



Office of Human Resources
Graphics Designer – LM2531
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General Statement of Duties

Creates visual text and imagery concepts using various computer software to communicate ideas. Develop the overall layout and production design for advertisements, brochures, newsletters, reports, pamphlets, displays, logos and web design.

Distinguishing Characteristics

This class is distinguished from Graphics Signage Technician, which performs graphics work in a full-service signage shop including layout/graphics, and fabrication of a variety of signs for various traffic operations. This class is also distinguished from the Graphics Shop Supervisor based on the full performance supervisory responsibilities over the Graphics Signage Technician and shop.

Essential Duties

Creates designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts.

Uses design-, photo-, and video software to generate new images and other visual communication content.

Completes video/photo projects to storyboard, plan, script-write, shoot/film, edit, produce and proof videos for a wide range of media platforms, including the city's website and social media platforms. This includes animated videos.

Collaborates with various city departments and community members to obtain footage and/or photographs, with usage rights or permissions. This may include serving as the photographer taking photos around Denver.

Creates and maintains an image and video library.

Maintains and inventories all video, photo, sound, and lighting equipment.

Helps to ensure brand guidelines throughout all visual communications.

Collaborates with staff to produce engaging social media video in appropriate formats.

Draws, and prints charts, graphs, illustrations, and other artwork, using computer software.

Coordinates with internal stakeholders in the design concept phase through completion of a project.

Determines size and arrangement of illustrative material and copy, and selects style and size of type.

Develops graphics and layouts for product illustrations, logos, etc.

Studies illustrations and photographs to plan presentation of materials, products, or services.

Prepares notes and instructions for workers who assemble and prepare final layouts for printing.

Photographs layouts, using camera, to make layout prints for customer and/or supervisor.

By position, provides support of web graphic design utilizing interactive presentation tools that supports end users.

By position, represents the department at public events which could include City Council meetings or community and public meetings

By position, develops negatives and prints to produce layout photographs, using negative and print developing equipment and tools.

By position, develops sign design and graphics in a 3 dimensional plane for many different materials such as, but not limited to, acrylics, wood and aluminum.

By position, produces still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment.

By position, prepares illustrations or rough sketches of material, discussing them with customers and/or supervisor and makes necessary changes.

By position, marks up, pastes, and assembles final layouts to prepare layouts for printer.

Performs other related duties as assigned.

Employees may be re-deployed to work in other capacities in their own agencies or in other City agencies to support core functions of the City during a City-wide emergency declared by the Mayor.

Any one position may not include all of the duties listed. However, the allocation of positions will be determined by the amount of time spent in performing the essential duties listed above.

Competencies

Customer Service – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

Creative Thinking – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

Decision Making - Specifies goals and obstacles to achieving those goals, generates alternatives, considers risks, and evaluates and chooses the best alternative in order to make a determination, draw conclusions, or solve a problem.

Technical Competence - Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

Technology Application - Uses machines, tools, instruments, or equipment effectively; uses computers and computer applications to analyze and communicate information in the appropriate format.

Knowledge & Skills

Knowledge of design techniques, tools, and principles involved in production precision technical plans, blueprints, drawings, and models.

Knowledge of the theory and techniques required to compose, produce, and perform works of visual arts and designs.

Knowledge of video production and storytelling best practices (pre-production through post-production).
Knowledge of ADA requirements for electronic communication and documents.

Level of Supervision Exercised

By position, performs project lead or coordinates the work of other graphics staff and other project personnel assigned to the project(s).

Education Requirement

Bachelor's Degree in Visual Communications, Graphic Arts, Graphics Design, Multimedia Design or a related field of study.

Experience Requirement

Three (3) years of experience in graphic design or developing visual materials or signage design. Two of the three years must be experience in computer aided design and publication.

Education & Experience Equivalency

A combination of appropriate education and experience may be substituted for the minimum education and experience requirements.

