

PHOTOGRAPHY/GRAPHICS PRODUCTION SPECIALIST

DEFINITION

Under direction, performs specialized technical photography and graphic design work, using both traditional film and digital photography techniques as well as desktop publishing and graphics software; prepares and produces creative photographic and graphic imagery to support production of a wide variety of department, division, campus and District-wide publications, such as posters, brochures, newsletters, illustrations, advertisements, and banners; performs technical layout, setup and other tasks; scans film and photographs, retouching and manipulating images as necessary; designs and supports online and print marketing campaigns; maintains image and document file systems; and performs related work as assigned.

DISTINGUISHING CHARACTERISTICS

This is a specialized technical class within the Yosemite Community College District (YCCD). The incumbent in this class works directly with District staff/clients to plan, organize and schedule photographic events and opportunities and to develop graphic design concepts for print, publication, public information and instruction. The incumbent utilizes advanced technical photographic methods and must have knowledge of computer graphical and publications software as well as specialized printing and publication processes.

SUPERVISION RECEIVED AND EXERCISED

The incumbent in this class works under the direction of a dean or senior manager, receiving occasional supervision while working toward a definite objective that requires use of a wide range of procedures. The incumbent plans and/or determines specific procedures or equipment required to meet assigned objectives and solve non-routine problems, referring only unusual matters to the 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 subordinate full time, part time, and/or student employees on a project or assignment basis.

ESSENTIAL DUTIES

- Performs skilled technical photographic and graphic arts design and publication work, using both traditional and film formats as well as desktop publishing and graphics software.
- Receives and processes photographic and graphic arts requests; plans, organizes and schedules photographic events, both in the studio and on location, such as portraits, sports action photos and team pictures; prepares graphic designs for signs, banners, posters, brochures, mailers, stationary, and a wide variety of other items using computer software and specialized peripheral equipment; produces projects in camera ready and/or web ready formats.
- Meets with District staff (clients) to plan and organize production requests and determine optimal methods of achieving desired results; consults regarding photographic media, format, final output, as well general design concepts, layout, artwork, printing processes and other matters; discusses software options and general photographic techniques/procedures.

- 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.
- Determines print production schedules; works closely with user clients, printing personnel and service vendors to meet production needs.
- Researches, recommends and creates photographs and graphics for advertising campaigns; creates technical graphics, such as those needed for instruction manuals.
- Serves as a technical resource to others regarding photographic and 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.
- Duplicates slides, film and images as requested for a variety of applications; scans, sizes and corrects slides and images for print and graphic production purposes; prepares and formats images for use in presentations and classroom instruction settings.
- Retouches and manipulates images for print and web production; creates masks, adds effects and filters, and corrects color adjustments.
- Maintains complex graphics and photographic storage and retrieval systems, including photography and graphic arts copy, production files, print cost details and other records.
- Uses specialized printing, matting, framing and other equipment to produce finished products and/or facilitate large scale production projects; maintains and operates a functional darkroom for the purpose of processing film and printing photographs.
- Independently responds to various inquiries and correspondence; prepares information and data requested for administrative review; prepares reports, files, correspondence and other documents; attends meetings; serves on committees and task forces.
- Performs other related duties as assigned.

TYPICAL WORKING CONDITIONS

- Work is typically performed in an indoor environment, but requires frequent travel to various locations and may occasionally require exposure to hot, cold, wet, humid, or windy conditions.

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 photography, graphic art, fine art, design, communications, business administration or a closely related field.
- Experience: Four years performing photographic, graphic arts, layout and setup functions using film and digital cameras as well as computer graphics and desktop publication software, including two years that included responsibility for coordinating complex photographic production projects.

Special Requirements:

- Demonstrated proficiency with photographic equipment as well as specialized graphics and publications software may be required.

Knowledge of:

- Current photographic functions, practices and procedures, including both film and digital photography.
- Methods of cataloging and organizing photographic media.
- Principles, methods and techniques of graphic design and production.
- The application of graphic and photographic techniques to educational marketing.
- Modern graphic arts materials, supplies, and equipment, including a variety of peripheral printing, and graphic process camera equipment;
- Printing format, design, layout, and creating camera ready material for print production functions
- Ink and paper properties, characteristics and specific uses
- English usage, grammar, punctuation, and arithmetical calculations
- Safe working methods and procedures.
- Organizational methods and procedures, including the use computer hardware and software applications.

Ability to:

- Effectively and efficiently plan, organize, and participate in photographic production processes.
- Perform skilled and technical photographic and graphics 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.
- Perform duties with minimal accountability controls.
- Communicate effectively, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.

Licenses and Certificates:

- A valid license to drive in California is 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 25 pounds.
- **Visual Requirements:** close vision sufficient to operate cameras, read files and documents, view 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

Class Amended: 07/01/23