



CAJON VALLEY UNION SCHOOL DISTRICT PERSONNEL COMMISSION

Job Class Description

<u>GRAPHIC ARTS TECHNICIAN AND INSTALLATION DESIGNER</u>			
DEPARTMENT/SITE:	District Print Shop	SALARY SCHEDULE:	Classified Bargaining Unit
		SALARY RANGE:	33 per 2023-2024 Schedule
		WORK YEAR:	12 Months (260 Days)
REPORTS TO:	Print Shop Supervisor	FLSA:	Non-Exempt

BASIC FUNCTION:

Under general direction, perform a variety of technical duties involved in the creation and design of original computer-generated graphic artwork for various print and digital applications, signage, cut-out lettering and mock up, including marketing, branding and/or instructional use; creates large visual displays and vinyl appliques and decals; assist in the production of a variety of printed materials using high-speed digital copiers and finishing equipment; maintain equipment in a clean and proper operating condition. The incumbents in this classification assist in providing students with creative and inspiring visual effects and meaningful spaces and events which directly support student learning.

DISTINGUISHING CHARACTERISTICS

The **Graphic Arts Technician and Installation Designer** class performs the full scope of duties in design, development, and execution of a wide range of projects and installations District-wide and for individual sites. The **Graphics Assistant / Installer** class assists the **Graphic Arts Technician and Installation Designer** primarily with the installation phase of projects involving signage, banners, posters, wall and window graphics, vehicle wraps, etc., and may assist in developing and implementing design elements.

ESSENTIAL FUNCTIONS, DUTIES, AND TASKS:

The following list of functions, duties, and tasks is typical for this classification. Incumbents may not perform all the listed duties and/or may be required to perform other closely related or department-specific functions, duties, and tasks from those set forth below to address business needs and changing business practices.

Perform a variety of technical duties involved in the creation and design of original computer-generated graphic artwork for various print and digital applications and structural event spaces, including marketing, branding and instructional use; assist in the production of a variety of printed materials and other visual imaging processes using a variety of reprographic and finishing equipment and imaging/photo software.

Create a variety of graphic designs and layouts; utilize artistic, photographic, graphic and desktop publishing techniques; perform a variety of layout and paste-up work and 3-D mockups.

Provide innovative ideas and creative solutions to support schools and departments in the planning stages of graphics projects; work collaboratively to produce quality work while meeting deadlines and expectations for quality, creativity and accuracy; maintain and provide a strong customer service approach, manage large projects such as signage for offsite events, badges, programs, event stickers and decals, table visuals and backdrops.

Manage a wide range of creative projects through the project life cycle, from original concepts, organizational goals and in collaboration with internal customers to create event backdrops such as wall frames, freestanding art and displays, large signage and other visual/graphic items for cohesive branding

during events.

Communicate with customers to plan, design, proof, and re-work graphics jobs; communicate with customers and determine final required output from work orders and rough draft.

Produce a variety of printed materials such as original logos, banners, stickers, signage, t-shirts, newsletters, brochures.

Receive work orders from school sites and District staff; create, plan, arrange, and layout text and artwork; select type style and size, font type, colours, spacing of letters and text lines, placement, size and type of photos and artwork to be used to meet customer specifications.

Develop alternatives to meet venue requirements, creating the spaces for events, including 3-d triangles, scaffolding, and ensuring correct scale and size to fit the venue.

Prepare, process, assemble and deliver completed print orders as needed; install printed material, such as vinyl and window prints, vehicle wraps and other signage.

Confer with outside vendors and organizations to obtain technical support; maintain current knowledge of technological advances in the field and discuss printing issues.

Maintain equipment in proper working condition; clear paper jams; replace parts and toner and adjust equipment in response to minor malfunctions; perform minor repairs on duplication and other equipment as directed; report major maintenance and repair needs to appropriate personnel; maintain assigned areas in a clean, orderly, and safe condition.

Research current best practices in graphic arts, marketing, and branding; maintain awareness of the latest trends and how they may be incorporated into District campaigns and products; maintain current knowledge of technological advances in the field.

Operate a computer, assigned software and peripheral equipment; operate a scanner to prepare line art and photographs for printing, and other office equipment, as assigned.

Greet and assist visitors; initiate and receive telephone calls concerning department functions; provide information concerning printing and graphics requests, deliveries, and timelines.

Maintain computerized records of work completed; track usage of supplies and materials.

Participate in a variety of meetings, as assigned; drive a vehicle to various sites to conduct work.

