

## **GRAPHIC ARTS & MARKETING TECHNICIAN**

### **DEFINITION**

Under direction, performs technical graphic arts design and/or publication work, primarily through the use of desktop publishing and graphics software, but occasionally using original artwork and/or specialized digital/print publishing techniques; prepares and produces creative graphic imagery to support complex department, division, campus and District graphic arts and publications needs, such as posters, brochures, newsletters, illustrations, print or digital advertisements, graphics for social media and banners; performs technical layout, setup and other tasks; retouching and manipulating images as necessary; designs and supports digital and print marketing campaigns; maintains image and document file systems; and performs related work as assigned.

### **DISTINGUISHING CHARACTERISTICS**

This is the full working level class in the Graphic Arts Series within the Yosemite Community College District (YCCD). Positions in this class are typically allocated to a centralized marketing, public relations or production printing department, but may be allocated to an individual department as long as the incumbent provides college-wide graphic arts support in addition to supporting the needs of the assigned department. Incumbents prepare a wide variety of complex graphic arts materials and/or publications, including department, division, campus and/or District materials/publications.

This class may be distinguished from the class of Graphic Arts Specialist because incumbents in that class are responsible for coordinating the design and production of the most technically complex, campus and/or District-wide publications. Furthermore, a Graphic Arts Specialist may serve as the coordinator and lead worker over a production printing facility and/or may independently lead and coordinate the most advanced and complex graphical production projects.

### **SUPERVISION RECEIVED AND EXERCISED**

Incumbents in this class work under the direction of a manager, senior manager or college executive, receiving supervision while working toward a definite objective that requires use of a wide range of procedures. Incumbents plan and/or determine specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to a supervisor.

An incumbent in this class does not directly lead or supervise other full-time employees, but may assign, direct and/or monitor the work of part time, and/or student employees on a project or assignment basis.

### **ESSENTIAL DUTIES**

- Performs technical graphic arts design and publication work, primarily through the use of desktop publishing and graphics software.
- Receives project requests and interprets user concepts into illustration designs; recommends paper, color, fonts and other technical publishing options.
- Estimates material and labor costs for assigned projects; evaluates the feasibility of in-house or print vendor production; communicates cost projections to supervisor or other client.
- Plans, organizes, designs and develops drafts of print ready artwork, posters, brochures, newsletters, illustrations, advertisements, banners and other items, using computer software and specialized peripheral equipment; produces projects in camera ready and/or web ready formats.
- Presents draft projects to clients; receives and evaluates suggested changes; finalizes designs.

- Determines print production schedules; works closely with user clients, printing personnel and service vendors to meet production needs.
- Researches, recommends and creates graphics for advertising campaigns; creates technical graphics, such as those needed for instruction manuals.
- Photo editing of print and web images; creates masks, adds effects and filters, and corrects color adjustments.
- Maintains complex graphics and file storage and retrieval systems, including graphic arts copy, production files, print cost details and other records.
- Serves as a technical resource to others regarding graphic design production; explains and interprets technical methods and options, as well as policies, regulations and operational procedures to persons contacting the office such as faculty, students, staff and the general public.
- May perform other technical administrative duties; prepare correspondence and other documents; receive visitors and callers; attend meetings; serves on committees and task forces.
- Independently responds to various inquiries and correspondence; may schedule projects, prepare information and data requested for administrative review; prepares reports, files, correspondence and other documents.
- Performs other related duties as assigned.

### **TYPICAL WORKING CONDITIONS**

- Work is generally performed in a standard office environment, but may also include extended exposure to a production printing environment.

### **MINIMUM QUALIFICATIONS**

*To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The Education/Experience, Knowledge and Ability requirements are representative of essential duties. Reasonable accommodation may be made to enable individuals with disabilities to perform the essential functions of the position.*

#### **Education and Experience:**

- Education: Possession of an associate's degree from an accredited college or university, with major course work in graphic art, fine art, design, communications, or a closely related field.
- Experience: Two years performing graphic arts, layout and setup functions using computer graphics and desktop publication software.

#### **Special Requirements:**

- Demonstrated proficiency with specialized graphic and digital publishing software may be required.

#### **Knowledge of:**

- Methods, practices, and techniques of printing production and graphic arts processes and procedures.
- Modern graphic arts materials, supplies, and equipment, including a variety of peripheral printing, and graphic process camera equipment.
- Printing format, design, layout, scheduling, and file preparation for print and digital production functions.

- Ink and paper properties, characteristics and specific uses.
- English usage, grammar, punctuation, and arithmetical calculations.
- Safe working methods and procedures.
- Complex methods and techniques of graphic arts design and production.
- Modern office procedures, methods and equipment including computers.
- Methods and techniques of electronic page layout.
- Principles of design and techniques of creating digital graphics and illustrations.
- Operational characteristics and applications of a variety of graphic and publishing software programs.
- Principles and practices of customer service.

**Ability to:**

- Effectively and efficiently plan, organize, and participate in the graphic arts operational process.
- Perform skilled and technical graphic arts production functions.
- Implement and maintain a complex data and information management, storage, and retrieval system.
- Accurately estimate labor and material costs, and project production scheduling.
- Understand and carry out oral and written directions with minimal accountability controls.
- Originate and create artistic designs for materials to be used in instructional, promotional and college programs.
- Operate computers and supporting software applications and programs.
- Use computers and related software to produce printing and digital production requirements.
- Arrange, layout and make effective use of visual materials.
- Respond to requests from faculty, staff and students.
- Interpret user requirements into appropriate graphic materials.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.

**Licenses and Certificates:**

- Depending upon assignment, a valid license to drive in California may be required.

**Physical and Mental Standards:**

- **Mobility:** ability to sit for long periods, move about an office, stand occasionally, reach above and below desk level.
- **Dexterity:** fine manipulation sufficient to operate a computer keyboard, handle individual papers, write and take notes.
- **Lifting:** frequent lifting of papers, files, equipment and material weighing up to 10 pounds.
- **Visual Requirements:** close vision sufficient to read files, documents, and computer screens and do close-up work; ability to adjust focus frequently.
- **Hearing/Talking:** ability to hear normal speech, speak and hear on the telephone, and speak in person.
- **Emotional/Psychological Factors:** ability to make decisions and concentrate; frequent contact with others including some public contact; frequent deadlines and time-limited assignments.

*Class Adopted: 03/01/09*  
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