



GRAPHIC ARTIST

FC: TA313
PG: SEIU-09

PC: 713
BU: 04
Revised: August 2, 2004

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

Under general supervision, performs difficult and complex graphic arts work in support of District-wide projects; provides technical or specialized consultation and coordination for various assigned projects; may provide lead direction to assigned staff; and performs related work as assigned.

CLASS CHARACTERISTICS

This is a skilled graphic arts class with incumbents expected to handle a variety of highly specialized and difficult assignments for department and District-wide needs and services. Assignments require considerable technical knowledge and independent judgment and may include lead responsibility for other staff. This class is distinguished from the drafting classes in that the duties require specialized artistic and graphics skills and techniques.

REPORTS TO

This position reports to a Senior Graphic Artist.

EXAMPLES OF DUTIES – *Duties may include, but are not limited to, the following:*

1. Performs complex graphics design projects from conception to completion; develops and maintains work schedules, historical records and files.
2. Consults with client departments to determine specific requirements for art work projects; coordinates and attends meetings with client departments and/or vendors.
3. Sketches preliminary layouts and prepares rough drafts.
4. Selects or assists client departments in selecting color, paper and type style to be used; advises clients and departments on project ideas.
5. Prepares drawings, logos, posters, banners, flyers, brochures, signs, mastheads, cartoons, workbooks, report layouts, color and pattern separations and overlays.

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6. Provides camera-ready art work and final layouts; may use computer-aided graphics techniques in preparing draft or finished work.
7. Requests bids from graphics, printing, and type-setting companies and prepares printing and type specifications.
8. Works closely with typesetters, artists, photographers, and printers to completion of finished products; consults with vendors as necessary to coordinate and schedule work; requests bids from graphics, printing and type-setting companies and prepares printing and type specifications; follows up and signs off on graphic art work from vendors.
9. For assigned work, orders reproduction work and photographic and graphics supplies and equipment.
10. Maintains current knowledge of new methods, tools and equipment and related developments in the field of graphic production and design, including computer and graphics systems; provides recommendation to management on purchase of new programs and/or equipment.
11. May provide instruction or other assistance to District staff relative to preparation of graphic materials.
12. May provide technical or lead direction to staff involved in graphic arts projects.
13. Logs in all assigned graphic art work requests; maintains graphic arts files.

QUALIFICATIONS

Knowledge of:

Principles, practices, tools, techniques and equipment used in graphic art design and illustration including printing, separation and production.

Media and materials used in the preparation of graphic and artistic drawings.

Methods and practices of modern illustration and visual aid presentations.

Visual aid principles and practices including the use of computer-aided graphics equipment.

Basic supervisory principles and practices.

Skill in:

Performing complex graphic arts design work using graphic arts materials, tools, and techniques, including printing, reproduction and using computer graphics and desktop publishing software packages.

Exercising critical judgment in selecting materials, presentation techniques, photography and related artistic approaches.

Assigning, reviewing and evaluating the work of others.

Designing concepts and preparing camera-ready freehand drawings, lettering and art work.

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Maintaining organized and accurate graphic art files.
Establishing and maintaining effective working relations with those contacted during the course of the work.

MINIMUM QUALIFICATIONS

Education:

Possession of a high school diploma, GED or recognized equivalent.

Experience:

Three (3) years of (full-time equivalent) verifiable experience in graphics, design, technical illustration or skilled drafting.

Other Requirements:

Must possess visual acuity to distinguish detailed drawing features, and manual dexterity to operate graphic tools and equipment.

Substitution:

College or Technical school training in drafting or commercial art may be substituted for the experience on a year-for-year basis to a maximum of two (2) years.

WORKING CONDITIONS

Environmental Conditions:

Office environment; exposure to computer screens.

Physical Conditions:

Requires maintaining physical condition necessary for walking, standing or sitting for prolonged periods of time.