

SANTA CLARA COUNTY OFFICE OF EDUCATION
Personnel Commission

CLASS TITLE: GRAPHIC DESIGNER

BASIC FUNCTION:

Under the direction of an assigned manager, designs and creates professional graphic artwork, for a variety of projects which include, among others, publications, event materials, illustrations, logos, and graphic web content for the Santa Clara County Office of Education (SCCOE) and its clients; creates graphic design solutions from conceptualization through completion in both digital and non-digital formats.

REPRESENTATIVE DUTIES:

The following duties are examples of assignments performed by incumbents in this classification. It is not a comprehensive list of duties, nor is it restrictive regarding job assignments.

ESSENTIAL DUTIES:

Plans, prepares, designs, and executes the design of professional graphic artwork, which can include event-related projects, brochures, newsletters, displays, charts, graphics, diagrams, promotional materials, logos, web-based, and digital graphics.

Creates graphic design solutions from conceptualization through completion; communicates with clients, employees, and other departments requesting artwork in the creation, planning, and development of graphic design materials and projects; provides proofs for customer review and input.

Designs and provides layouts of full-color and multi-page publications, presentations, and reports for print and the web; maintains image library and graphic design, artwork, and publication archive; serves as custodian of the SCCOE corporate logo and approves its use in publications.

Processes completed artwork and layouts to a mastered format on a variety of media, for output to appropriate formats for production.

Designs, organizes and lays out publications; selects typestyles and makes suggestions to improve and clarify headline/body copy; designs and prepares graphics for television studio settings.

Confers with communications, publications, and print shop staff to coordinate production of graphic materials; oversees, monitors, and coordinates photography and photographic retouching services and operations; assures service efficiency.

Prepares detailed specifications and cost estimates for productions; assures conformance to specifications and costs. Consults through the publication process to ensure accurate production of designed materials.

Maintains current knowledge of technical and evolving aspects of the field of specialty; researches, evaluates, and recommends new graphic design software, other technology, and equipment; installs and maintains new software as necessary.

Assists with technology set up for conferences and other activities of the Communications/Public Affairs team, as needed.

May lead the work of others assigned to assist with special projects.

OTHER DUTIES:

Performs related duties as assigned.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Page layout and graphic design techniques and procedures.

Operation of computers, various design software, and peripherals.

Current digital media and design implications across various technology platforms.

Basic public relations practices and techniques.

Business English and journalism.

Principles, practices, and techniques involved in the composition, editing, layout, and design of internal and external publications.

Methods of collecting and organizing data and information.

Oral and written communication skills.

Interpersonal skills using tact, patience, and courtesy.

Correct English usage, grammar, spelling, punctuation, and vocabulary.

Modern office practices, procedures and equipment.

ABILITY TO:

Operate computer system and graphics software to prepare design, create and produce graphic materials. Assist in the research, organization, and composition of press releases for distribution to the local news media and publication in the community.

Provide skilled graphic art services utilizing a wide variety of graphic design methods and materials.

Arrange, lay out and make effective use of visual materials.

Design and edit internal and external publications.

Compile, assemble and format press release materials for publication.

Take photographs.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Meet established schedules and timelines.

Understand and follow oral and written instructions.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: Associate's degree in computer graphics, public relations, communications or a related field and three years of experience in the preparation and design of graphic materials for publications.

WORKING CONDITIONS:

ENVIRONMENT:

Office environment.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information.

Sitting for extended periods of time.

Seeing to read a variety of materials.

Bending at the waist, kneeling or crouching.

Approved by Personnel Commission: July 25, 1996;

Revised: 02/14/08; 12/09/15; 08/21/19



Jonathan Muñoz
Director - HR/Classified Personnel Services

Date: 08/21/2019