

SENIOR GRAPHIC DESIGNER

DEFINITION

Provides graphic design services for the creation, design, lay out, and production of printed and digital materials and publications utilizing a wide variety of commercial art media and techniques to promote District programs, services, goals and other information.

TYPICAL DUTIES

- Conducts and participates in design project startup meetings with stakeholders to evaluate design project requests and proposals and make recommendations.
- Coordinates progress meetings among stakeholders and other staff during multiple phases of design projects.
- Leads and develops concepts for printed and digital publications, exhibits, and various other media.
- Organizes and designs the content of media and makes editorial suggestions to improve and clarify content.
- Produces and develops graphic and multimedia designs and provides technical and creative design solutions and guidance to stakeholders as needed.
- Ensures project designs and deliverables are consistent and compatible across various devices and platforms while utilizing a variety of graphic and multimedia equipment, technologies, software and cameras to complete graphic design projects.
- Prepares photographs for various print and digital media and/or displays by retouching, sizing, and compositing images.
- Works with external vendors on the development and production of District materials.
- Maintains accurate files and archives of graphics assets and projects.
- Travels to various work sites, venues or events to meet with various project stakeholders and complete graphic design-related tasks.
- Provides training to District staff as needed.
- Makes recommendations on the purchase of graphic design related software, hardware and equipment based on industry standards, trends, and improved business utilization/efficiency.
- Performs related duties as assigned.

DISTINGUISHING CHARACTERISTICS AMONG RELATED CLASSES

A Senior Graphic Designer provides technical and creative design solutions, guidance, and advice to enhance visual communication of District data and reports through art, technology, and media.

A Graphics Designer II plans, designs and prepares graphics, illustrations, and artwork for a variety of media platforms with greater latitude for independent judgment.

A Graphics Designer I prepares graphic designs, illustrations and artwork for a variety of media platforms under the general supervision of a higher level supervisor or administrator with limited latitude for independent judgment.

SUPERVISION

General supervision is received from the Director of Multimedia & Learning Systems or other designee. Work direction is exercised over Graphic Designers and other personnel performing graphic design functions.

CLASS QUALIFICATIONS

Knowledge of:

- Principles of design such as layouts, color and typography, graphic arts, printing, and photography
- Cloud based applications including Adobe Photoshop, Illustrator, InDesign, Acrobat, image libraries or others
- Artificial Intelligence, animation and motion design software
- Photography and camera equipment, composition, portraiture and lighting.
- Print and digital designs
- The graphic production process
- Current and emerging design trends

Ability to:

- Apply creative and innovative methods to translate written or verbal ideas or concepts into graphic design projects
- Consider relevant factors such as content, intent, audience, media type budget and technical processes, subject matter, general direction, or specific guidelines
- Offer a variety of design solutions with attention to detail
- Apply style guides creatively while upholding District brand identity
- Keep abreast of emerging design technologies, trends and practices
- Organize and coordinate the work of others
- Manage multiple projects and deadlines at the same time
- Train others in creative design, layout, and photographic work
- Work effectively with various staff and stakeholders
- Communicate effectively orally and in writing
- Lead a team effectively
- Advise administrative personnel regarding graphic design composition and effective messaging
- Work in a team environment
- Use technology and photographic equipment.

ENTRANCE QUALIFICATIONS

Education:

Graduation from a recognized college or university with a bachelor's degree in visual arts, graphic design, web design or a related field. Additional qualifying experience may be substituted for the required education on a year-for-year basis provided that the requirement of a high school diploma or equivalent is met.

Experience:

Three years of experience developing, designing and production of web or social media pages, and digital and printed media.

Special:

A valid driver's license to legally operate a motor vehicle in the state of California and the use of a motor vehicle.

This class description is not a complete statement of essential functions, responsibilities, or requirements. Entrance requirements are representative of the minimum level of knowledge, skill, and /or abilities. To the extent permitted by law, management retains the discretion to add or change typical duties of a position at any time, as long as such addition or change is reasonably related to existing duties.

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JAP

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