

## **GRAPHIC DESIGNER, SENIOR**

### **BASIC FUNCTION**

Develops and implements the visual identity system for the District, including the establishment of digital, print, and multimedia design, and maintenance of the District's graphic design standards; works collaboratively to produce marketing and communication projects for the District and its colleges.

### **SUPERVISION RECEIVED AND EXERCISED**

Receives general supervision from the assigned area supervisor. May provide lead direction to temporary staff and/or student workers.

### **CLASS CHARACTERISTICS**

This classification in the Graphic Designer series is responsible for independently performing professional duties in support of the department. Incumbents regularly work on tasks which are varied and complex, requiring considerable discretion and independent judgment. Employees in the classification rely on experience and judgment to establish multi-media design and graphic standards. Work is typically reviewed upon completion for soundness, appropriateness, and conformity to policy and requirements.

### **EXAMPLES OF TYPICAL JOB FUNCTIONS**

1. Provides conceptual/production design for the District's and the colleges' print and electronic public information and marketing collateral material and displays.
2. Designs and creates templates for data flow to produce digital and print catalogs, schedules, handbooks, reports, newsletters, and similar publications.
3. Designs internal and external community publications; assists college departments with the design of department-level promotional pieces and displays.
4. Updates and makes design decisions/policies for the District Branding and Style Guide and advises college staff in effective design techniques.
5. Serves as the liaison to internal printing services center, external agencies, and consultants assigned to special projects.
6. Creates original artwork in various media and formats.
7. Performs photo retouching and enhancements on print and digital publications; works with photographers and assists on photo shoots.
8. Assists in the development of the District's web page design standards; creates templates and art for print and digital media displays.
9. Researches and recommends hardware equipment, peripheral equipment, and software for department use.
10. Participates in District-provided in-service training programs.
11. Performs other related duties as assigned; specific duties not listed does not exclude them for this classification if the work is similar or related.

### **QUALIFICATIONS**

#### **Knowledge Of:**

1. Principles and practices of designing and developing a visual identity system.
2. Digital imaging processes including, but not limited to, manipulation, compression, and storage.

3. Color theory and composition, typography, and overall resolution as it pertains to publication design and development.
4. Operational characteristics of a diverse range of desktop publishing and graphic design software programs.
5. UI and UX design principles and practices for the creation of website pages and layouts.
6. Multiple software tools to build marketing and communication projects.
7. Concepts related to design layout.

**Ability To:**

1. Collaborate with multiple stakeholders to design a variety of publications and projects that reflect a unified visual identity standard.
2. Review designs and layouts with specific attention to aesthetics, visual composition, and detail.
3. Plan, illustrate, and present design concepts to multiple stakeholders.
4. Provide creative direction to assigned projects.
5. Ensure that projects are completed on time, within budget, and of the highest quality.
6. Independently organize work, set priorities, meet critical deadlines, and follow up on assignments.
7. Exercise independent judgment within general policy and procedural guidelines.
8. Effectively use computer systems, software applications relevant to work performed, and business equipment to perform a variety of work tasks.
9. Communicate effectively in the course of performing work tasks.
10. Establish, maintain, and foster effective working relationships with those contacted in the course of work.
11. Demonstrate clear evidence of sensitivity and understanding of the diverse academic, socio-economic, disability, and ethnic backgrounds of students, staff, and the community.
12. Provide efficient, high-level customer service to the public, vendors, contractors, and District personnel.

**Education and Experience:**

A bachelor's degree with coursework in design, illustration, or commercial art and three (3) years of experience in publications design and development; or an equivalent combination of education, training, and/or experience.

**Licenses and Certifications:**

None.

**PHYSICAL DEMANDS**

Must possess mobility to work in a standard office setting and use standard office equipment, including a computer; vision to read printed materials and a computer screen; and hearing and speech to communicate in person and over the telephone. This classification primarily works in an office and standing in and walking between work areas is occasionally required. Finger dexterity is needed to access, enter, and retrieve data using a computer keyboard or calculator and to operate standard office equipment. Employees in this classification occasionally bend, stoop, kneel, reach, push, and pull drawers open and closed to retrieve and file information. Employees must possess the ability to lift, carry, push, and pull materials and objects up to 20 pounds.

The essential functions of this classification must be performed by the incumbents with or without

reasonable accommodations.

**ENVIRONMENTAL CONDITIONS**

Employees work in a studio environment with moderate noise levels, controlled temperature conditions, and no direct exposure to hazardous physical substances. Employees may interact with upset individuals in interpreting and enforcing departmental policies and procedures.