

## **GRAPHIC DESIGNER I**

### **Job Summary**

Under the direction of the Public Information Manager, performs creative and technical graphic artwork, lettering, and charting for a wide variety of items using manual and/or computerized methods. The Graphic Designer I is the entry-level classification in the two-level job series. Incumbents perform routine and varied graphic designing duties. The Graphic Designer II performs difficult and complex responsibilities which require substantial graphic design knowledge.

### **Essential Duties and Responsibilities:**

(These functions are representative and may not be present in all positions in the class. Management reserves the right to add, modify, change or rescind related duties and work assignments.)

1. Designs, prepares and assembles artwork for a wide variety of items, including but not limited to, newsletters, brochures, pamphlets, posters, flyers, signs, billboards, banners, murals, certificates, invitations, buttons and other related materials.
2. Selects colors, size and fonts for artwork.
3. Prepares renderings and presentations of own designs for special promotional items.
4. Assists in developing specifications for request for proposals for printing contracts.
5. Coordinates and monitors printers' product for adherence to specifications.
6. Paints, draws and hand lettering/freehand with tools.
7. Prepares photographs and slides using photographic equipment, digital equipment, and editing equipment.
8. Coordinates framing with external vendors; designs and prepares certificates, photographs, proclamations, and/or other related items for framing.
9. Designs and creates large props, displays and booths for exhibits.
10. Performs related duties as required.

### **Qualification Guidelines**

A typical way to obtain the requisite qualifications to perform the duties of this class is as follows:

### **Education and/or Experience**

Associate's degree in graphic arts or related field and one year of full-time, paid commercial graphic arts experience. Experience and/or education in a related field may be substituted on a year for year basis.

### **Knowledge of:**

- Graphic Design principles; principles and techniques involved in creating and presenting commercial artwork.
- Techniques of painting, sketching and artistic design.
- Layout, font selection and hand lettering.
- Framing methods and techniques.
- Techniques, mediums, materials, and processes used in graphic artwork.
- Art direction and reproduction.

- Graphic design and related computer software, including but not limited to, Adobe Acrobat, QuarkXPress, Adobe Illustrator/Photoshop and Freehand Software.
- Printing processes and press check.
- Office practices and procedures.
- Perform photo composition, retouch and modification.

**Skill and/or Ability to:**

- Plan, design and layout artwork.
- Depict three dimensional objects on two dimensional surface.
- Create sketches and drawings from oral or written instructions.
- Sketch, paint, cut, and letter designs freehand or with the aid of instruments.
- Use scanners, printers and other related equipment.
- Learn to use digital and editing equipment.
- Understand and carry out oral and written directions.
- Establish and maintain effective working relationships with others.
- Operate computers and related software.

**License:**

Possession of a valid California Class C driver's license. Employees in this classification will be enrolled in the Department of Motor vehicles (DMV) Government Employer Pull Notice program, which confirms possession of a valid driver's license and reflects the driving record.

**Physical Requirements and Working Conditions:**

Employee accommodations for physical and mental disabilities will be considered on a case-by-case basis. Positions in this class normally:

- Require vision (which may be corrected) to read small print.
- Require mobility of arms to reach and dexterity of hands to grasp and manipulate small objects.
- Perform work which is primarily sedentary.
- Require to work at a computer terminal for prolonged periods.
- Is subject to inside environmental conditions.