



PERSONNEL COMMISSION

Class Code: 5153
Salary Range: 34 (S1)

GRAPHIC DESIGN SUPERVISOR

JOB SUMMARY

Under general direction, plan, coordinate, oversee and participate in the production of a variety of creative print materials and digital media assets to meet the communication needs of schools and offices; consult with clients to discuss their print and digital media goals, budgetary requirements and target audiences; train and supervise the performance of assigned personnel; perform related duties as assigned.

EXAMPLES OF DUTIES

The classification specification does not describe all duties performed by all incumbents within the class. This summary provides examples of typical tasks performed in this classification.

- Plan, coordinate, oversee and participate in the production of a variety of creative print materials and digital media assets to meet the communication needs of schools and offices including digital and printed brochures, booklets, posters, flyers, programs, handbooks, logos, certificates, business cards, mascots, advertisements, banners, trade-show displays, maps, charts, promotional items, infographics, and t-shirt design; assure adherence to graphic design professional standards. **E**
- Consult with clients to discuss print and digital media goals, budgetary requirements and target audiences; provide creative and artistic ideas to clients and explain proper aesthetic, artistic and graphic techniques and processes. **E**
- Explore original graphic concepts by interpreting client needs to effectively communicate client messages through design and art direction; provide innovative and creative design solutions while adhering to time and cost restraints. **E**
- Oversee and participate in the design projects from conceptualization to finished product; implement design elements such as balance and composition; select and modify colors, artwork, photography, type style, illustrations and other visual elements to best convey the message of the client. **E**
- Proofread, review and approve projects created by staff; present designs to client for proofing and approval; refine designs in accordance with client feedback until final product is approved by client; prepare and release artwork for printing via digital files. **E**
- Communicate with internal and external print vendors including digital, offset and specialty; obtain price quotes; prepare and upload digital files; approve printer proofs; attend press checks as requires and arrange for product delivery. **E**
- Train and supervise the performance of assigned staff; assign, schedule and review the work of staff; interview and select employees and recommend transfers, reassignment, termination and disciplinary actions. **E**

- Manage, maintain and archive digital records and files of purchased stock art, royalty-free photography, completed projects and computer-generated imagery; assure files are properly backed up to server; prepare reports related to assigned activities as directed. ***E***
- Organize and direct photoshoots with freelance professional photographers on location or in-house as needed; drive a vehicle to conduct work. ***E***
- Design and create visuals for video productions and broadcasts using graphics hardware and software as needed. ***E***
- Monitor and maintain inventory levels of supplies and equipment; estimate and order appropriate amounts of supplies necessary for daily operations. ***E***
- Operate an Apple computer utilizing the current macOS and peripheral equipment such as a printer and scanner and a wide range of specialized graphic design and publishing software. ***E***
- Communicate with District administrators, personnel, vendors and other outside organizations to coordinate activities, resolve issues and exchange information. ***E***
- Research, evaluate and develop recommendations regarding the purchase of graphic arts equipment, software, vendor proposals and service contracts; prepare recommendations to improve operational effectiveness and minimize costs. ***E***
- Participate in the development of the unit's preliminary annual budget; monitor and control expenditures in accordance with established limitations. ***E***
- Attend and participate in meetings, conferences and seminars related to assigned activities to maintain current knowledge of advances in the field. ***E***
- Provide trainings and conduct workshops for students and District staff regarding the field of Graphic Design and graphic design services provided by Marketing and Media Services. ***E***
- Assist in pre- and post-production activities including set-up and operation of audio, video and lighting and other studio equipment as needed; provide graphic arts and set design assistance during productions; assist in the design, set up and construction of studio sets and moving furniture and equipment. ***E***
- Create and produce signs, illustrations and other graphics by hand as needed; utilize sharp blades and mat cutters on mat board and foam-core. ***E***
- Perform related duties as assigned.

Note: At the end of some of the duty statements there is an italicized "E" which identifies essential duties required of the classification. This is strictly for use in compliance with the Americans with Disabilities Act.

DISTINGUISHING CHARACTERISTICS

A Graphic Design Supervisor plans, coordinates, oversees and participates in the creation and design of a variety of creative print and digital media assets to meet the communication needs of schools and offices. Incumbents are expected to provide excellent customer service, develop effective working relationships with all levels of District staff and train and supervise the performance of assigned staff. Incumbents also work as a team member on studio, field and live television productions as needed, providing general production assistance and graphic arts and set design assistance. The Graphic Design Supervisor has final approval authority for graphic design projects to be released to clients.

EMPLOYMENT STANDARDS

Knowledge of:

Graphic design techniques, equipment and principles.
Design elements such as aesthetics, typography, composition, color theory, value, balance, line and space.
Principles and practices of supervision and training.
Operation of a variety of office equipment including an Apple computer utilizing the current macOS, peripheral equipment and specialized graphic design and multimedia software.
Image resolution standards and differences.
Basic copyright laws.
Proofreading techniques.
Practices of cost estimating graphic arts jobs.
Digital photo manipulation techniques.
Commercial printing standards and processes.
Basic budgeting practices regarding monitoring and control.
Correct English usage, grammar, spelling, punctuation and vocabulary.
Interpersonal skills using, tact, patience and courtesy.
Oral and written communication skills.

Ability to:

Plan, coordinate, oversee and participate in the creation and design of a variety of creative print materials and digital media assets.
Operate a variety of office equipment including an Apple computer utilizing the current macOS, peripheral equipment and specialized graphic design and publishing software.
Consult with clients to discuss print and digital media goals, budgetary requirements and target audiences.
Interpret, apply and explain applicable copyright laws.
Supervise and evaluate the performance of assigned staff.
Monitor and control expenditures.
Understand and resolve issues, complaints or problems.
Communicate effectively both orally and in writing.
Maintain digital records and files.
Learn to operate a variety of audio, video, lighting and technical production equipment.
Prepare reports.
Plan and organize work.
Prioritize and schedule work.
Maintain current knowledge of technological advances in the field.
Establish and maintain cooperative and effective working relationships with others.

Education and Training:

Bachelor's degree in fine arts, graphic design or a closely related field.

Experience:

Four years of professional graphic design experience. Experience in a lead or supervisory capacity is desirable.

Any other combination of education, training and experience, which demonstrates that the applicant is likely to possess the required skills, knowledge or abilities, may be considered.

SPECIAL REQUIREMENTS

Positions in this class require the use of a personal automobile and possession of a valid California Class C driver's license.

WORKING ENVIRONMENT

Studio and office environment.

Working outdoors on location.

Driving a vehicle to conduct work.

Occasional exposure to fumes from spray mount adhesive and paint.

Occasional use of sharp blades and mat cutters.

PHYSICAL DEMANDS

Sitting for extended periods of time.

Extended viewing of a computer monitor.

Lifting, carrying, pushing or pulling carts or objects weighing up to 50lbs.

Dexterity of hands and fingers to operate a computer keyboard.

Hearing and speaking to exchange information in person and on the telephone.

Bending at the waist, kneeling or crouching to reach supplies or equipment.

AMERICANS WITH DISABILITIES ACT

Persons with certain disabilities may be capable of performing the essential duties of this class with or without reasonable accommodation, depending on the nature of the disability.

APPOINTMENT

In accordance with Education Code Section 45301, an employee appointed to this class must serve a probationary period of six (6) months during which time an employee must demonstrate at least an overall satisfactory performance. Failure to do so shall result in the employee's termination.