (1) year of education.</p>
Experience	A minimum of two (2) year of experience in graphics design including working in computer design, commercial graphics, print techniques and web site design.
Supervision	Work requires the occasional direction of helpers, assistants, seasonal employees, interns, or temporary employees.
Human Collaboration Skills	Work may require providing advice to others outside direct reporting relationships on specific problems or general policies. Contacts may require the consideration of different points of view to reach agreement. Elements of persuasion may be necessary to gain cooperation and acceptance of ideas.
Freedom to Act	The employee normally performs the duty assignment after receiving general instructions as to methods, procedures, and desired end results. There is some opportunity for discretion when making selections among a few, easily identifiable choices. The assignment is usually reviewed upon completion.
Technical Skills	Advanced: Work requires advanced skills and knowledge in approaches and systems, which affect the design and implementation of major programs and/or processes organization-wide. Independent judgment and decision-making abilities are necessary to apply technical skills effectively.
Budget Responsibility	Position has no fiscal responsibility.
Reading	Intermediate - Ability to read papers, periodicals, journals, manuals, dictionaries, thesauruses, and encyclopedias. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Math	Intermediate - Ability to deal with a system of real numbers; and practical application of fractions, percentages, ratios/proportions and measurement. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Writing	Intermediate - Ability to write reports, prepare business letters, expositions, and summaries with proper format, punctuation, spelling, and grammar, using all parts of speech. Ordinarily, such education is obtained in high school up to college. However, it may be obtained from experience and self-study.
Certification & Other Requirements	



<b>KNOWLEDGE</b>
<ul style="list-style-type: none"> <li>• Current web tools for building websites and managing web page content.</li> <li>• Equipment and accessories including filters, lenses, lighting, video cameras, 35mm and digital cameras, printers, copiers, and other reproductive equipment.</li> <li>• Principles of Design</li> <li>• Collating, folding and finishing techniques.</li> <li>• Computer illustration and design applications.</li> <li>• Hardware and software needed to perform assigned tasks, including Adobe Acrobat, In-Design, Illustrator, Photoshop, Word Press and Dreamweaver.</li> <li>• Digital image manipulation techniques.</li> <li>• Fabrication techniques to produce materials in-house.</li> <li>• Graphic computer file creation and preparation.</li> <li>• Multiple file formats and cross-platform issues for file distribution.</li> <li>• Correct English usage, spelling, grammar, and punctuation.</li> <li>• Print material, techniques, and processes.</li> <li>• Printing processes and preparation of files, quantity relationships of ink and color, stock and binding types.</li> <li>• Production, printing and finishing techniques, as it relates to design and fabrication.</li> <li>• Scanning techniques for traditional film photography.</li> <li>• Commercial printing process.</li> <li>• Content publication on various social media sites.</li> </ul>
<b>SKILLS</b>
<ul style="list-style-type: none"> <li>• Advanced word processing, spreadsheet, presentation and database software.</li> <li>• Specialized software related to functional area.</li> <li>• Advanced design special effect techniques, overlays, photo manipulation, and type styling.</li> <li>• Graphic design principles and techniques.</li> <li>• Photography and processing techniques.</li> <li>• Video, preproduction, production and postproduction techniques.</li> </ul>
<b>ABILITIES</b>
<ul style="list-style-type: none"> <li>• Creatively design and produce artwork or direct vendor production.</li> <li>• Produce quality work within a set budget and deadline.</li> <li>• Perform color correction, contrast, image correction, check bluelines and proofs for offset printing press.</li> <li>• Conduct press checks and final production.</li> <li>• Retouch photos and prepare photo images for reproduction purposes.</li> <li>• Provide camera ready copy.</li> <li>• Produce computer generated video animation and graphics.</li> <li>• Design web pages effectively.</li> <li>• Scan photographs for use in publications and other District projects.</li> <li>• Shoot and edit video.</li> <li>• Manipulate images for optimum photo quality.</li> <li>• Organize and prioritize workflow and to coordinate the work of others</li> </ul>



- Perform multiple tasks in a fast-paced, team environment
- Work under pressure
- Excellent verbal and written skills
- Operate a variety of printers and machines to produce a variety of printed products.
- Create files specific to project needs.
- Research and compile information from various sources.
- Create, read, manipulate, and accurately interpret maps.
- Perform daily maintenance of equipment and files.
- Accurately proofread all completed materials.
- Stay informed and knowledgeable in equipment troubleshooting techniques.
- Consult with client to define graphic needs.
- File and store artwork, printed samples, files, supplies, and photographs.
- Handle multiple deadlines.
- Participate in organization meetings, seminars, conferences, and mandatory training.



