

Senior Graphics Technician: Receives general supervision from a management staff member, as assigned.

Principal Graphics Technician: Receives general direction from a management staff member, as assigned. May exercise lead direction over lesser-skilled Graphics Technicians and serve as team leader or project manager in coordinating the work of others.

EXAMPLES OF DUTIES

Duties may include, but are not limited to, the following:

All Levels: (Duties may vary depending upon assignment)

- Design and lay out of drawings, graphs, charts, forms, certificates, diagrams, and sketches for publications, hearings, meetings, and special events.
- Prepare routine and less complex design projects; prepare drawings and/or designs based on rough sketches or verbal instructions.
- Create posters, signboards, and cards; draw illustrative pictures, cartoons, and caricatures; design illustrative material to reflect statistical data.
- Perform freehand lettering using wide variety of lettering styles for poster and display work; use mechanical lettering and drafting equipment.
- Create and revise graphic materials using computerized desktop publishing system; use variety of computer-based software including word processing, database, spreadsheet, and graphic programs to compose and generate copy, illustrations, or graphic designs.
- Utilize computerized mapping database systems and related software programs; operate blueprint reproduction equipment.
- Record on maps detailed records of land uses including variances, rezoning, and vacations in accordance with established graphic codes.
- Prepare routine base maps; assemble basic zoning cases including graphic delineation's based upon written legal descriptions.
- Assist in the preparation of agenda packet materials for City Council, board, and committee meetings.
- Assist at public information counters, responding to questions regarding zoning and map boundaries or providing other departmental public information.

Senior Graphic Technician

In addition to the duties listed above:

- Prepare moderately complex graphic design projects.
- Provide guidance to departmental personnel in developing graphic presentation concepts.
- Prepare camera-ready artwork and basic photography for moderately complex graphic design projects.
- Coordinate all elements of graphic projects from initial ideas to final projects.
- Prepare internal printing requests; select paper color, stock, and ink.
- Develop graphic collateral/displays materials for presentations at hearings and meetings.

Principal Graphic Technician

In addition to the duties listed above:

- _ Prepare large and complex graphic design projects.
- _ Provide guidance to departmental personnel in developing graphic presentation concepts for marketing/promotional materials and campaigns.
- _ Prepare camera-ready artwork and photography for large and complex graphic design projects.
- _ Serve as project team leader in coordinating all elements of graphic projects from initial ideas to final products.
- _ Research special projects; compose written materials and prepare text in conjunction with graphic designs.
- _ Evaluate and select production materials for effectiveness and economy including paper color, stock, and ink.
- _ Prepare specifications for printing services; solicit bids; analyze project costs; prepare purchase orders; procure internal and/or external printing support services.

QUALIFICATIONS

Knowledge of:

All Levels:

- _ Instruments, methods and techniques.
- _ Lettering styles.
- _ Personal computer operation and relevant PC and MAC based hardware and software applications including word processing, spreadsheet, database, graphic, photoshop, illustrator, or mark express.
- _ Procedures, materials, and practices involved in layout and paste-up.
- _ Design principles, layout, and color harmony.

Senior Graphics Technician:

In addition to the above, knowledge of:

- _ Basic photography methods and techniques as applied to printing processes.
- _ Materials and equipment used in preparation of camera-ready artwork.
- _ Duplicating and printing processes; equipment capabilities; paper types, colors, and inks.
- _ Ability to display statistical data in charts and graphs.

Principal Graphics Technician:

In addition to the above, knowledge of:

- _ Commercial offset printing industry.
- _ Design and layout elements as applied to commercial quality printing processes.

- _ Specification development and bid process for graphic projects.
- _ Marketing and promotional methods and techniques as applied to graphics and published materials.
- _ Color including complementary and contrasting, trends, mixing, tinting, screening, and design enhancement qualities.
- _ Writing techniques including proper English usage, grammar, and punctuation.

Ability to:

All Levels:

- _ Present facts and/or concepts clearly in graphic form.
- _ Comprehend the basic elements and needs of the department.
- _ Read and comprehend maps and land record documents.
- _ Prepare routine drawings, designs, and base maps.
- _ Use drafting and art instruments accurately.
- _ Perform freehand and mechanical lettering.
- _ Follow oral and written instructions.
- _ Operate a personal computer and applicable software programs to create and revise graphic materials.

Senior Graphics Technician:

In addition to the above, ability to:

- _ Work independently or as lead in developing moderately complex graphic presentation concepts and options to meet departmental needs.
- _ Read, comprehend, and interpret maps and moderately complex land records documents.
- _ Prepare moderately complex graphic designs.
- _ Communicate effectively, orally and in writing.
- _ Establish effective-working relationships with those contacted in the course of work.
- _ Prepare camera-ready artwork, basic photography, and internal printing.

Principal Graphics Technician:

In addition to the above, ability to:

- _ Work independently or as team leader in developing large and complex graphic presentation concepts and options to meet departmental needs for marketing/promotional campaigns.
- _ Prepare commercial quality camera-ready artwork and photography.
- _ Coordinate internal and external printing support services; evaluate cost effectiveness and make appropriate

selections.

— Research special projects and compose and edit text to accompany graphic designs.

Education and Experience:

Graphics Technician:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: High school graduation or satisfactory equivalent including or supplemented by courses in art, drafting, illustration, graphic design, lettering and typography, printing and production techniques, and computer graphics.

Experience: None required.

Senior Graphics Technician:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to the completion of an Associate degree (60 semester units) from an accredited college or university or from recognized art school with major in art, architecture, graphic design, or closely related field.

Experience: One year of experience in the design and preparation of graphic/commercial art, camera-ready art work, computer-generated text and images. Up to one year of additional qualifying experience may substitute for one year of the required education on a year for year basis.

Principal Graphics Technician:

Any combination of experience and education that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education: Equivalent to the completion of a Bachelor's degree (120 semester units) from an accredited college or university or from recognized art school with major in art, architecture, graphic design, or closely related field.

Experience: Two years of experience in the design and preparation of graphic/commercial art, camera-ready art work, computer-generated text and images. Up to two years of additional qualifying experience may substitute for one year of the required education on a year for year basis.

MEDICAL CATEGORY: Group 1

NECESSARY SPECIAL REQUIREMENT

Possession of, or ability to obtain, an appropriate, valid Class "C" California Motor Vehicle Operators License is required for the Principal Graphics Technician.

CAREER ADVANCEMENT OPPORTUNITIES

FROM: Graphics Technician

TO: Senior Graphics Technician

TO: Principal Graphics Technician