GRAPHIC DESIGNER

DEFINITION

Under supervision of the assigned administrator, plans, designs, prepares, and produces graphic arts for production, web applications, printing, and special projects.

TYPICAL DUTIES

Carries production from concept to delivery including the design of materials such as class schedules, catalogs, reports, student guides, handbooks, manuals, directories, newsletters, brochures, programs, invitations, advertisements, posters, letterhead, logos, business cards, presentation slides, forms and charts in support of instructional, student services, and campus-related activities. Uses computer-based, photomechanical, and traditional methods to implement and maintain print production standards; oversees photo shoots and/or selects appropriate photos for projects; performs all computer based layout and preparation for printer and/or directly to film; and prepares all files on a computer. Trains staff on various graphics software products. Gathers, refines and enhances information required to develop campus website; analyzes website's structural foundation and functional specifications; evaluates digital design software for use with web page development; designs site including home page, college services pages, department and division pages; creates, develops and maintains website using design strategy, information design, interactive design, information architecture, and user interface design; uses computer based and traditional methods to implement and maintain high quality digital design production; ensures the pages are communicated effectively and efficiently to target audiences with appropriate navigational hierarchies, integrated multiple media, and dynamic/interactive components; creates, manipulates and stores images for optimal usage in web publications; and creates database of images that can be sourced, both for print and web imaging. Maintains skills in the field of digital design/technology including web page design, raster imaging, page composition, multimedia, site management application, Internet browsers, social media and file compression formats. Performs related duties as required.

QUALIFICATIONS

EXPERIENCE
Two years successful experience in graphic design production; freelance work in graphic design production desirable in business, industry, design firm, advertising agency or college setting. Must possess a solid production background. Experience using computer graphics software and related equipment.

EDUCATION
Minimum of two years of college with a concentration in art and design, including emphasis in illustration, layout, and production. Additional successful experience in graphic design may be substituted on a year-for-year basis.

SPECIAL REQUIREMENTS
Portfolio, to be submitted at the time of interview showing samples of work in all areas of competency. Show demonstrated skills in design, layout, typography, printing, and use of photographs.

KNOWLEDGE OF

Knowledge of production techniques including color separations, four-color processing, duotones, tritones, silhouette halftones, embossing, foiling, engraving, thermography, holograms, die cutting, bleeds, mezzotints, full varnishing, spot varnishing and tints. Knowledge of design technology including computer graphics software and the use of laser printers, line conversion/scanning equipment, digitizers, service bureaus, color and imaging equipment. Knowledge of photo manipulating software; word processing and vector-based drawing software; and paint and graphics software. Knowledge of paper classifications and their applications: including bond, uncoated/coated book, text and cover. Knowledge of ink finishes including gloss, dull, transparent, and opaque; and specialty inks including textured, magnetic, metallic, fluorescent, matte/dull, fade resistant/UV resistant, luminescent. Knowledge of bindery methods including saddle stitching, loop stitching, side stitching, spiral, plastic comb, wire comb, loose-leaf, perfect and case bound-sewn. Knowledge of printing systems: including sheet-fed, offset, letterpress, web gravure and flexography. Knowledge of web site design principles and practices; web page design applications, multimedia applications, site management applications, HTML, internet browsers and file compression formats.

SKILL IN

Skill in the use of appropriate graphics software such as Adobe Creative Suite and Microsoft. Skill in finding ways to structure or classify multiple pieces of information; and reorganizing information to get a better approach to problems or tasks; developing approaches for implementing an idea; and using logic and analysis to identify the strengths and weaknesses of different approaches. Skill in listening to what other people are saying and asking questions as appropriate; understanding written sentences and paragraphs in work related documents; and communicating effectively with others orally and in writing as indicated by the needs of the audience. Skill in managing one's own time and the time of others.

ABILITY TO (ESSENTIAL FUNCTIONS)

The ability to perform the basic functions of the position; sustain regular work attendance; work cooperatively and effectively with the public, students, faculty and staff; exercise initiative and mature judgment; work as a member of a team; and meet schedules and time lines. Ability to make comps and dummies; create folios, select typeface; perform electronic typesetting; create style sheets and templates; create charts, graphs, maps; evaluate and select black/white and color photography; approve visual elements; paste-up mechanicals; choose/specify trade services; create halftones/color separations; approve proofs and photographs; select paper; recommend printer; assist in developing printing specs; deliver artwork; approve galleys and blue lines; approve press sheets/press checks; and verify job done per specs.

TYPICAL EQUIPMENT USED (May include, but not limited to)

Macintosh and IBM-compatible computers, Color Large Format Photo Printer Poster Maker, 35mm camera, digital still camera, manual graphics tools, and several printers, line conversion/scanning equipment, digitizers, service bureaus, color and imaging equipment.