

CLASS SPECIFICATION
Graphic Designer II

FLSA Status: Covered
Union Representation: Professional and Technical Employees (PTE)

GENERAL PURPOSE

Under general supervision, performs a wide variety of routine to moderately complex assignments in the graphic design and production of printed publications, visual displays, and on-screen presentations; designs and produces logos for publications; develops and formats print layouts; and other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Graphic Designers II perform a wide variety of graphic design assignments ranging in difficulty from routine to moderately complex. Incumbents select appropriate methods and styles to best communicate information and ideas and determine cost-effective production methods. Incumbents are responsible for independently coordinating and managing assigned project time lines and completion.

Graphic Designer II is distinguished from Graphic Designer III in that incumbents in the latter class provide lead work direction and are responsible for project coordination including development of time lines, schedules and budgets.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Performs a wide variety of skilled graphic design functions and tasks; produces graphic images, including drawings, elevations, isometrics, charts, logos, graphs and digital photographs, for use in paper publishing, Power Point presentations or web-based applications; designs and prepares freehand graphic sketches, perspectives and cartoons to communicate ideas and concepts pictorially.
2. Consults with clients to determine project objectives, gathers information and develops design options and specifications, estimates materials, equipment, budget and time schedules to complete projects.
3. Coordinates the production and reproduction of graphic materials on assigned projects; orders blueprinting and photographic reproduction; oversees and coordinates printing; prepares layouts of final graphics and copy for reproduction; sets up digital graphic files for prepress.
4. Designs and develops on-screen and web-based presentations including the design and production of the user interface, navigational aids and links, and design of the navigational file structure.
5. Provides information to help other staff members and the public in interpreting and understanding graphic presentations.

6. Continually updates knowledge of graphics and mapping software, computer technology and graphic reproduction technology.

OTHER DUTIES:

1. Acts as technical advisor for website development; designs and codes web pages, using applicable programming languages and web design protocols.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Practices, methods and techniques of graphic design and layout.
2. Methods, materials, and techniques used in making maps, charts, graphs, models, drawings and other visual representations.
3. Scales, symbols, colors and materials typically used in reports, displays and presentations.
4. Methods, practices and terminology of the printing and print production industry.
5. Information technology and computer capabilities applicable to assigned responsibilities, including graphics, drawing, presentation, digital prepress and other software used in the design and preparation of graphic and printed materials.

Ability to:

1. Operate a computer and advanced graphics, design, presentation and desktop publishing software to create visually appealing and effective graphic designs and layouts for print and visual materials.
2. Conceptualize projects and develop graphic, pictorial, model or other visual aids; apply and utilize color in graphic presentations; determine and utilize layout techniques common to reproduction and printing.
3. Apply graphic design, writing style and techniques appropriate for differing audiences and purposes.
4. Interpret information and create artistic and/or graphic designs in accordance with sound design, layout and composition principles and applicable policies and guidelines.
5. Coordinate and schedule printing projects; analyze and select the most cost-effective methods of reproduction.
6. Conduct basic data collection, research and analysis.

7. Maintain hardware and peripherals.
8. Utilize postscript language for documents and printing.
9. Manage and troubleshoot software, fonts, operating system and upgrades.
10. Establish and maintain effective working relationships with other bureau and City employees, the public and others encountered in the course of work.

Skill in:

1. Basic technical drafting, including the utilization of various media.
2. Use and operation of computer software and tools utilized in graphics design.
3. Architectural or engineering-style freehand lettering.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is an Associate of Arts degree in graphic design or a closely related field; and two years of progressively responsible experience in graphic design using computer graphics or mapping software; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

- Adopted: 04-19-77
- Revised: 04-03-95 Spec reviewed for use of supervisory language.
- Revised: 07-01-01 Spec revised as part of the COPPEA Classification and Compensation study. Graphic Designer II (6122) class created from the following COPPEA classes:
3271 Graphics Illustrator II
- Revised: 08-01-06 Spec history revised to reflect pre-2001 COPPEA Study history. Spec formatting modified.
- Revised: 08-07-06 Revised FLSA status from "Non-exempt" to "Covered."
- June 2009 - Change Job Class number from 6122 to 30000372, due to system change.
- July 2017 – Updated union name from COPPEA to PTE