

IMPERIAL COMMUNITY COLLEGE DISTRICT

CLASS TITLE: PUBLICATIONS DESIGN COORDINATOR

BASIC FUNCTION:

Under the direction of the Areas Administrator or assigned supervisor, directs the visual identity and visual communications for the college. Supervises and creates the design and visual identity standards for the college and implements a consistent visual image and presence for all college, electronic and print communications and digital video. Directs other communications department personnel in the production of college publications and marketing material and works with the college webmaster to provide website design assistance. Coordinates the design of all college print materials; directs and oversees the work of independent contractors for print design and production; works directly with off-campus production vendors; works directly with college and district faculty, staff and administrators to initiate projects and provide design guidance; provides training and work direction to communications department staff.

REPRESENTATIVE DUTIES:

Directs and supervises the visual identity and visual image of the college. Develops and implements a consistent visual image for all college communications materials including print, new media, electronic media and digital video.

Creates design standards and directs the image and creative strategy for college communications materials.

Facilitates the work with other designers to comply with design standards for the production of print materials and marketing materials. Facilitates the design of all college publications, publicity materials, advertising and marketing materials and official college documents.

Creates, design and executes high-quality major publications, including the college catalog and class schedules and other printed campus materials. Designs and authors multimedia projects, integrating elements of text, image, animation, video and sound; develops concepts for major publication, marketing and promotional projects.

Plans coordinates, designs, and creates illustrations for web sites, major publications, brochures, maps, logos, catalogs and other publications utilizing computers and software suitable for graphic design illustration.

Photographs special campus events and construction projects. Takes photographs for administrators, faculty, staff, students, campus organizations and sports teams as required.

Develops bid specifications for major publications such as the schedule and catalog. Oversees production process, performs press-checks and evaluates print bids. Organizes and prepares correspondence and final electronic files to be sent out to vendors.

Coordinates and implements a job log of communications department design projects using computer database software for job tracking, information retrieval and archiving purposes. This also includes producing a yearly completed job binder with printed samples of all the jobs produced that year for easy reference.

Coordinates and implements a computer-based photography retrieval and archive system. Confers with communications department staff and others in the development and maintenance of this project.

Coordinates the scanning and inventory of images for use in college publications and web pages.

Scans photography for digital image manipulations for print use and Web specifications.

Provides creative work input to communications department staff; determines work priorities; establishes work assignments and schedules with the Director of Media and Community Relations to help delegate appropriate projects; recommends and coordinates the work of freelance designers, photographers and contract workers as necessary.

Assists with the day to day operations of the Publications Department including operating department copiers as needed.

Operates computers and a variety of graphic arts tools, equipment and machines involved in the development of page lay-out, text editing, digital image manipulations, 3-D and 2-D illustrations and multimedia software.

Maintains current knowledge of emerging technologies and trends on computer graphic design and publishing, and web technologies through coursework, demonstrations, trade journals, seminars, trade shows, workshops, professional organizations and other user groups.

Troubleshoots the department's Macintosh/Apple computers and installs new hardware and software as required.

Assists the Director with determining graphic needs.

Assist in media relations

Performs related duties as assigned.

KNOWLEDGE & ABILITIES:

KNOWLEDGE OF:

Current versions of: Quark, Photoshop, Illustrator and FileMakerPro.

Possess a firm understanding of page layout principles, Web page authoring principles and navigation procedures, HTML and developing Web coding, branding, illustration, photo manipulation software.

4-color printing processes, techniques and procedures.

Methods materials, tools and equipment used in direct impression, offset printing and plate preparation.

Advanced graphic design software programs including professional page layout, text editing, digital image manipulation, 3-D and 2-D illustrations.

Preparation and administration of printing specification sheets and press schedules.

Office methods, practices and procedures.

Record-keeping techniques.

Interpersonal skills using tact, patience and courtesy.

Proper methods of storing equipment, materials and supplies.

Oral and written communication skills.

Principles of training and providing work direction.

ABILITY TO:

Demonstrate understanding of, sensitivity to, and respect for the diverse academic, socio-economic, ethnic, cultural, disability, religious background and sexual orientation of community college students, faculty and staff.

Coordinate the design and production of College and District print and other media publication materials.

Design and produce College and District projects through final production/publishing.

Train and provide work direction to department staff.

Provide technical information concerning reproduction and printing of materials to others.

Communicate effectively both orally and in writing.

Establish and maintain cooperative and effective working relationships with others.

Analyze situations accurately and adopt an effective course of action.

Prioritize, assign, plan and organize work.

Prepare and maintain records and reports.

Develop, meet and track schedule and time lines.

Interpret, apply and explain rules, regulations, policies and procedures.

Establish and maintain cooperative and effective working relationships with others.

EDUCATION AND EXPERIENCE: Any combination equivalent to: Bachelor's degree in visual arts, design or related field and five years in graphic design field involving the computer graphic design and production of Web, presentation and print materials. Preferred qualities include serving in a leadership role within a design or creative team.

WORKING CONDITIONS: Duties are primarily performed in an office environment. The employee is subject to extensive contact with other employees, constant interruptions and demanding timelines.

PHYSICAL DEMANDS: The employee in this classification is regularly required to sit for long periods of time with extended viewing of a computer monitor. The employee must see clearly enough to read fine print, operate equipment and distinguish colors.