

GRAPHICS DESIGNER IDEFINITION

Under general supervision, designs and prepares a variety of illustrative and graphics materials for brochures, fliers, publications, maps, posters, and displays for public presentations.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Designs layouts and camera-ready artwork for brochures, flyers, publications, maps, posters, and displays for public presentations; designs and prepares graphs, charts and maps to illustrate technical data and to render park design; uses personal computers and graphics design computer software applications to create some artwork and designs; maintains adequate records of work requests and completed projects; assists in coordinating activities with central reprographic unit, commercial printers, photographers, writers, editors and suppliers of various publication services and provides assistance in other related areas; provide technical support to division staff and volunteers for minor software application problems. Effectively generate and save documents for accurate transfer between various computers. May train and mentor student volunteers. Performs other functions as assigned.

DISTINGUISHING FEATURES OF THE CLASS

This is the entry-level class in the Graphics Designer series. Assignments differ from those of a Graphics Designer II in that the latter is the experienced technician/artist class, which works more independently in the design of displays and preparation of artistic conceptions.

RECOMMENDED MINIMUM QUALIFICATIONS

One year of paid full-time experience in commercial/graphics design work involving the use of current software applications such as Adobe PageMaker, PhotoShop, and Illustrator; and Microsoft Publisher and PowerPoint, supplemented by college-level coursework in graphic design, commercial art or closely related field; or any equivalent combination of training and experience which provides the following knowledge, skills and abilities.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

Knowledge of: methods and techniques of creating and reproducing effective and creative brochures, fliers, publications, posters, maps and displays for public presentations; methods and techniques of creating and reproducing visual representation of statistical and technical data and complex written descriptions for public presentation; methods, materials and equipment used in graphics design and the production of graphic displays; software applications such as Adobe PageMaker, PhotoShop, and Illustrator; MS Office 2000, Publisher and PowerPoint.

Skill in: the use of personal computers and computer software applications such as those cited above.

Ability to: analyze graphics needs and formulate effective visual presentations of data and information; apply techniques and crafts associated with graphic arts; design layout and prepare or direct the preparation of graphic illustrations, displays and other technical artwork; develop creative products based on ideas or concepts presented; communicate effectively; write effectively and accurately in English to produce error-free final products for publication; distinguish colors and shades of color; establish and maintain effective working relationships with others; prepare PowerPoint presentations and attend meetings to operate equipment for presentations.

#### SPECIAL REQUIREMENTS

Willingness and ability to work evenings, weekends and holidays as needed.

#### DESIRABLE CHARACTERISTICS

Successful performers are highly creative individuals who are able to interpret the graphics needs of clients from verbal or brief written instructions. Successful performers are highly productive and capable of working with a large client base. These individuals are able to develop concepts as well as bring to form the ideas of others.

Class title established per Council Resolution No. 91-035,  
effective 5-16-91

ADA Approved: 4/02