

GRAPHIC ARTS TECHNICIAN

Definition: Under general direction, the Graphic Arts Technician creates and designs various materials for print, multimedia, and web in support of the mission of the San Diego County Office of Education and establishes a creative direction for new projects while maintaining SDCOE's brand guidelines.

Typical Tasks: **Essential Functions:**

Designs and produces a variety of graphic artwork ranging in difficulty from simple to complex.

Prepares final files for print, multimedia, and internet use, including, but not limited to, page layout, photo usage/manipulation, creation of infographics, event/exhibit materials, posters, programs, brochures and flyers, and email images.

Meets with clients to analyze and evaluate customer requirements, identifies alternatives, recommends appropriate action, sets timelines, projects plans and techniques to enhance production efficiency for offset and digital reproduction.

Prioritizes and manages multiple graphic design projects within design specifications and budget restrictions.

Edits and proofreads copy material.

Ensures effective communication regarding assigned project status for all relevant stakeholders.

Maintains and archives artwork and project tickets.

Ensures accuracy and completeness for all assigned projects.

Non Essential Functions:

Perform related duties as required.

Minimum Qualifications: Knowledge of:
Color theory, typography, English grammar/spelling/punctuation;
graphic design principles and processes, design for various platforms, including print, web and video current technologies and equipment used in graphic design.

Skill in: Adobe Creative Cloud suite, MS Word, PowerPoint, Excel and other standard business and graphic design software; software used for graphic design and all forms of media.

Ability to: Use creativity in all aspects of the work; adhere to brand standards; produce a range of design projects, from simple to high-profile assignments; type accurately at a rate of speed sufficient to successfully perform job tasks; meet production deadlines; work under pressure of short deadlines; work independently with limited supervision; prepare and maintain records and reports; collaborate and communicate effectively with all levels of staff and clients in both oral and written form; follow oral and written instruction; maintain computer hardware and peripherals, applications software, tools, supplies, and technical samples, and file organization.

Preferred Qualifications: Skilled in visual arts, such as illustration, painting, photography or related craft.

Experience
and Education:

Any combination equivalent to: Two (2) years of formal training/education in general graphic arts processes, with emphasis in graphic design; and two (2) years of increasingly responsible experience in producing complex graphic designs for print, multimedia, and the web. One year of experience performing duties similar to those listed above, and demonstrated experience via a compelling portfolio of work over a wide range of creative projects.

Working
Conditions and
Physical
Abilities:

Duties are typically performed in an office environment while sitting at a desk or computer workstation. Work is subject to interruptions and demanding timelines.

Must sit for long periods of time, use hands and fingers to operate keyboard, artist's tools or other equipment; reach with hands and arms; must see to perform duties involving exacting visual detail; hear and speak at normal levels to view design work and communicate with others.

Established: 12/96

Revised: 7/98; 07/04; 10/06; 7/09, 10/20

Approved by the Personnel Commission: December 1996