

Council Meeting
April 17, 2007

Honorable Mayor and Members
of the City Council
City Hall
Torrance, CA

Members of the Council:

SUBJECT: Approval of the Revised & Retitled Class Specification Graphics Designer

RECOMMENDATION

The Human Resources Director and the Civil Service Commission recommend approval of the revised and retitled class specification for Graphics Designer.

FUNDING

Not Applicable.

BACKGROUND

The existing class specification of Typesetter has not been revised since 1988 and there have been major changes in the graphics design utilizing various computer generated graphics.

The Civil Service Commission at their meeting of March 12, 2007 approved the proposed class specification Graphics Designer which is submitted to your Honorable Body for your review and approval.

ANALYSIS

Results of the classification study indicated a need to revise and retitle the class specification to more accurately reflect the current responsibilities and changes in equipment and use of computer graphics. The revised Graphics Designer class specification reflects modifications to the current range and scope of duties as well as education and experience requirements.

The following duties have been revised to reflect the current responsibilities and the duties:

- Designs and prepares presentation graphics, maps, publications, posters, flyers from verbal or written instructions and/or rough drafts.
- Meets with user departments to determine needs for projects and makes recommendations on design, layout, and materials, including changes to enhance final look of documents.
- Sets up format and organizes material in conformance to user department requests.

In addition, knowledge and abilities statements have been added to reflect current requirements of the position.

The Education and Experience section was revised as follows:

Two years of experience in computer aided graphics design utilizing computer software programs currently in use by the City.

The Special Requirements section was added to accurately reflect the physical demands of the job.

Respectfully submitted,
CIVIL SERVICE COMMISSION
Robert McPhail, Chair

ELAINE M. WINER
Human Resources Director

By Melody P. Lawrence
Melody P. Lawrence
Human Resources Manager

Jaysen Surber
Jaysen Surber
TCEA, President

CONCUR:

Elaine M. Winer
Elaine M. Winer
Human Resources Director

NOTED:

LeRoy J. Jackson
LeRoy J. Jackson
City Manager

- Attachments: A) Revised Class Specification for Graphics Designer
B) Existing Class Specification for Typesetter

City of Torrance
Code: 1509
Class Designation: Civil Service

March 2007
(Revised)

Graphic Designer

Definition

Under general supervision, designs a variety of professional and complex computer generated graphics, illustrative and photographic materials and prepares accurate typesetting of forms, flyers, bulletins, reports, and other documents and publications for City Departments; and performs related work as required.

Distinguishing Characteristics

Distinguished from Duplicating Equipment Operator and Reprographic Equipment Operator in that the incumbent is not responsible for operation of photocopy equipment or offset printing equipment. At this level, incumbents work with only occasional instruction or assistance; work is reviewed upon completion for overall results. Work requires incumbents to exercise judgment in selecting appropriate guidelines to follow; significant deviations require prior approval.

Supervision Exercised/Received

The Graphics Designer receives supervision from the Central Services Supervisor or Central Services Coordinator.

Examples of Duties

- Designs and prepares presentation graphics, maps, publications, posters, flyers from verbal or written instructions and/or rough drafts.
- Meets with user departments to determine needs for projects and makes recommendations on design, layout, and materials, including changes to enhance final look of documents.
- Sets up format and organizes material in conformance to user department requests.
- Specifies and justifies documents using a variety of point sizes.
- Produces aesthetically attractive and visually balanced finished products utilizing computerized paste-up and layout.
- Checks work for completeness, accuracy, and compliance with legal, user, and other requirements and makes necessary changes after user department review.
- Maintains schedules to assure that work is delivered in accordance with established deadlines and/or priorities.
- Maintains records of services performed including hours of labor, materials used, costs incurred, document numbers, and typestyles.
- Recommends/orders supplies based on needs or state-of-the-art information.

Examples of Other Duties

The following duties represent duties that are generally performed by this position, but are not considered to be principal job duties:

- May perform bindery room and other print shop duties as needed.
 - Attends division and department meetings as required.
 - Serves on various committees as appropriate.
 - Distributes notices, flyers, etc. as assigned.
 - Performs related duties as required.
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QUALIFICATIONS GUIDELINES

Knowledge of:

Principles, techniques, practices and production equipment/materials used in graphic design.
 Equipment, materials, procedures, and standards regarding computerized typesetting.
 Computer software used in graphic design currently in use in the City including, but not limited to Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker, QuarkXPress, PowerPoint and Adobe Acrobat.
 Principles of copy layout.
 Paper types and printing requirements.
 Customer service techniques.
 English usage, grammar, spelling, and punctuation.
 City codes and ordinances, and administrative rules and regulations affecting departmental operations.
 City and Department Mission including strategic goals and objectives.
 General City operations.

