GRAPHICS DESIGNER I

DEFINITION

Designs, illustrates, prepares, and produces a wide variety of pictorial, graphic, and related artwork.

TYPICAL DUTIES

Designs and prepares graphics, illustrations, layouts, and art work utilizing a variety of techniques, media, and computer generated graphics for such items as booklets, brochures, catalogs, handbooks, charts, graphs, posters, banners, displays, signs, PowerPoint presentations, flyers, teaching guides, certificates, and other publications.

Designs, lays out, prepares camera ready art, and determines the color and techniques of coloring such artwork.

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.

Performs paste up and production work.

Advises instructional and administrative personnel on the application and use of graphics for projects and publications.

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

May use photographic equipment.

May assist with the development and modification of webpage layouts and design.

Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

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.

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

SUPERVISION

General supervision is received from a supervisor or administrator. Work direction may be received from a Graphics Designer II. 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
Design techniques
Adobe Photoshop, Illustrator, InDesign, Acrobat Professional, and other graphic design software applications
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
Prepare camera ready artwork
Use computer graphics or desktop publishing programs
Meet schedules and deadlines
Operate Macintosh and PC computers
Operate digital cameras
Learn and use 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:

One year of paid experience in graphic, illustrative artwork, or commercial art, supplemented with training in graphics design. One year of college-level, trade technical training, or vocational training classes in the areas of graphic design or graphic arts may be substituted for six months 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.

Revised
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