CLASS SPECIFICATION
Senior Graphics Designer

GENERAL PURPOSE

Under general supervision, performs a wide variety of complex assignments in the graphic design and production of printed publications, visual displays and web-based presentations; designs and produces logos for publications; develops and formats print layouts; and other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Senior Graphics Designer is responsible for performing a wide variety of complex graphic design assignments ranging in difficulty from routine to complex. Incumbents select appropriate methods and styles to best communicate information and ideas and determine cost-effective production methods.

ESSENTIAL DUTIES AND RESPONSIBILITIES

The duties listed below are intended only as illustrations of the various types of work that may be performed. The omission of specific statements of duties does not exclude them from the position if the work is similar, related or a logical assignment to this class.

1. Performs a wide variety of skilled graphic design functions and tasks; produces graphic images, including drawings, flyers, invitations, diagrams, maps, advertisements, brochures, newsletters, banners, cards, guides, tabs, charts, collages, logos, icons, emblems, graphs, proclamations, silkscreens and digital photographs, for use in paper publishing, Power Point presentations or web-based applications; designs and prepares freehand graphic sketches to communicate ideas and concepts pictorially; creates concepts from design ideas.

2. Consults with clients to determine project objectives, gathers information and develops design options and specifications, estimates materials, equipment, budget and time schedules to complete projects; prepares proofs for client edit and approval.

3. Digitally scans images and photographs; manipulates images as needed, including color correcting, sizing, compositing, modifying text and preparing for various output; designs and develops web-based presentations; researches and identifies software for printer compatibility; identifies and fixes software and programming issues.

4. Coordinates the production and reproduction of graphic materials on assigned projects; orders and prepares blueprinting and photographic reproductions; oversees and coordinates printing or prints documents; prepares layouts of final graphics and copy for reproduction; sets up digital graphic files for prepress; trims documents to specifications; displays materials as requested; maintains and archives project files; archives images and photographs.

5. Provides information to help other staff members and the public in interpreting and understanding graphic presentations.

6. Continually updates knowledge of graphics and mapping software, computer technology and graphic reproduction technology.

QUALIFICATIONS

Knowledge of:

1. Practices, methods and techniques of graphic design and layout.

2. Methods, materials, and techniques used in making maps, charts, graphs, models, drawings and other visual representations.

3. Scales, symbols, colors and materials typically used in reports, displays and presentations.

4. Methods, practices and terminology of the printing and print production industry.

5. Information technology and computer capabilities applicable to assigned responsibilities, including graphics, drawing, presentation, digital prepress and other software used in the design and preparation of graphic and printed materials.

Ability to:

1. Operate a computer and advanced graphics, design, presentation and desktop publishing software to create visually appealing and effective graphic designs and layouts for print and visual materials.

2. Conceptualize projects and develop graphic, pictorial, model or other visual aids.

3. Apply and utilize color in graphic presentations.

4. Determine and utilize layout techniques common to reproduction and printing.

5. Apply graphic design, writing style and techniques appropriate for differing audiences and purposes.

6. Interpret information and create artistic and/or graphic designs in accordance with sound design, layout and composition principles and applicable policies and guidelines.

7. Conduct basic data collection, research and analysis.

8. Maintain hardware and peripherals.

9. Utilize postscript language for documents and printing.

10. Manage and troubleshoot software, fonts, operating system and upgrades.

11. Establish and maintain effective working relationships with City management, employees, vendors, the public and others encountered in the course of work.

Education, Training and Experience:

A typical way of obtaining the knowledge, skills and abilities is coursework in graphic design, commercial or advertising art and an Associate's Degree in Two-Dimensional Art combined with a minimum of 3 years experience in graphic design.

Licenses; Certificates; Special Requirements:

A valid California driver's license and the ability to maintain insurability under the City's vehicle insurance policy.

PHYSICAL AND MENTAL DEMANDS

The physical and mental demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

Physical Demands

While performing the duties of this job, the employee is regularly required to sit; talk or hear, both in person and by telephone; use hands repetitively to finger, handle or feel objects, instrumentation or controls; and reach with hands and arms. The employee is frequently required to stand and walk; and occasionally to stoop, reach, carry and lift up to 50 pounds.

Specific vision abilities required by this job include close vision, use of both eyes, depth perception, the ability to distinguish shades and colors and the ability to adjust focus.

Mental Demands

While performing the duties of this class, the incumbent is regularly required to use written and oral communication skills; read and interpret information; observe and interpret situations; analyze and solve problems; use math/mathematical skills; perform highly detailed work under changing, intensive deadlines on multiple concurrent tasks; work with frequent interruptions; and interact with City management, employees, vendors, the public and others encountered in the course of work.

WORK ENVIRONMENT

The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this class. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The employee works under typical office conditions and the noise level is usually quiet.