

College of the Redwoods

Position Description

Position: Graphic Artist	Position Number:
Department: Publications and Marketing	FLSA: Non-exempt
Reports to:	Salary Grade: 115

Summary

Creates, designs, and produces a variety of original graphic materials and artwork to support instructional, business, promotional, and informational needs of the College.

Essential Duties and Responsibilities

- Produces original finished artwork for signs, charts, posters, displays, letterheads, cartoons, certificates, and other related media.
- Interprets statistical and other data for presentation in visually stimulating and easily understood charts and graphs.
- Creates and designs original layouts for printed materials.
- Prepares digital reproductions including brochures, posters, flyers, mailers and other materials. Determines specifications and orders copies.
- Works with commercial and institutional print shops on the execution of promotional or informational needs from original designs.
- Performs desktop publishing, and publishing digital printing.
- Mounts and laminates photographs and art work for public display, presentation, or illustration.
- Meets with customers to determine design needs. Participates in meetings for campus publications.
- Produces full-color copy for video production and presentations. Designs and develops graphics as visual reinforcement and illustration of ideas or concepts.
- Develops and maintains image resource files and provides a system for artwork retrieval.
- Provides cost estimates for projected graphics needs. Determines needs and orders supplies to facilitate production according to established guidelines and procedures.
- Performs related duties as assigned that support the overall objective of the position.

Qualifications

▪ **Knowledge and Skills**

The position requires a thorough knowledge of the principles, practices, and techniques of graphic design. Requires the knowledge and skills necessary to produce printed designs from concepts and original artwork through to final printing. Requires thorough knowledge of desktop publishing and graphics software programs, such as Adobe graphic design software, including page layout, illustration, photo retouching, and word processing. Requires thorough knowledge of personal computers, scanners and laser printers and their use in graphic arts. Requires a working knowledge of the traditional and electronic equipment, techniques, and processes involved in photography, print-making, and overhead transparencies. Requires sufficient organizational and planning to estimate and complete work assignments on a timely basis. Requires sufficient communication skills to convey technical concepts to others and to facilitate discussions about presentations.

▪ **Abilities**

Requires the ability to independently perform all of the duties of the position efficiently and effectively. Requires the ability to utilize computer and graphics related software to complete jobs. Requires demonstrated drawing and sketching ability. Requires the ability to plan, prioritize and organize work in order to meet established schedules and guidelines. Requires the ability to communicate with a wide range of contacts, on both routine and technical issues, in a manner that elicits a full understanding of the concepts and objectives of requested materials.

▪ **Physical Abilities**

Position involves the use of the computer and near visual acuity to bring items into sharp focus; and color vision. Must be able to sit at the computer or drafting table for long periods of time. Requires auditory ability to carry on conversations in person and over the phone.

▪ **Education and Experience**

AA degree plus two years of graphic design experience required, or BA degree and one year of experience.

▪ **Licenses and Certificates**

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