Perform classification-related duties as assigned for ensuring the efficient and effective functioning of the work unit and the District, including various mandatory District trainings.

KNOWLEDGE AND ABILITIES:

KNOWLEDGE OF:

Principles, materials, techniques and elements of modern graphic design and layout.

Practices, procedures, techniques, and equipment used in duplicating and high-speed digital photocopying.

Common word processing, spreadsheet, database, and software utilized in computerized graphics and web design such as Microsoft Office Suite, Adobe Illustrator, Photoshop, InDesign, FlightCheck, FlexSign,

Adobe, WordPress, SchoolWires, Print Shop Pro, Webdesk, and similar.
Strong understanding of brand personas, brand voice, and brand management.
Procedures, methods and techniques of graphic development and phototypesetting.
Methods and materials utilized in digitizing and enhancing images.
Various colour models related to computer technology and printing processes.
Paste-up techniques, vinyl film imaging and application on a variety of flat and contoured surfaces.
Bindery procedures and equipment.
Paper stock used in printing.
Project planning, organization, and communication skills.
Record-keeping techniques.
Basic math.
Interpersonal skills using tact, patience, and courtesy.
Correct English usage, grammar, spelling, punctuation, and vocabulary.
Oral and written communication skills.
Health and safety regulations.

ABILITY TO:

Provide graphic art services utilizing desktop publishing and a wide variety of other graphic design methods and materials.
Operate a variety of computer graphics and print equipment, including wide format printers, sign cutting plotter, high speed digital duplicators and bindery equipment.
Operate safely a variety of hand and power tools used to set up and install event spaces and booths.
Construct structural displays.
Interpret and transfer the needs and/or ideas of others into print and electronic formats.
Proven ability to design and produce printed material from concept to print.
Create compelling creative graphics designs, displays, and spaces that inspire new and existing students, deliver on the District's brand mission, and differentiate the brand from competitors.
Create camera-ready renderings, calculate margins, tabs, and other typesetting formats.
Provide technical support and assist District staff in producing a variety of printed and visually appealing three-dimensional materials.
Maintain current knowledge of technological advances in the field.
Maintain computerized records related to work performed.
Plan and organize multiple projects to meet schedules and tight deadlines.
Communicate effectively both orally and in writing. Establish and maintain cooperative and effective working relationships with others.
Work independently with little direction.
Maintain and project strong customer satisfaction skills and a professional demeanor.
Work in a broad range of media for integrated campaigns.
Manage the maintenance of a variety of reports, records and files related to assigned activities.
Communicate effectively both orally, in writing, and through visual representations.
Interpersonal skills using tact, patience and courtesy.

EDUCATION AND EXPERIENCE:

Any combination equivalent to: high school graduation supplemented by college-level coursework in graphic design, multi-media production or related field and at least three (3) years proven experience in the graphic design and production of printed materials using reprographic and finishing equipment and software such as Print Shop Pro, MUTOH Vertelith, fiery, oversize printer, and banner production.

LICENSES AND OTHER REQUIREMENTS:

Valid California driver's license.
Ability to maintain automobile insurance coverage.

WORKING CONDITIONS:

ENVIRONMENT:

Print shop environment.
Continuous interruptions.
Noise and fumes from equipment.
Driving a vehicle to conduct work.

PHYSICAL DEMANDS:

Dexterity of hands and fingers to operate a computer keyboard and other designated equipment.
Hearing and speaking to exchange information in person or on the telephone.
Seeing to read a variety of materials, view a computer monitor and operate a variety of production equipment and accurately detect color differences.
Sitting and/or standing for extended periods of time.
Walking, reaching, twisting, turning, kneeling, bending, squatting, and stooping in the performance of daily activities.
Reaching overhead, above the shoulders and horizontally to retrieve, store and/or install materials.
Climbing up and down a ladder to hang/install signage and various materials.
Regularly lift and/or move up to 25 pounds and occasionally lift and/or move moderately heavy objects up to 50 pounds.

HAZARDS:

Working around or with machinery having moving parts.
Chemicals used in the printing process.
Working at heights.

CLEARANCES:

Criminal Justice Fingerprint/Background
Tuberculosis
Pre-placement Physical and Drug Screen

SPECIAL NOTES:

All creative concepts and work produced in the course of employment will become the intellectual property of the District.

JOB CLASS HISTORY

G.B. 09/26/17; P.C. 09/28/17 (New)
Retitle, Revise, and Reallocate from Range 31 to 33 (EH&A / MGT Consulting) PC: 02/24 GB: 03/24