Graphic Design Technician

BASIC FUNCTION:

Under the direction of an assigned supervisor, design and produce internal and external marketing materials utilized in advertising, marketing, recruiting, fund-raising and community relations for the College.

REPRESENTATIVE DUTIES:

1. Design, lay out, edit, update and prepare for press a variety of multi-color jobs including the employee newsletter, newspaper advertisements, brochures, flyers, forms and other publications utilized by the Marketing/Communications Office, the President's Office and the Development Office.

2. Coordinate, correspond and follow up with division/department office regarding copy changes for College schedules and catalogs; organize information and make necessary changes to editorial copy pages; design and lay out advertisements for schedules; operate a computer and utilize appropriate software for schedule development.

3. Scan images and photographs utilizing software programs to produce basic desktop publishing; produce the annual catalog utilizing design format and scanned images on a computerized template.

4. Operate a variety of graphic arts tools, equipment and machines.

5. Perform assigned duties such as editing handbooks, preparing business cards and letterhead, camera-ready art, organizational charts, certificates, programs, reports, promotions and other assigned projects.

6. Attend a variety of meetings as assigned.

7. Prepare and maintain various records, logs and files.

8. Coordinate activities with clients to produce final documents; receive copy in formats such as hard copy, disks, handwritten and verbal; answer questions, provide assistance and produce camera-ready art.

9. Perform related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

1. Computer graphics, desktop publishing and word processing.

2. Computer graphic hardware and software including scanning equipment.

3. Graphic art design techniques.

4. Methods, equipment and materials used in graphic art.

5. Oral and written communication skills.
6. Record-keeping techniques.
7. Interpersonal skills using tact, patience and courtesy.
8. Technical aspects of field of specialty.

ABILITY TO:

1. Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.
2. Design and produce internal and external marketing materials utilized in advertising, marketing, recruiting, fund-raising and community relations for the College.
3. Develop and organize ideas of design and presentation.
4. Meet schedules and time lines.
5. Work independently with little direction.
6. Prepare and maintain records and logs.
7. Communicate effectively both orally and in writing.
8. Operate a computer and assigned software.
9. Utilize a variety of tools and equipment used in graphic art.
10. Plan and organize work.
11. Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE:
Any combination equivalent to: Associate’s degree in graphic arts or related field and two years experience in design and production of camera ready materials.

WORKING CONDITIONS:

ENVIRONMENT:
1. Office environment.

PHYSICAL ABILITIES:
1. Hearing and speaking to exchange information.
2. Dexterity of hands and fingers to operate a computer keyboard and specialized graphic art equipment.
3. Seeing to view a computer monitor.

HAZARDS:
1. Extended viewing of a computer monitor.

DATE APPROVED: January 30, 2002
RANGE: N-48