**OVERALL PHYSICAL STRENGTH DEMANDS:**

-Physical strength for this position is indicated below with "X"-				
Sedentary	Light	Medium	Heavy	Very Heavy
Exerting up to 10 lbs. occasionally or negligible weights frequently; sitting most of the time.	Exerting up to 20 lbs. occasionally, 10 lbs. frequently, or negligible amounts constantly OR requires walking or standing to a significant degree.	Exerting 20-50 lbs. occasionally, 10-25 lbs. frequently, or up to 10 lbs. constantly.	Exerting 50-100 lbs. occasionally, 10-25 lbs. frequently, or up to 10-20 lbs. constantly.	Exerting over 100 lbs. occasionally, 50-100 lbs. frequently, or up to 20-50 lbs. constantly.

**PHYSICAL DEMANDS:**

C	F	O	R	N
Continuously 2/3 or more of the time.	Frequently From 1/3 to 2/3 of the time.	Occasionally Up to 1/3 of the time.	Rarely Less than 1 hour per week.	Never Never occurs.

Note: This is intended as a description of the way the job is currently performed. It does not address the potential for accommodation.

-Physical Demand-	-Frequency-	-Brief Description-
Standing	O	Observing work duties
Sitting	C	Desk work; meetings; driving
Walking	O	To other departments/offices; around work site
Lifting	O	Supplies; equipment; files
Carrying	O	Supplies; equipment
Pushing/Pulling	O	File drawers; equipment
Reaching	O	For supplies; for files
Handling	F	Paperwork
Fine Dexterity	C	Computer keyboard
Kneeling	R	Filing in lower drawers; retrieving items from lower shelves/ground
Crouching	R	Filing in lower drawers
Crawling	R	Under equipment
Bending	R	Filing in lower drawers; retrieving items from lower shelves/ground
Twisting	O	
Climbing	R	Stairs; ladders; step tools; onto equipment
Balancing	R	On ladders
Vision	C	Reading; computer screen; driving
Hearing	C	Communicating via telephone/radio; to co-workers/public
Talking	C	Communicating via telephone/radio; to co-workers/public
Foot Controls	O	Driving
Other (specified if applicable)		

**MACHINES, TOOLS, EQUIPMENT, SOFTWARE, AND HARDWARE:**

Telephone, fax machine, calculator, copier, vehicle, paper cutter, lighting lamps and reflectors for camcorders and cameras, audio mixer, receiver, transmitter, microphones, televisions. VHS and DVD decks, remotes, and presentation projectors, computer and associated hardware and software.



**ENVIRONMENTAL FACTORS:**

<b>C</b> Continuously	<b>F</b> Frequently	<b>O</b> Occasionally	<b>R</b> Rarely	<b>N</b> Never
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<b>D</b> Daily	<b>W</b> Several Times Per Week	<b>M</b> Several Times Per Month	<b>S</b> Seasonally	<b>N</b> Never
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-Health and Safety Factors-	
Mechanical Hazards	N
Chemical Hazards	R
Electrical Hazards	N
Fire Hazards	N
Explosives	N
Communicable Diseases	R
Physical Danger or Abuse	N
Other (see 1 below)	N

-Environmental Factors-	
Respiratory Hazards	N
Extreme Temperatures	N
Noise and Vibration	N
Wetness/Humidity	N
Physical Hazards	N

(1) N/A

**PROTECTIVE EQUIPMENT REQUIRED:**

**NON-PHYSICAL DEMANDS:**

<b>F</b> Frequently From 1/3 to 2/3 of the time	<b>O</b> Occasionally Up to 1/3 of the time	<b>R</b> Rarely Less than 1 hour per week	<b>N</b> Never Never occurs
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-Description of Non-Physical Demands-	-Frequency-
Time Pressure	O
Emergency Situation	O
Frequent Change of Tasks	O
Irregular Work Schedule/Overtime	O
Performing Multiple Tasks Simultaneously	O
Working Closely with Others as Part of a Team	F
Tedious or Exacting Work	O
Noisy/Distracting Environment	R
Other (see 2 below)	N

**PRIMARY WORK LOCATION:**

Office Environment	X	Vehicle	
Warehouse		Outdoors	
Shop		Other (see 3 below)	
Recreation/Neighborhood Center			

(3)N/A

The above statements are intended to describe the general nature and level of work being performed by individuals assigned to this position. They are not intended to be an exhaustive list of all responsibilities, duties, and skills required. This description is subject to modification as the needs and requirements of the position change.



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**CLASS HISTORY**

Adopted: 01/85  
Revised: 03/09, 07/17  
Title Change:  
Maintenance Update:  
Abolished:  
Job Key: 41000070