

CAJON VALLEY UNION SCHOOL DISTRICT

CLASS TITLE: GRAPHIC ARTS TECHNICIAN

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, including marketing, branding and/or instructional use; 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.

REPRESENTATIVE DUTIES:

ESSENTIAL DUTIES:

Perform a variety of technical duties involved in the creation and design of original computer generated graphic artwork for various print and digital applications, including marketing, branding and instructional use; assist in the production of a variety of printed materials using reprographic and finishing equipment.

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.

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 a wide range of creative projects through the project life cycle, from original concepts, organizational goals and in collaboration with internal customers.

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, etc.

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

Assist in the production of a variety of printed materials using reprographic and finishing equipment, including high-speed and wide format digital copiers, booklet makers, cutters, binders, folders, drills, padding machines, shrink wrappers, printers, scanners, and laminators; stock copiers with proper paper according to project specifications.

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.

Act as backup in updating and maintaining the Districts website, including webpage design and content editing; adhere to standards for publishing and for maintaining district or department webpages consistent with District brand and style guidelines, copyright regulations, and other legal, policy or compliance considerations.

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.

OTHER DUTIES:

Perform related duties as assigned.

MINIMUM QUALIFICATIONS

EDUCATION AND EXPERIENCE:

Any combination equivalent to: graduation from high school 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.

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, etc.

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 color models related to computer technology and printing processes.
Paste-up techniques.
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.

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.
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 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 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.
Strong customer satisfaction skills.
Work in broad range of media for integrated campaigns.
Manage the maintenance of a variety of reports, records and files related to assigned activities.
Professional demeanor.
Communicate effectively.
Interpersonal skills using tact, patience and courtesy.
Establish and maintain effective relationships with those contacted in the course of work.
Operate a variety of standard office and print shop equipment, including Mac/PC computers and assigned software.

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.

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.