

Class Code: H93
City of Anaheim
Class Specification

Classification:
GRAPHIC DESIGNER

Definition: Under minimal supervision to design, prepare layouts and typeset graphic artwork to visually attract targeted audiences for various City departments.

Essential Job Functions:

Develops, plans, and designs related graphic artwork and materials for use by City departments as visual aids.

Meets with clientele to brainstorm concepts for graphic projects.

Coordinates all elements of graphic projects from initial ideas to final products.

Illustrates designs, then prepares layouts and camera ready art.

Prepares marker comps of commercial quality graphic designs.

Selects paper, ink colors, typesets products and arranges for printing.

Researches and prepares quotes for more complex projects.

Create and revise forms, job bulletins, flyers, brochures, newsletters, and reports utilizing a MacIntosh desktop publishing system.

Performs related duties, as required.

Minimum Requirements:

Experience:

Experience in designing graphic artwork including the preparation and typesetting of materials for final production.

Knowledge of:

Design elements leading to a commercial quality graphic design product.

Color including complementary and contrasting, trends, mixing, tinting, screening and design enhancement qualities.

Paper types and printing requirements.

Typeset and printing process.

Wang and Linotronics or similar typesetting equipment and MAC II/SE or similar desktop publishing equipment.

Ability to:

Operates various computer software programs related to graphic design.

Develop and illustrate graphic designs and prepares layouts and camera ready art.

Organize large amounts of information and produce a highly quality graphic design product.

Create original ideas within short timeframes and tight deadlines.

Communicate effectively, both orally and in writing.

Establish and maintain effective working relationships with those contacted in the course of work.

Supervision Received:

Works under technical supervision of the Reprographic/Mail Supervisor. Work in progress and completed work is reviewed periodically.

NOTE: The above statements are intended to describe the general nature and level of work being performed by persons assigned to this job. They are not intended to be an exhaustive list of all duties, responsibilities and skills required of personnel so classified. All requirements are subject to possible modification to reasonably accommodate individuals with disabilities.

7/91 - New - C. Harris
Unit - AMEA
Doc CS1206