Position ....Senior Graphic Designer
Department/Site................Digital Communications and Publications
FLSA ....Non-Exempt
Evaluated by.....................Digital Communications and Publications Supervisor
Salary Range 50

Summary
Serves as a lead graphic designer using graphic design principles and knowledge to create complex, original graphic designs and comprehensive layout concepts for print, web, display and digital communication. In addition, provides direction to graphic designers and publication specialists and provides technical advice to employees and customers.

Essential Duties and Responsibilities
- Conceptualizes, designs, and produces marketing, outreach, training, and promotional materials such as brochures, programs, catalogs, letterheads, newsletters, charts, magazines, journals, mailers, fliers, invitations, advertisements, schedules, logos, web designs, email communications, online interfaces, presentations, signage, maps, exhibits, and displays.
- Produces strategic, innovative, and complex illustrations, charts, images, and layouts; incorporates information, data, and statistics from various sources to enhance theme or message of graphic media.
- Establishes production time lines and directs the graphic design work to ensure timely completion.
- Integrates and manipulates typographic, photographic, illustrative, and other elements.
- Provides ideas and advice on publication design, feasibility, internal costs and production schedules.
  Collaborates with writers, editors, photographers, designers, and consultants to meet strategic objectives and goals from college clients.
- May photograph College functions and environment to support graphic and web production, institutional publications, and marketing campaigns.
- Compiles and maintains a digital graphic and photo archive.
- Serves as a liaison between the client and outside vendors and consultants to ensure quality and customer satisfaction.
- Provides input in the printing production process to ensure quality, including the selection of ink, paper, and print quality; inspects proofs for accuracy; recommends contractors (typesetters, printers, illustrators, photographers, cartographers).
- Utilizes applications related to graphic, web, and multimedia design.
- Utilizes web tools including HTML, XHTML, CSS and other XML in the design and construction of College web pages; integrates basic video and audio into College web pages.
- May perform editing of digital video such as trimming clips, adding audio or text, and inserting transitions.
- Writes, edits, and proofs basic copy.
- Researches and make suggestions of supplies, software, and equipment for the department.
- Provides technical computer support; maintains and installs software programs as needed.
- Maintains a positive, helpful, constructive attitude and working relationship with clients, colleagues, students, consultants, and vendors.
- May direct the work of employees and student employees.

Qualifications

- **Knowledge and Skills**
  - Requires specialized and advanced knowledge of graphic design, illustration, graphics, and layout concepts and principles.
  - Requires a working knowledge of typography concepts and techniques.
  - Requires knowledge of and skill at using computer-aided applications for design, desktop publication, word processing, and Internet navigation.
  - Requires well-developed skills using personal computers, specialized software, and peripherals to accomplish work.
  - Requires an advanced knowledge of multimedia concepts and techniques, including assembly of various elements into cross-platform projects.
  - Requires an advanced knowledge of the use of photography in publications, and marketing/public relation's concepts and techniques.
  - Requires well-developed skills in copy editing, proper American English language composition, usage, grammar, syntax, vocabulary, spelling and punctuation.
  - Requires knowledge of standard office procedures.
  - Requires sufficient human relations skill to work cooperatively as part of a team and with staff and others outside the department.

- **Abilities**
  - Requires the ability to produce graphic and multimedia artwork using computer-aided applications and manual skills.
  - Requires the ability to edit copy for scripts and advertisements.
  - Requires the ability to apply desktop publishing and word processing to import, export, and manipulate text, graphic, photographic, and other files in various software programs.
  - Requires the ability to learn relationships between various computer platforms and operating systems and convert computer files from one platform to another.
  - Must be able to operate SLR and digital cameras and video equipment.
  - Must be able to learn web page editing software and tools, and write basic (Hyper-Text Markup Language (HTML) code.
  - Requires the ability to learn and apply video editing software.
  - Requires the ability to complete pre-press processes.
  - Must be able to function effectively under pressure and meet deadlines and timetables.
  - Must be able to type/keyboard accurately at a level sufficient to maintain production.

Physical Abilities

- Requires the ability to function effectively indoors in an office/studio environment and occasionally outdoors, engaged in work of primarily a sedentary nature.
- Requires the ability to use vision (near and far) to write, draw, paint, observe work in progress, use tools, and to read printed materials and computer screens.
- Requires the ability to use hearing and speech for ordinary and telephonic conversation and to hear sound prompts from equipment.
- Requires the ability to use manual and finger dexterity to write, draw, paint, and type/keyboard to operate computers, peripherals, and office equipment.
- Requires the ability to sit for extended periods of time and move to various campus locations.

Education and Experience

- An associate degree, or the completion of at least sixty (60) college-level semester units, and four years of graphic design experience; or, in the absence of an associate degree, or the completion of at least sixty (60) college-level semester units, six years of graphic design experience.

Licenses and Certificates

- May require a valid driver's license.

Working Conditions

- Work is performed indoors where some safety considerations exist from proximity to chemicals and fumes.