

## **SWEETWATER UNION HIGH SCHOOL DISTRICT**

### **CLASS TITLE: DIGITAL MEDIA/GRAPHICS SPECIALIST**

#### **BASIC FUNCTION:**

Under the direction of the Director of Visual and Performing Arts, operate an assigned computer system, phototypesetting equipment and graphics software to prepare and design written and graphic materials for printing or reproduction; communicate with clients to plan, design, and layout text and art work and to determine final output.

#### **REPRESENTATIVE DUTIES:**

##### **ESSENTIAL DUTIES:**

Operate an assigned computer system, phototypesetting equipment and graphics software to prepare and design written and graphic materials for printing or reproduction; assist in prioritizing incoming work orders.

Enter text and graphic elements using a keyboard, scanned materials or client data files; format and arrange data; shoot plates of prepared or camera-ready copy; take pictures as needed; reduce or enlarge documents as necessary; obtain customer approval and modify as required.

Prioritize, create, plan and layout text and art work; select type style and size, fonts, spacing of letters and text lines, placement, and size and type of photos and art work to be used according to customer specifications; prepare, review, proofread and edit copy.

Confer with staff, faculty and others to plan, design, proof and revise graphics jobs and determine product output from rough draft, work orders and oral instructions; review work submitted for reproduction; proofread work to assure completeness, quality and clarity of original copy.

Research and compile a variety of information for assigned projects; prepare, design and format drafts, summaries, displays and brochures for various District programs and reports; prepare and maintain a variety of records, materials and reports related to students and assigned programs and activities.

Assist in coordinating VAPA activities with faculty and others; provide input concerning the development, implementation and evaluation of departmental programs and activities.

Attend, assist in coordinating and participate in various meetings, conferences and training sessions as assigned.

Communicate with clients, staff and others to exchange information and resolve issue or concerns related to costs, timelines, printing needs and new technologies as necessary; prepare a variety of correspondence on behalf of the Director as assigned.

Operate high-speed digital reprographic and peripheral equipment in the reproduction of various materials as necessary; prepare copiers for extended production runs and monitor equipment during the duplication process as assigned.

Monitor completed jobs and works in progress to assure proper application of paper weights and

sizes, digital printing processes, inks and related specifications; mix appropriate chemicals.

Assist Department staff in designing and preparing graphic artwork; provide guideline information concerning formatting requirements of large and complex documents.

Operate a variety of office and specialized equipment including a scanner, camera, waxer, laser printer, cutter, comb binder, drill press, stapler, binding machine, laminator, video cassette recorder, DVD burner, calculator, copier and fax machine.

Clean and maintain equipment in efficient working condition; perform minor repairs on equipment; contact appropriate personnel for equipment repairs.

**OTHER DUTIES:**

Perform related duties as assigned.

**KNOWLEDGE AND ABILITIES:**

**KNOWLEDGE OF:**

Page layout and graphic arts design techniques and procedures

Computers and graphics software applications used by the District.

Proper methods, materials, tools and equipment used in the set up, operation, maintenance and repair of phototypesetting and related equipment.

Operation, use, minor repair and maintenance of printing and related equipment.

Basic single-color and multi-color printing operations.

Ink, chemicals and papers used in printing operations.

Oral and written communication skills.

Basic web design techniques.

Interpersonal skills using tact, patience and courtesy.

Correct English usage, grammar, spelling, punctuation and vocabulary.

Basic record-keeping techniques.

**ABILITY TO:**

Operate an assigned computer system, computerized phototypesetting equipment and graphics software to prepare and design written and graphic materials for printing or reproduction.

Communicate with clients to plan, design, and layout text and art work and to determine final output.

Operate high-speed digital reprographic and peripheral equipment in the reproduction of various materials as necessary.

Assist Department staff in designing and preparing graphic artwork.

Maintain, adjust and perform routine maintenance to equipment.

Provide skilled graphic art services utilizing a wide variety of graphic design methods and materials.

Arrange, layout and make effective use of visual materials.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Maintain current knowledge of technological advances in the field.

Design and maintain web pages.  
Meet schedules and time lines.  
Understand and follow oral and written instructions.  
Maintain routine records.

**EDUCATION AND EXPERIENCE:**

Any combination equivalent to: graduation from high school supplemented by course work in computerized graphics software or related field and three years of increasingly responsible computerized graphics and printing operations experience including composition and layout work.

**WORKING CONDITIONS:**

**ENVIRONMENT:**

Print shop environment.  
Noise from equipment operation.  
Regular exposure to fumes, dust and odors.

**PHYSICAL DEMANDS:**

Dexterity of hands and fingers to operate a variety of Print Shop equipment.  
Standing for extended periods of time.  
Bending at the waist, kneeling or crouching.  
Reaching overhead, above the shoulders and horizontally  
Hearing and speaking to exchange information.  
Seeing to view printing jobs and read a variety of materials.

**HAZARDS:**

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

*The Sweetwater Union High School District does not discriminate with regard to sex, race, religion, color, national origin, ancestry/ethnicity, marital or parental status, age, physical or mental disability, sexual orientation or any other unlawful consideration. SUHSD Board Policy #2224*

*Office-Technical Job Description*

*Adopted by BOT 1/25/03  
Revised BOT 1/23/06*