

Summary of Duties: Designs, coordinates and prepares ads, posters, pamphlets, displays, signs and exhibits for informational, educational, publicity, sales and promotional purposes; designs and lays out brochures, covers, and exhibits for technical and administrative reports; and presentations translates statistical and other data into charts, graphs, illustrations and projection slides; or may act as a lead person to employees engaged in these duties, and does related work.

Distinguishing Features: A Graphic Designer exercises creative ability and technical skill through the use of a variety of art and media in developing and implementing original display ideas, illustrations, posters, maps, signs, charts and graphs; providing complete graphic services to facilitate comprehensive understanding and enhance the visual communication of a variety of data and reports.

A Graphic Designer may direct and coordinate the work of a group of employees engaged in the above activities by providing aesthetic and technical direction, assisting in the conception of motifs, art work, and selecting materials.

Examples of Duties: Designs, draws, paints or sketches pictures and display backgrounds; designs covers and illustrates promotional materials, such as pamphlets, brochures, posters, and book lists; does freehand lettering, using a wide variety of lettering styles in the preparation of such materials prepares layouts and dummies for printed or duplicated materials used for informational and publicity purposes; recommends and usually selects, in coordination with the printer, the type style, size, color schemes, paper stock, and methods of reproduction; may use a computer to compose, layout and select typefaces; prepares posters, picture booklets; makes rough and finished sketches, drawings, designs, and models for the construction of displays, and exhibits cases; designs and constructs exhibits using such materials as poster paper, cardboard, wood and cloth; makes paper sculpturing; researches new materials and methods applicable to the preparation of exhibits; prepares designs for logos; requisitions materials as needed; may maintain an inventory on the art materials equipment, and art works available in his department; assists in planning, developing and carrying out a departmental public relations or sales program by suggesting new displays, exhibits, and materials and by recommending methods of visual presentation; develops concepts, storyboards and background graphics for video productions; collects materials for use in such public relations programs; translates raw data or rough sketches into charts, graphs, posters, illustrations, and projection slides; tabulates statistical data into more meaningful forms for translation to appropriate media; selects the most attractive and effective medium for illustrating data to facilitate comprehension of written and oral presentations; designs and lays out brochures and covers for a variety of technical and administrative reports, prepares perspective drawing, freehand

sketches, pictorial maps and black and white or colored subjects; does specialized lettering; uses brushes, a variety of paints, pastels, photography, and other media in illustrating projects; may plan and design signage and implement sign policy in areas of public use and access;

May act as lead to a small group of technical employees engaged in the layout, design, and production of various types of publications; suggests most effective and economical means of accomplishing objectives; oversees the production and preparation of major publications from initial layout through printing; prepares print specifications; coordinates the preparation of perspective drawings, posters, free-hand sketches, pictorial maps, charts, graphs and black and white or color renderings; personally performs some of the more difficult and complex phases of the above work; plans and coordinates the design and layout of reports, pamphlets, and other publications; recommends type styles, size, color schemes, paper stock and methods of reproductions; confers with employees in other divisions on the work in progress; recommends the most attractive and effective medium for illustrating data to facilitate comprehension of written and oral presentations; may act as an advisor and consultant to management on artistic matters; and may work with individuals and organizations who have been authorized to put up exhibits and displays to insure that departmental artistic standards are met. Employees in this class may occasionally be assigned to other duties for training purposes or to meet technological changes or emergencies.

Qualifications: A good knowledge of the principles of design, layout and color harmony and of the processes, materials, equipment and supplies used in the preparation of posters, pamphlets, reports, displays, models, and exhibits; a good knowledge of a wide variety of lettering styles; a good knowledge of the media, methods, processes, materials and techniques used in preparing illustrations, maps, charts, and graphs; a good knowledge of the methods, requirements, and advantages of different methods of reproducing sketches and drawings prepared for printed reports; a good knowledge of the proper methods of preparing various surfaces for lettering and printing; a working knowledge of materials and methods used in constructing displays and exhibits; a good knowledge of typography and related processes; a good knowledge of photographic techniques and photographic technique relating to assembling and composition of visual presentations utilizing slides; a general knowledge of the comparative costs of various types of paper and printing used in reports to be reproduced; a working knowledge of video techniques; a working knowledge of display techniques, advertising layout and print shop procedures; a working knowledge of computer graphic techniques and systems including desk top printing; the ability to draw a wide variety of subjects, the ability to do skilled freehand lettering; the ability to do creative work in developing posters, pamphlets, displays, and exhibits for a wide variety of themes; the ability to make complete layouts and prepare dummies indicating styles of type and coloring; the ability to present technical data in an effective visual communication styles;

the ability to deal tactfully and effectively with the public and other employees; the ability to create designs for displays and exhibits from verbal instructions or rough sketches;

Two years of full-time paid experience preparing graphic displays, descriptive charts, brochures or maps for commercial or public use.

Full-time training in commercial art may be substituted for up to a maximum of 1 1/2 years of experience.

License: A valid California driver's license may be required.

Physical Requirements: Strength to perform average lifting of less than 5 pounds and occasionally over 15 pounds, arm, hand and finger dexterity involved in activities such as drawing and freehand lettering; and good eyesight.

Persons with medical limitations may, with reasonable accommodations, be capable of performing the duties of some of the positions in this class. Such determination must be made on an individual basis in light of the person's limitations, the requirements of the position, and the appointing authority's ability to effect reasonable accommodations to the person's limitations.

As provided in Civil Service Commission Rule 2.5 and Section 4.55 of the Administrative Code, this specification is descriptive, explanatory and not restrictive. It is not intended to declare what the duties and responsibilities of any position shall be.