

GRAPHICS SUPERVISORDEFINITION

Under general direction, supervises, assigns and participates in the design and implementation of city graphics design projects, including publications, maps and displays, to ensure high quality products which effectively promote City programs, objectives and goals.

ESSENTIAL FUNCTIONS INCLUDE BUT ARE NOT LIMITED TO

Confers with clients/departments to assess purpose and scope of proposed graphic design projects; determines staffing and resources needs; develops budget and timelines. Establishes design/work standards and project priority; assigns projects to in-house Graphics Design staff; contracts with outside vendors as necessary to meet deadlines/priorities. Takes personal responsibility for high profile and/or complex projects; confers with clients regarding project design, including conceptual style, paper, ink, size, illustrations and photography. Provides client with cost/benefit alternatives to help lower overall costs while retaining desired quality and purpose of product. Using graphics software such as Adobe Illustrator, PhotoShop, Pagemaker and Persuasion, prepares and sets up electronic prepares files to be printed. May use noncomputerized graphics techniques such as free hand lettering, illustration, photography and/or collage, as required. Troubleshoots and performs minor repair on computer equipment. Prepares digital slide presentations for use at City Council and other meetings. Coordinates projects with internal and external reprographic providers to ensure a timely, accurate and satisfactory product. Provides follow up with clients to ensure product meets with expectations. Manages project files and font library; maintains records on work in progress, services provided, expenditures, charges to departments, and customer satisfaction. Prepares reports on graphics design unit performance; prepares annual budget estimates and identifies needs for staff, equipment and software. Supervises, trains, evaluates and disciplines subordinate staff. Applies principles of Total Quality Service in all unit operations. Performs other functions as required.

DISTINGUISHING FEATURES OF THE CLASS

This is the advanced journey supervisory class in the Graphics Design job series. Duties require not only a high degree of expertise in computer assisted graphics design, but also skill in organizing work and supervising staff to maximize Graphics Design unit performance to meet client needs. This class differs from the next lower journey level class of Graphics Designer II in the great scope of complexity of the work performed, and in the fact that although the II may help train lower level and part time staff, the Supervisor is responsible for overall unit performance and full supervision of all unit staff.

RECOMMENDED MINIMUM QUALIFICATIONS

Three years of journey level experience in computer aided graphics design. Coursework or formal training in commercial art, graphics design or a closely related field, or any combination of training and experience which provides the following knowledge, skills and abilities.

DESIRABLE KNOWLEDGE, SKILLS AND ABILITIES

Thorough knowledge of: Methods and practices of processing graphics design projects from concept through to completion; computer applications in graphics design; commercial printing processes; methods of assessing job scope/cost and developing cost estimates and proposed timelines.

Knowledge of: Principles and practices of training, evaluation and supervision; principles of Total Quality Service; maintenance of databases such as project files, font libraries and work in progress; techniques and equipment required for dynamic (digital) slide presentations; methods of digital publication for commercial printing process which includes prepress setup, screen ruling, image resolution, output resolution and color correction; procedures for creating specifications for outside vendors; non computerized graphics techniques.

Skill in: The use of computers in graphics design and digital slide presentations; computer troubleshooting and repair; work station set up and installation of software; electronic prepress; proficiency in the use of graphics software such as Adobe Illustrator, Photoshop, Pagemaker and Persuasion applications.

Ability to: Effectively train, motivate and supervise assigned staff; analyze client project/scope and make cost/benefit, design and other recommendations; define project specifications and develop contracts with outside vendors; communicate clearly and concisely, both orally and in writing; develop and maintain Graphics Design Unit record/information retrieval system; establish effective working relationships with clients, vendors, staff, other employees and City officials.

SPECIAL REQUIREMENT

Must possess and retain a valid California Class C Drivers License as a condition of employment.

SPECIAL WORKING CONDITIONS

Must be willing and able to work irregular hours, including evenings and weekends, as needed.

DESIRABLE CHARACTERISTICS

The successful performer is a skilled graphics designer who ensures that the work produced by the Graphics Design Unit reflects the highest design standards, and effectively promotes the City's vision, purpose and goals. Proactive and well organized, the Graphics Supervisor is able to find ways of producing products of the highest quality at the least possible cost. An effective team builder and supervisor, this individual is committed to the principles of Total Quality Services and maintains positive working relationships with clients and staff.

Class title established per Council Resolution No. 2000-039,
effective 7-1-00

Class specification prepared and approved: 11/00

Reviewed: 09/08

ADA Approved: 11/00, 09/08