

ANTELOPE VALLEY COMMUNITY COLLEGE DISTRICT

GRAPHIC ARTIST

Salary Range 17

BASIC FUNCTION:

Under the direction of the Dean of Instructional Resources/Extended Services, oversees and coordinates the activities and operation of the graphic arts area; coordinates campus-wide communication with visual materials and interactive digital presentations to enhance the instruction, administration, recruitment and promotion of the College; creates concepts and executes design through all phases of graphic development. Performs other related duties as may be assigned.

REPRESENTATIVE DUTIES: *E = indicates essential duties of the position*

- Collaborates with faculty, administrators and staff desiring graphic art services turning abstract concepts and minimal visualization into innovative designs; discusses and suggests needs of project such as type of illustration, copy, size, color, style and time deadlines providing innovative solutions throughout the various stages of the design process. (E)
- Conceptualizes and creates original and innovative components of design projects for web sites and print graphics as well as multimedia development requiring design elements, typography, and page composition. (E)
- Collaborates with the Coordinator, Communications Design regarding a variety of graphic projects when appropriate.
- Develops visual interfaces from sketches to storyboards to working prototypes that are marketable, aesthetically pleasing, and enhance the College's messages to students and the general public. (E)
- Produces and designs 1-4 color collateral pieces and camera-ready art work with a variety of media through desktop publishing programs, photo manipulation, paste-ups, free-hand and mechanical lettering and calligraphy, and/or drawings. (E)
- Provide instructional and miscellaneous artwork including photography, charts, transparencies, window displays, brochures, flyers, ads, posters, graphic templates, banners, signage, event graphics, mailers, certificates, awards and graphs. (E)
- Provides work direction to students and hourly workers. (E)
- Provides support and direction to administrative staff and faculty on how to use and apply various software to develop their own materials; provides computer graphics troubleshooting for administrative staff and faculty. (E)
- Advises college personnel regarding the application and use of graphics and exhibits.
- Researches, evaluates, and recommends and/or purchases approved graphic supplies and equipment, computer systems and accessories, and software applications. (E)
- Mount and laminates a variety of graphics.
- Organizes office operations, meeting deadlines, filing and answering phones. (E)
- Performs basic maintenance and troubleshooting for computer equipment, peripherals and software in graphics area.
- Performs other related duties as may be assigned.

EDUCATION AND EXPERIENCE: Any combination equivalent to: bachelor's degree in commercial or graphic art, illustrative design or related field and increasingly responsible commercial art experience including the use of graphics and desktop publishing software applications.

KNOWLEDGE OF:

Graphic arts design techniques.
Principles of form and color.
Desktop and graphic software applications.
Materials and equipment used in mechanical and manual lettering processes.
Standard art techniques, such as pen and ink, lettering, tempera, and air brush.
Basic techniques of reproduction, such as letter set and offset.
Layout and paste-up techniques.
Record-keeping and cost estimating of graphics arts projects.
Technical aspects of field of specialty.
Interpersonal skills using tact, patience and courtesy.
Computer generated illustrations and painting.

ABILITY TO:

Create artistic designs for materials to be used in instructional, departmental and college programs.
Create multi-media presentations.
Operate microcomputer with professional graphics and desktop publishing software.
Produce skilled art work by freehand or mechanical means.
Arrange, layout and make effective use of visual materials.
Operate digital and traditional camera, laminator, lettering equipment, mounters, and other copying and duplicating equipment.
Establish and maintain cooperative relationships with faculty, staff and students.
Maintain records and prepare reports.
Maintain current knowledge of technological advances in the field.
Meet schedules and time lines.
Plan and organize work.
Analyze situations accurately and adopt an effective course of action.
Perform minor maintenance to computer, printer and scanner.
Install software.
Analyze and solve problems.
Coordinate graphics area.

WORK DIRECTION, LEAD AND SUPERVISORY RESPONSIBILITIES: Provides work direction to graphics student and hourly workers.

CONTACTS: Co-workers, faculty, staff, outside printer.

PHYSICAL EFFORT:

Requires the ability to exert some physical effort, such as walking, standing and light lifting
Dexterity in the use of fingers, limbs and body in the operation of office equipment
Sitting at computer for extended periods of time.

WORKING CONDITIONS:

Office environment.
Working around and with machinery having sharp, hot and moving parts.
Working around and with hazardous fumes.