Licensure & Certification

None

Working Environment

For DPL Positions Specifically:

Potential exposure to hazardous anesthetic agents, body fluids, and bio-wastes.
Atmospheric Conditions: conditions that affect the skin, eyes or respiratory system.
Potential exposure to cold temperature, cold enough to cause bodily discomfort.
Potential exposure to cold weather conditions (indoor/outdoor).
Potential exposure to conditions that affect the skin or respiratory system.
Potential exposure to dust.
Potential exposure to extreme temperature changes.
Potential exposure to hazardous conditions where there is a danger to life, body, and/or health.
Potential exposure to hazardous/toxic chemicals.
Potential exposure to hazards from electro/mechanical/power equipment.
Potential exposure to hazards of steam and heat.
Potential exposure to heat temperatures, hot enough to cause bodily discomfort.
Potential exposure to hot and humid work environment.
Potential exposure to housekeeping/cleaning agents/chemicals.
Potential exposure to infection from disease-bearing specimens.
Potential exposure to infections and contagious diseases.
Potential exposure to odorous chemicals.
Potential exposure to pesticides or fertilizers.
Potential exposure to the risk of blood borne diseases.
Potential exposure to temperature changes: variations in temperature from hot too cold.
Potential exposure to temperature changes: variations in temperature from hot to cold.
Potential exposure to unpleasant elements (accidents, injuries, and illness).
Extreme cold conditions.
Handles emergency or crisis situations.
Noise sufficient to cause distraction or possible hearing loss.
Personal Safety: aware of surroundings, people, and events.
Pressure due to multiple calls and inquiries.

Subject to long, irregular hours.
 Subject to many interruptions.
 Subject to burns and cuts.
 Subject to electrical and radiant energy hazards.
 Subject to hazards of flammable or explosive gases.
 Subject to injury from moving parts of equipment or vehicles.
 Subject to precarious or high locations.
 Subject to pressure for multiple calls, inquiries, and interruptions.
 Subject to varying and unpredictable situations.
 Subject to traffic, roadways, and pedestrians.
 Subject to vibrations and strain on the body to cause bodily harm if endured daily.
 Temperature Changes: variations in temperature from hot too cold.
 Temperature Changes: variations in temperatures from hot too cold when works in field.
 Wet: frequent contact with water or other liquid.
 Wet: frequent contact with water, liquid, chemicals, or sanitary sewage.
 Works in precarious or high locations

Level of Physical Demand

For DPL Positions Specifically:
 3-Medium (20-50 lbs.) to 4- Heavy Work (50-100 lbs.)

Physical Demands

For DPL Positions Specifically:

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Agility: Ability to move quickly and easily.
 Balancing: Maintaining equilibrium.
 Carrying: Transporting or moving an object.
 Climbing: Ascending or descending an object or ladder.
 Color vision: Ability to distinguish and identify different colors.
 Crawling: Moving about in a low or crouched position.
 Crouching: Positioning body downward and forward.
 Depth Perception: Ability to judge distances and space relationships.
 Eye/Hand/Foot Coordination: Performing work through using two or more body parts or other devices.
 Feeling: Perceiving attributes of objects by means of skin receptors, communication, or otherwise.
 Field of Vision: Ability to sharply detect or perceive objects peripherally.
 Fine Dexterity: Sufficient coordination to operate a vehicle and manipulate objects.
 Fingering: Picking and pinching, through use of fingers or otherwise.
 Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.
 Hazards: Conditions where there is danger to life, body and/or health.
 Hearing/Talking: Perceiving and comprehending the nature and direction of sounds/ability to communicate ideas.
 Hearing: Perceiving and comprehending the nature and direction of sounds.
 Kneeling: Assuming a lowered position.
 Lifting: By Position, may move objects 20-50 pounds, or 50-100 pounds from one level to another.
 Neck Flexion: Perceiving objects located above or below.
 Physical Strength: Exerts force to transport objects of 50 pounds or more.
 Pulling: Exerting force upon an object so that it is moving to the person.
 Pushing: Exerting force upon on object so that it moves away from the person.
 Reaching: Extending the hands and arms or other device in any direction.
 Repetitive motions: Making frequent or continuous movements.

Sitting: Remaining in a stationary position.
Stamina: Ability to work over long periods of time without tiring.
Standing: Remaining in a stationary position.
Stooping: Positioning oneself low to the ground.
Talking: Communicating ideas or exchanging information.
Vision Far Acuity: Ability to perceive or detect objects clearly at 20 feet or more.
Vision Near Acuity: Ability to perceive or detect objects at 20 inches or less.
Walking: Ability to move or traverse from one location to another.
Written Comprehension: Ability to discern the meaning of written words.

Background Check Requirement

Criminal Check
Employment Verification
Education Check

Assessment Requirement

None

Probation Period

None

Class Detail

Pay Grade: EX-07
FLSA Code: Y
Established Date: 9/21/2018
Established By: LS
Revised Date: 1/1/2025
Revised By: BM
Class History: 2/14/21 - Revised equivalency statement; 10/17/23 – Added duties and updated verbiage throughout to modernize the work being done; 9/8/24 – Revised Job Family/Job Code; 1/1/25 – Revised pay grade per annual market analysis.