



Office of Human Resources  
Graphics Designer - CA2530  
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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**

Subject to interruptions and unpredictable situations.

**Level of Physical Demand**

1-Sedentary (0-10 lbs.)

**Physical Demands**

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

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Lifting: Moving objects weighing no more than 10 pounds from one level to another.

Repetitive motions: Making frequent or continuous movements.

Sitting: Remaining in a stationary position.

**Background Check Requirement**

Criminal Check

Employment Verification

Education Verification

**Assessment Requirement**

None

**Probation Period**

Six (6) months.

**Class Detail**

**Pay Grade:** EX-06

**FLSA Code:** Y

**Established Date:** 9/21/2018

**Established By:** LS

**Revised Date:** 10/17/2023

**Revised By:** AD

**Class History:** 2/14/21 - Revised equivalency statement.

10/17/2023 – Added duties and updated verbiage throughout to modernize the work being done.