

GRAPHIC DESIGNER II

NATURE OF WORK

This is advanced technical and creative work involving the preparation of various projects which require a skilled level of competence in graphic arts.

Work involves responsibility for planning and assigning work of subordinates, and designing and preparing a variety of informational material for various city and county departments. An employee of this class is expected to cooperate and participate with other employees within the Citizen Information Center in developing standards of design. An employee in this classification works independently but within the framework of departmental policy, with review of work from the client department and consultation with an administrative superior. Supervision will be exercised over subordinate graphic designers.

EXAMPLES OF WORK PERFORMED

Consults with department representative to determine the nature of the project and determines the most desirable method of visual presentation.

Designs and prepares specialized graphic art work such as: display advertisement design, newspaper supplement and magazine design layout and pasteup, freehand lettering, logo design, finished line work, graphics for television and other graphic arts work.

Designs leaflets, bulletins, manuals and booklets for mass reproduction, and designs covers for reports and other specialized publications.

Prepares posters, diagram charts, flip charts, overhead transparencies, and other visual aides to illustrate various departmental activities.

Prepares cost estimates for projects; contacts local printers in order to receive estimates and bids on special projects.

Performs other related work as required.

DESIRABLE KNOWLEDGES, ABILITIES AND SKILLS

Knowledge of and the ability to produce a variety of graphic art design work, graphics for television, freehand lettering, and finished line work.

Knowledge of various techniques used in producing graphic art slides, and photography.

Knowledge of a variety of audio-visual equipment and producing visuals such as overhead transparencies and slide shows.

Ability to operate variety of graphic, reproduction, audio-visual and photographic equipment and tools utilized in graphic arts and reproduction work.

Ability to develop public presentations using flip charts, poster overlays, and logo designs.

Ability to establish and maintain effective working relationships with governmental agencies, co-workers, and the general public.

Ability to communicate effectively both orally and in writing.

Ability to plan, assign and supervise the work of subordinate graphic designers.

Skill in the use, care, and maintenance of graphic, reproduction, audio-visual, and photographic equipment and tools.

DESIRABLE TRAINING AND EXPERIENCE

Graduation from a senior high school or equivalent supplemented by college-level course work in fine arts or related field with considerable experience producing a wide variety of graphic art and design work including experience with a 35mm camera and television graphics, and experience in a supervisory capacity.

MINIMUM QUALIFICATIONS

Graduation from a senior high school or equivalent supplemented by college-level course work in fine arts or related field with experience producing a wide variety of graphic art and design work or any equivalent combination of training and experience which provides the desirable knowledges, abilities and skills.

Approved by: _____
Department Head

Personnel Director

12/88

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