

## GRAPHICS DESIGNER II

### DEFINITION

Plans, designs, illustrates, and produces a wide variety of pictorial, graphic, and related art work.

### TYPICAL DUTIES

Consults with staff and administrators and plans, designs, creates, and prepares graphics, original illustrations, layouts, and art work utilizing a variety of techniques and media for booklets, brochures, catalogs, handbooks, charts, graphs, posters, banners, displays, signs, PowerPoint presentations, flyers, teaching guides, certificates, webpage layouts and design, exhibits, background scenery, and other publications.

Operates computers and peripheral equipment necessary to produce a variety of publications and artwork.

Uses graphic design software to create, design, alter, or enhance photographs and images.

Advises instructional and administrative personnel on the design and layout of publications.

Assists with the development and modification of website layouts and design.

May do freehand and mechanical lettering, calligraphy, and drawing.

May use photographic equipment.

Performs related duties as assigned.

### DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Graphics Designer II consults with staff and administrators and plans, designs, and prepares graphics, illustrations, and artwork for a variety of media platforms with greater latitude for independent judgment.

A Graphics Designer I prepares graphic designs, illustrations, and artwork for a variety of media platforms under the general supervision of a higher level supervisor or administrator with limited latitude for independent judgment.

### SUPERVISION

General supervision is received from a higher-level supervisor or administrator. Work direction may be exercised over lower-level personnel. No supervision is exercised.

## CLASS QUALIFICATIONS

### Knowledge of:

- Principles and techniques of graphic design
- Modern illustrative art methods, materials, and devices
- Typography
- Print press and press checks
- Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, and other graphic design software applications
- Layout and design charts
- Presentation software
- Principles and techniques of photography
- Basic web design

### Ability to:

- Make original drawings, layouts, and charts
- Perform freehand lettering, "reproduction lettering", and calligraphy
- Determine coloring techniques
- Modify digital photographs or other materials and publications
- Do imaginative and creative art or illustrative work
- Direct and review the work of others
- Specify type for printed materials
- Meet schedules and deadlines
- Operate Macintosh and PC computers
- Operate digital cameras
- Learn and use new multimedia equipment and applicable software

## ENTRANCE QUALIFICATIONS

### Education:

Graduation from high school or evidence of equivalent educational proficiency, preferably supplemented with training in graphic design, illustrative or commercial art, typography, art methods, design principles and techniques, and photographic principles and techniques.

### Experience:

Three years of paid experience in graphic or illustrative art work, commercial art, including graphics design. Two years of college-level, trade technical training, or vocational training classes in the area of graphic design or graphic arts may be substituted on a year-for-year basis for up to two years of the required experience.

### Special:

- A valid California Driver License.
- Use of an automobile.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Requirements are representative of the minimum level of knowledge, skill, and/or abilities. Management retains the discretion to add or change typical duties of the position at any time.