Ability to:

Utilize various graphic software programs related to graphic design that are currently in use by the City, including, but not limited to Adobe Illustrator, Adobe Photoshop, Adobe Pagemaker, QuarkXPress, PowerPoint and Adobe Acrobat.
 Perform computerized layout and paste-up.
 Create aesthetically attractive and visually balanced documents.
 Maintain record keeping systems.
 Estimate time and materials needed for completion of work.
 Perform bindery room and other print shop duties.
 Understand and carry out complex oral and written instructions.
 Follow written and oral instructions.
 Organize work and meet deadlines including adjusting to shifting priorities.
 Establish and maintain cooperative relationships with all persons contacted in the course of work including fellow employees, users of services and outside vendors.
 Communicate effectively both orally and in writing.

Education and Experience:

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

Two years of experience in computer aided graphics design utilizing computer software programs currently in use by the City.

Special Requirements:

Performance of the essential duties of this position includes the following physical demands and/or working conditions:

Requires the ability to exert a small amount of physical effort in sedentary to light work involving moving from one area of the office to another; sufficient hand/eye coordination to perform skilled repetitive movements such as typing, and/or the use other office equipment. May involve extensive exposure to Video Display Terminal. Tasks require visual perception and discrimination and oral communications ability. Tasks are regularly performed without exposure to adverse environmental conditions.

Career Ladder Information

Experience gained in this classification supplemented by additional education or training may serve to meet the minimum requirements for promotion to the Central Services Coordinator.

City of Torrance

Code: 1509
January 1988

TYPESETTER

DEFINITION

Under supervision, to perform quality, accurate typesetting in the preparation of forms, flyers, bulletins, reports, and other documents and publications; and to do related work as required.

DISTINGUISHING CHARACTERISTICS

Distinguished from Duplicating Equipment Operator and Reprographic Equipment Operator in that the incumbent is not responsible for operation of photocopy equipment or offset printing equipment. Distinguished from Graphics Illustrator in that the incumbent is not involved in design or illustrative work.

EXAMPLES OF DUTIES

- Operates computerized typesetting equipment, photographic processor/finisher, and camera equipment in order to prepare quality, professional looking forms, flyers, brochures, bulletins, newsletters, posters, programs, reports, documents and other publications from handwritten or typed draft copy;
- Sets up format and organizes material in conformance to user department requests; Specifies and justifies documents using a variety of point sizes;
- Does paste-up and layout to produce an aesthetically attractive and visually balanced finished product; checks work for completeness, accuracy, and compliance with legal, user, and other requirements;
- Reviews work orders to take note of general and special instructions and to estimate time and materials needed for completion of work;
- Maintains schedules to assure that work is delivered in accordance with established deadlines and/or priorities;
- Makes recommendations on layout to user departments including changes to enhance final look of documents;
- Makes necessary changes after user department review; maintains records of services performed including hours of labor, materials used, costs incurred, document numbers, and typestyles;
- Performs maintenance and minor repairs on equipment or arranges for other repairs or maintenance to be performed by outside vendors;
- Recommends/orders supplies based on needs or state-of-the-art information;
- May perform bindery room and other print shop duties as needed.

MINIMUM QUALIFICATIONS

Knowledge of

Equipment, materials, procedures, and standards regarding computerized typesetting;
Computer command language and coding for typesetting;
English usage, grammar, spelling, and punctuation;
Printshop automatic camera equipment for shooting stats and negatives.

Ability to

Operate and maintain computerized typesetting equipment, photographic processor/finisher, and printshop automatic camera equipment including light table;.
Perform layout and paste-up;
Create an aesthetically attractive and visually balanced document;
Revise computer programming to comply with special project requirements;
Maintain record keeping systems;
Estimate time and materials needed for completion of work;
Type with speed and accuracy at 40 wpm;
Perform arithmetic calculations with speed and accuracy;
Perform bindery room and other printshop duties;
Follow written and oral instructions;
Organize work and meet deadlines including adjusting to shifting priorities;
Establish and maintain cooperative relationships with all persons contacted in the course of work including fellow employees, users of services and outside vendors;
Communicate clearly both orally and in writing.

LICENSE

A valid California Class 3 Driver's License is required.

EXPERIENCE

One year of experience performing typesetting using computerized typesetting equipment.

EDUCATION

Satisfactory completion of courses in or related to computerized typesetting from a printing technology program or similar program at a trade school, college, or university is desirable and may be substituted for the required experience on a year for year basis.

Courses must be approved by the Personnel and General Services Departments and may include beginning computerized typesetting; advanced computerized typesetting; mark-up and format coding for computerized typesetting; phototypesetting; layout; paste-up; and stripping.