



City of Kansas City, Missouri Job Class Specification

Job Title: GRAPHIC DESIGN SPECIALIST **Department:** MULTI
Job Code: 1510 **Status:** NONEXEMPT **Grade:** NE-5

Summary

This is skilled design work in the preparation of various projects which require a professional level of competence in the graphic arts.

Work involves responsibility for the overall planning and coordination of a unified design program to be applied in the city's various departments. The technical aspects of the work require independent judgment; however, administrative superiors usually determine the basic ideas which are to be developed.

Duties and Responsibilities

- Consults with administrative or professional personnel to determine the nature of the project and decide on the most desirable method of visual presentation.
- Develops ideas and translates job parameters into appropriate technical specification, including print process, paper stock, ink, typeface and binding format.
- Establishes standards and ensures that all forms of artwork and written material conform to the City's established standards.
- Gathers data and interviews appropriate personnel to compile information for documents.
- Consults with appropriate personnel to clarify details of subject matter and verify data or information. Ensures technical accuracy.
- Generates graphic files in formats appropriate for the medium for which they will be utilized or processed.
- Prepares accurate graphic renderings of creative ideas for incorporation into publication designs.
- Ensures that vendors provide timely and high quality service to the City.
- Develops accurate cost estimates and obtains the required bids for printing jobs. Ensures that printing and publication costs are effectively controlled.
- Composes, revises, edits and proofs text for publications using established guidelines. Reviews text for spelling and grammar accuracy and correctness of language usage.
- Ensures that publication text is clear, logical, accurate and consistent.
- Formats publications effectively to ensure the intended message is clear and presented in a logical and comprehensible manner.
- Prepares the layout for various reports and publications whenever the visual aspects are of primary importance.
- Designs specialized graphs, letterheads, forms, and other miscellaneous items.
- Prepares leaflets, bulletins, manuals, and booklets for mass reproduction.
- Performs other work requiring specialized knowledge of the graphic arts and skill in design technique.
- Designs City forms in compliance with appropriate design standards.

Duties and Responsibilities (continued)

- Creates charts and graphs that effectively and accurately illustrate the information represented by the data.
- Formats database or spreadsheet data for presentation in various formats. Performs basic calculations and writes simple formulas in order to present data effectively.
- Provides publication production recommendations. Provides appropriate recommendations regarding paper type, brightness, color, weight, size, finishes and grade.
- Provides proofs and final versions of publications via hard copies, electronic file formats, camera ready artwork as required.
- Maintains knowledge of, industry standards, current trends and developments in the graphic arts and desktop publishing field.
- Recommends the most effective visual display of data or conceptual ideas.
- May perform some photographic activity.
- Edits scanned or digital images for correction, clarity, contrast, special effects, lighting, hue and brightness.
- Maintains database of images and artwork.
- Performs related duties as required.

Technical Skills

Considerable knowledge of:
Established guidelines for writing, editing and/or revising a variety of City documents.
Graphic art techniques; familiarity with and skill in sketching, painting, lettering, photography, drafting, and other graphic arts.
Applicable software including but not limited to Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe InDesign, and Microsoft Office Suite.
Material costs, printing and processing time constraints.
Needs and constraints of different digital platforms including but not limited to Email, Web, City social media, and city-wide digital display boards.
Utilization of digital cameras, scanners, printers and related equipment.
Artistic materials for display purposes.
Digital photography.
Standard office equipment.

Working knowledge of:
The general principles of layout and design.
Graphic art design and the use of art tools and materials.

Education and Experience

High school graduation, supplemented by the completion of two (2) years formal training or experience in graphic arts and related areas.

Certificates/ Licenses/Special Requirements

- Must pass a background check as prescribed by the City.

Supervisory Responsibility

None

Supervision Received

Work is performed under general supervision.

Note: This job description should not be construed to imply that these requirements are the exclusive standards of the position. Incumbents will follow any other instructions, and perform any other related duties, as may be required. Reasonable accommodation will be provided to qualified individuals with disabilities. The City of Kansas City has the right to revise this job description at any time. The job description is not to be construed as a contract for employment.

**Created
Revised**