

SANTA CLARA COUNTY OFFICE OF EDUCATION

POSITION: Substitute/Relief Graphic Designer

HOURLY RATE: \$23.02/hour

DUTIES AND RESPONSIBILITIES: This is an on-call, temporary position. The Substitute/Relief Graphic Designer performs complex graphic artwork in the design and creation of materials, illustrations, and publications of a Branch or division in the County Office of Education. This Substitute/Relief Graphic Designer is responsible for the creation and production of brochures, newsletters, displays, charts, diagrams, transparencies, promotional materials, web-ready artwork, and other publication projects. This position requires working knowledge of publishing and graphic software packages, skill in creating visual materials and presentations, and knowledge of production components used for various types of printed materials.

DISTINGUISHING CHARACTERISTICS: The Substitute/Relief Graphic Designer prepares specialized reports, documents, and publications that focus on the production of textual and related multimedia material that incorporates graphic artwork and publishing elements. The Substitute/Relief Graphic Designer receives general to limited supervision within a framework of standard policies and procedures.

ESSENTIAL/TYPICAL DUTIES

Plans, prepares, and creates the design and publication of a wide variety of complex graphic artwork, including but not limited to brochures, newsletters, displays, charts, graphs, maps, diagrams, transparencies, promotional materials, and web pages

Consults with clients and department staff requesting artwork, in the creation, planning and development of materials, illustrations, and publications incorporating graphic artwork

Prepares digital files for printing web pages and web-based graphics, image collections, multimedia presentations, CD-ROM's or other electronic media

Designs and layouts two to four colors and multi-page, presentations, publications, and reports for both print and the web

Process completed artwork and layouts to develop print-ready specifications

Arranges multicolor printing with internal print shop services, working with external resources and assisting with printing and production specifications

Confers with Graphic Designer or publications and print shop staff for technical guidance or to coordinate production of graphic materials

Designs, organizes and lays out the content of publications, recommends types styles, and makes suggestions to improve and clarify headline/body copy

Maintains image library and graphic design, artwork, and publication archive

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Remains abreast of innovative theories, practices, and techniques related to graphic design

Prepares detailed specifications and costs estimates for productions; ensures conformance to those specifications and costs

Prepares detailed print specifications and costs estimates of productions; researches print costs to affirm estimates

May review the work of staff assigned to assist with projects

May design and prepare graphics for television studio settings

Recommends the purchase of related software and hardware

Performs related duties as assigned.

EMPLOYMENT STANDARDS

Knowledge of:

Principles and techniques of graphic design and production and communication theory including a basic understanding of marketing and promotional concepts

Applicable software programs including, but not limited to, Adobe Illustrator, Adobe PhotoShop, QuarkXPress, Page Maker, Microsoft word, PowerPoint, and other software programs

Computer hardware systems and peripheral equipment including digital camera scanners, and CD burners

Basic design and electronic pre-press processes used in the production of complex publications

Basic printing and other vendor services to prepare specifications for printing and other services

Basic copyright laws applicable to design work and creative properties

Proper English usage, spelling, grammar, punctuation, vocabulary, and sentence structure

Ability to:

Apply creativity in skillfully preparing a wide variety of graphic artwork

Effectively plan, design, layout, and create visual elements for publications, brochures, reports, web pages, and other assigned documents

Artistically translate communication needs into an artistic design

Use interactive technologies and to create new methods for combining software and graphic packages to address communication and visual product goals

Create camera-ready materials

Understand instructional and curriculum concepts and convey them graphically

Plan, coordinate, organize, and direct multiple graphic art communications projects simultaneously

Communicate effectively in both oral and written form

Consult with all levels of staff and interpret and translate their needs into effective visual formats

Operate and care for computer hardware systems and peripheral equipment

Utilize a variety of graphic design software and digital media tools

Edit and proof graphic artwork

Work productively and efficiently in both a team environment as well as independently with limited supervision

Understand and carry out oral and written instructions in an independent manner

Recommend methods of visual presentations

Research and prepare specifications and costs estimates for graphic design, colors, materials and presentations

Remain abreast of innovative materials, methods, and techniques as related to graphic design

Establish and maintain a cooperative and tactful relationship with those contacted in the course of assigned duties

Possession of:

A valid California Driver's License with a driving record that meets the insurance requirements of the Santa Clara County Office of Education.

EDUCATION AND EXPERIENCE

Generally, any combination of education and experience that could provide the required knowledge and abilities is considered qualifying. A typical method of demonstrating these qualifications would be:

- Possession of an Associate's degree from an accredited college or university with coursework in graphic design or a related field; and
- Two years of increasingly responsible experience in graphic art, design, and/or desktop publishing. Working knowledge of website development and design preferred.

WORKING CONDITIONS: Duties are primarily performed in an office environment while sitting at a desk or desktop computer. Incumbents are subject to interruptions and demanding deadlines. Occasionally must drive to vendors and other locations to conduct work.

PHYSICAL DEMANDS: An employee in this class must sit for long periods of time, use hands and fingers to operate a desktop computer keyboard or other equipment; reach with hands and arms. Must see, hear, and speak at normal levels. On occasion, will move and transport objects weighing up to 25 pounds

BARGAINING UNIT: Substitute Workers Unit

Approved:


Philip Gordillo, Executive Director, Human Resources

06/12/13
Date