

# San Diego Community College District

## CLASSIFICATION DESCRIPTION

**Title:** Graphic Artist/Photographer

**Unit:** Office Technical

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**Filing #:** J1058  
**Original Date:** 01/1991  
**Last Revision:** 08/2017  
**Staff Type:** Classified  
**FLSA status:** Non-exempt  
**Salary Range:** 21

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### **DEFINITION**

Under the direction of an assigned supervisor or manager, provide graphic design and photography services to support a wide variety of programs and activities. The Graphic Artist/Photographer should have working knowledge of industry-standard computer graphics and design software programs and possess creativity, communication, and problem solving skills.

### **EXAMPLE OF DUTIES**

1. Use current industry-standard software to create, design, layout, and produce a variety of informational and marketing materials for various audiences and support activities. Utilize current design and technology trends to recommend the most effective style, technique, and medium for production within budget and time allowed.
2. Design, produce, and edit a wide variety of graphic design for print and digital formats, as well as photography production, including designing publications for print and online, page layout, logos, stationery, fliers, pamphlets, posters, and capturing and editing photos.
3. Operate digital cameras and take photographs for publications, web sites, and public relations materials. Prepare photos for use online and in publications. Coordinate with external professional photographers as directed.
4. Attend a variety of district/campus functions to photograph assigned events; work with staff and faculty in photo sessions; propose and collaborate on design ideas in creative sessions.
5. Produce cost estimates and timelines for graphic and multi-media projects; create electronic/prepress set-up for print and online publications and dissemination. Facilitate printing requests to ensure quality, timeliness, and cost-effective printing.
6. Prepare and maintain various records and files, including: photo and graphic files and information for electronic/print communications and publications. Research graphic design software for use in the enhancement of marketing and public relations functions.
7. Assist in the creation, facilitation, and maintenance of professional graphic standards and print and electronic templates. Create and maintain publication and logo guidelines.
8. May lead, direct, and train clerical and technical support.
9. Perform related duties as assigned.

### **DESIRABLE QUALIFICATIONS**

#### **Knowledge:**

All aspects of graphic design for print and digital formats, as well as photography production, including designing publications for print and online, page layout, logos, stationery, fliers, pamphlets, posters, and capturing and editing photos.  
Design hardware and software.

Digital photography and photographic composition.  
English, usage, grammar, spelling, punctuation, and vocabulary.  
Mac and PC platforms.  
Modern office practices, procedures, and equipment, including computer hardware and software.  
Oral and written communication skills.  
Photography equipment.  
Principles of teamwork.  
Record-keeping techniques.  
Technical aspects of field of specialty.

Skills and Abilities:

Communicate effectively both orally and in writing.  
Develop a concept and translate it to visual form.  
Establish and maintain effective working relationships with others.  
Manage design projects from start to finish while maintaining a high level of quality.  
Meet deadlines.  
Plan and organize work.  
Prepare camera-ready artwork with printer's instructions.  
Operate standard office machines and equipment, including computer hardware and software.  
Reproduce visual materials.  
Take, select, edit, label, and crop digital photographs for print and online use.  
Understand client needs and translate using appropriate graphics and media.  
Use desktop publishing and current industry-standard graphics software with high level of skill.  
Work independently with little direction.

Training and Experience:

Any combination of training and experience equivalent to: A degree in graphic design or related field and two (2) years professional experience producing quality print and digital graphic design materials and photography. Affirmation of mastery in discipline by portfolio review required.

License:

Valid California driver's license.

**WORKING CONDITIONS**

Physical Requirements:

Category III

Environment:

Favorable, usually involves an office, some out-door activities. Limited travel may be required.