

MAJOR FUNCTION

This is technical work involving many aspects of graphic design including design, consultation, production, prepress, and installation of graphics for vehicles, report covers, posters, display maps, web pages, charts, tables, fabrics and camera ready artwork for printing. General supervision is provided by a higher-level supervisor. Work is reviewed through conferences and results obtained.

ESSENTIAL AND OTHER IMPORTANT JOB DUTIES**Essential Job Duties**

Designs rough layouts to illustrate a concept of art and copy regarding arrangement, size, type and style and related aesthetic concepts. After appropriate approvals, prepares finished copy and art by operating software, large format printers, cameras and other production equipment. Prepares final digital layout. Coordinates schedules, and monitors printing and production service. Receives and reviews online print requests. Conducts cost analysis on specified projects. Researches, evaluates and forecasts trends in commercial printing technology and processes. Performs color matching of supplied material utilizing electronic prepress software and International Color Consortium (ICC) profiles. Uses digital proofing devices and retrieves electronic files for reprints. Acts as a resource to advise other City departments regarding appropriate printing and production methods to meet print needs within budgeted goals. Coordinates competitive quotes and prices with vendors. Performs preventative maintenance requirements on equipment. Troubleshoots malfunctions and schedules necessary service calls. Maintains inventories on equipment, print media and supplies. Creates computer generated presentation quality graphics for the web sites, exhibits, visual aids, brochures, displays, vehicles and advertisements. Coordinates with other departments to schedule installation of vehicle wraps and decals. Applies Professional Decal Application Alliance (PDAA) approved techniques for cleaning and application of graphics. Precisely trims, tucks and wraps graphics on vehicle doors, handles, keyholes, windows, mirrors, lights and accessories. Performs related work as required.

Other Important Duties

Keeps abreast of graphic trends and techniques through training and research. Performs related work and special assignments as required.

DESIRABLE QUALIFICATIONS**Knowledge, Abilities and Skills**

Knowledge of computer automated graphics and graphics design principles and techniques. Knowledge of web design principals and techniques. Ability to produce camera-ready art for printing and various presentation formats. Knowledge of International Color Consortium (ICC) profiles. Knowledge of Professional Decal Application Alliance (PDAA) approved techniques. Skills in utilizing computers and equipment used in modern graphics activities and other applications that are essential to successful job performance. Ability to communicate effectively orally and in writing. Ability to establish and maintain necessary administrative records and controls and prepare periodic reports.

Minimum Training and Experience

Possession of a high school diploma or an equivalent recognized certificate and one year of experience that includes graphics design and application, or an equivalent combination of training and experience.

Necessary Special Requirement

Must possess a valid Class E State driver's license at time of appointment.