VENTURA COUNTY COMMUNITY COLLEGE DISTRICT

CLASS TITLE: GRAPHIC ARTIST- DESIGNER

BASIC FUNCTION:
Under the direction of an assigned supervisor, perform advanced-level art, illustration and design of media and materials for presentation in a variety of formats for various College and District publications; prepare art work for printing.

REPRESENTATIVE DUTIES:
Prepare ink and pencil rendering, technical illustration and airbrush art using a variety of art media and techniques. E

Create and design original layout for a variety of printed materials such as catalogs, schedules, handbooks, programs, flyers, pamphlets, brochures, posters, displays and visuals for overhead projections using computer graphics software. E

Prepare camera-ready art for color process and black and white printing; provide instructions to printer regarding ink, paper, screens and photo placement. E

Prepare photo enlargements and reductions, screens, dropouts, mezzotints, line conversions and montages for printing. E

Select type styles and sizes and provide clear specifications for typesetter. E

Determine placement of illustrations and other insertions. E

Determine the most cost effective and efficient materials to be utilized; prepare related work order records and billings. E

Prepare graphic materials for various types of reproduction processes. E

Maintain appropriate records, logs and files. E

Work directly with faculty, staff and administrators in determining best visual presentation of material. E

Provide technical information and assistance to department staff as needed; confer with staff to coordinate production of graphic materials. E

Established October 1997
Operate a wide variety of graphic art tools, equipment and machines including line cameras, photo headliner, airbrushes and computers using software such as Illustrator, Photo Shop, Pagemaker and freehand.  

Design, layout and construct finished comprehensives from rough copy as assigned. 

Order and maintain inventory of materials and supplies. 

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

- Basic art principles of line, form, scale and color
- Use of art media and materials
- Graphic techniques, materials and equipment
- Mechanical and manual drawing and letter processes
- Record-keeping techniques
- Interpersonal skills using tact, patience and courtesy
- Methods, equipment and materials used in graphic art
- Technical aspects of field of specialty
- Design and layout techniques
- Computer graphics

**ABILITY TO:**

- Plan and prepare instructional graphic arts for production
- Draw to scale
- Develop and organize ideas of design and presentation
- Conceptualize the end product
- Estimate costs of graphic art requests
- Utilize formatting and design techniques
- Perform creative skilled art work by freehand and mechanical means
- Utilize a variety of media proficiently
- Plan and organize work
- Meet schedules and time lines
- Analyze situations accurately and adopt an effective course of action
- Work independently with little direction
- Understand and follow oral and written directions
- Maintain records and logs
- Communicate effectively both orally and in writing
- Provide work direction and guidance to others
- Use a variety of tools and equipment used in the basic trade
GRAPHIC ARTIST DESIGNER (continued)

Draw technical illustrations
Operate a computer and specified software

EDUCATION AND EXPERIENCE:

Any combination equivalent to: bachelor's degree in commercial art, graphic arts or related field and two years of increasingly responsible experience in graphic design/production.

WORKING CONDITIONS:

ENVIRONMENT:

Publications Department office environment

PHYSICAL ABILITIES:

Dexterity of hands and fingers to operate specialized graphics and print shop equipment
Bending at the waist
Hearing and speaking to exchange information
Seeing to assure quality of work

HAZARDS:

Fumes from chemicals