



GRAPHIC ARTIST

Class specifications are only intended to present a descriptive summary of the range of duties and responsibilities associated with specified positions. Therefore, specifications may not include all duties performed by individuals within a classification. In addition, specifications are intended to outline the minimum qualifications necessary for entry into the class and do not necessarily convey the qualifications of incumbents within the position.

DEFINITION

Under general supervision, to perform graphic arts in various departments of the City, primarily the Library; prepares fliers, posters, bookmarks, brochures, and other printed graphic materials.

DISTINGUISHING CHARACTERISTICS

This position is a journey level class and must be able to work independently with a number of different staff members

ESSENTIAL FUNCTIONS: *(include but are not limited to the following)*

City Staff, Library Foundation and Centennial Committees are clients of the graphic artist. Prepare design layouts, specifications and design concepts for brochures and other art work. Prepare camera ready artwork using Adobe Illustrator, Photoshop and other computer-based illustration software. Analyzes and selects proper paper, ink, type, illustrations and printing techniques to be used in the production of completed projects. Monitors scheduling and overall job productions , maintaining deadlines and interacting with other staff as needed. Maintain liaison with clients, staff members and vendors to communicate job specifications and ensure quality products and necessary deadlines. Keep abreast of recent developments and technologies in the graphic arts field. Ability to create graphic designs for web pages and update web pages as needed. Perform other duties incidental to the work above.

KNOWLEDGE/ABILITIES/SKILLS *(The following are a representative sample of the knowledge/abilities and skills necessary to perform essential duties of the position.)*

Knowledge of: Effective artistic and graphic techniques; written and oral communications techniques; effective presentation skills. Ability to create original graphic designs for a variety of purposes ranging from children's reading programs to street banners for Centennial programs; Establish rapport with fellow staff clients; interpret ideas from staff regarding the style, content and presentation of particular promotional graphic products; Work well with materials for all age groups: children, teens, and adults; utilize the Internet to find materials as needed; use software programs such as Adobe Illustrator, Photoshop and other programs used in the development of printed and web-based graphics; create graphic projects in a timely manner and within budget in a variety of styles as required; make recommendations for design elements; create original designs for various types of program activities.

QUALIFICATIONS *(The following are minimal qualifications necessary for entry into the classification)*

Education and Experience

A typical means of gaining education and experience would be attendance at an art school or a major in graphic arts. Incumbent must have experience in graphic design, desktop publishing, including layouts and graphics for both print publications and Web pages. Proficiency with Web browser and publishing applications such as Microsoft Internet Explorer, email etc...Experience and working knowledge of various web servers and web editing applications such as Macromedia, Dreamweaver, Adobe, etc. Experience with both Macintosh and PC computer platforms and operating systems.

PHYSICAL, MENTAL AND ENVIRONMENTAL WORKING CONDITIONS

Work schedule must be flexible and may include evening and weekend hours. Must have the ability to stoop, bend and crouch to retrieve materials; ability to work at a computer work station for long periods of time, with frequent breaks,

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NON-EXEMPT
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