

San Diego Community College District

CLASSIFICATION DESCRIPTION

Title: Graphic Artist / Photographer

Unit: Office Technical

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Job Code: J1058
Original Date: 01/1991
Last Revision: 12/2011
Staff Type: Classified
FLSA status: Non-exempt
Salary Range: 21

DEFINITION

Under the direction of an assigned supervisor, provides 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 print and electronic materials such as: class schedules, brochures, maps, newsletters, annual reports, signage, advertisements, PowerPoint presentations, and other related marketing, e-marketing and informational materials. Archive electronic production files.
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 (meetings, tours, presentations, exhibits, performances, etc.) 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 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. Responsible for the collection and organization of model photo/video releases.
7. Assist in the creation, facilitation, and maintenance of professional graphic standards; 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:

Major factors to be evaluated for this position will include knowledge of:

- Current graphic design techniques, standards, and principles.
- Current industry-standard graphic design software.
- Digital photography and photographic composition skills.
- Preparing artwork for printing.
- Business English, grammar, punctuation, and spelling.
- Modern office practices, procedures, and principles of teamwork.
- Mac and PC platforms.

Skills and Abilities:

A successful candidate must demonstrate the skill and ability to:

- Develop a concept and translate it to visual form.
- Understand client needs and translate using appropriate graphics and media.
- Reproduce visual materials.
- Master desktop publishing, and current industry-standard graphics software.
- Prepare camera-ready artwork with printer's instructions.
- Take, select, edit, label and crop digital photographs for print and online use.
- Manage multiple projects in a busy professional environment with competing deadlines.
- Establish and maintain effective working relationships within an environment of diverse cultures, language, and abilities.
- Communicate effectively both orally and in writing.
- Plan work activities, schedules, priorities, and utilization of resources.
- Perform assigned responsibilities, duties, and tasks according to established practices, procedures, techniques, and standards with minimal supervision within the assigned time frame.

Training and Experience:

A degree or equivalent work/educational experience in graphic design or related field and two (2) years professional experience in graphic arts production. 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.