

**POSITION DUTY STATEMENT**

PM-0924 (REV 7/2014)

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| CLASSIFICATION TITLE<br>Graphic Designer III | OFFICE/BRANCH/SECTION<br>D03 Administration |
| WORKING TITLE<br>Graphic Designer III        | POSITION NUMBER<br>903-001-2886-xxx         |
|  | EFFECTIVE DATE                              |

As a valued member of the Caltrans team, you make it possible for the Department to provide a safe, sustainable, integrated, and efficient transportation system to enhance California's economy and livability. Caltrans is a performance-driven, transparent, and accountable organization that values its people, resources and partners, and meets new challenges through leadership, innovation and teamwork.

**GENERAL STATEMENT:**

Under the general direction of the District 3 Public Information Officer (an Information Officer II), the incumbent is responsible for the consultation, research, concept development and execution in the production of a visual communication product. With the aid of computer-assisted applications, the incumbent will use design and production elements to convey the desired impact and message to a specifically targeted audience.

**TYPICAL DUTIES:**

| Percentage |   | Job Description   |
|------------|---|---|
| 50%        | E | Incumbent serves as a high level specialist responsible for the development and completion of the documents, exhibits and website graphics within the Public Information division. Create and produce materials and/or publications for print, on-line publishing, multimedia, and other mediums utilizing computer-based programs (e.g., Dreamweaver, Adobe Photoshop, Illustrator, Corel Draw, Adobe Premier, Final Cut Pro, MS Office, Publisher, etc). Analyze, advise and consult with internal and external customers (various branches, divisions, outside vendors, etc.) on alternative methods to effectively create and present their ideas to a large and diverse audience utilizing various forms of communications (e.g., teleconference, video, powerpoint, brochures, etc.). Negotiate timelines, product scopes, and design features of graphic design projects with customers (internal staff and external interested parties) in order to meet the needs of the customer and workload of the designer, equipment, resources, and supplies utilizing negotiating skills, abilities, and tactics. Prepare three dimensional and digital images, artworks and designs for brochures, report covers, fliers, newsletters, public notices, exhibits, banners and other graphic related products utilizing Caltrans web and or printing standards. Provide project leadership to ensure that graphic design work for Capital Projects is delivered in a timely, cost effective manner utilizing time management as necessary under the general direction of the Chief Public Information Officer. Serves as a liaison to internal branches; consulting, providing advice and recommendations. |
| 25%        | E | Responsible for maintaining digital and camera ready artwork. Facilitate special posters and event material for Department's public highway safety and anti-litter campaigns. Maintain log of all visual mediums and organize work into file logs for review.   |
| 15%        | E | Design graphic work for the district sponsored event activities such as open houses, community meetings, project ribbon cutting, ground-breaking events and Senior Quarterly meetings.  |
| 10%        | M | Provide computer generated graphics material using a number of graphic software programs for collateral production and PowerPoint presentations. Responsible for ordering and purchasing required graphic art supplies and equipment.   |

<sup>1</sup>ESSENTIAL FUNCTIONS are the core duties of the position that cannot be reassigned.  
MARGINAL FUNCTIONS are the minor tasks of the position that can be assigned to others.

**SUPERVISION OR GUIDANCE EXERCISED OVER OTHERS**

None

**ADA Notice**

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### KNOWLEDGE, ABILITIES, AND ANALYTICAL REQUIREMENTS

Knowledge of: Principles of graphic design; Techniques of interpreting statistical data; Methods and techniques of freehand drawing and color illustration; Elements of design such as: line, shape, texture, space, size, value, and color; Principles of design such as: balance/symmetry, rhythm/repetition, emphasis, unity, movement, and proportion/scale; Page layout, color theory and typography; Principles of graphic tools and equipment; Graphic design software application; Procedures for creating traditional and/or electronic files for output for single and multicolor publications; Stages of design (research, thumbnail, rough, comprehensives, and camera-ready art) to an electronic file; Techniques and drawings; Graphic resources and software applications; Digital imaging; Principles and techniques of three-dimensional exhibit preparation; Project leadership; Time management; State-of-the-art graphic design techniques, Theories and processes; Departmental programs and objectives; Alternate strategies available to establish and improve comprehensive graphic design programs; Team-building techniques and principles; Principles of effective proposal writing.

Ability to: Communicate effectively; Use the elements of design to create page layout; Perform image editing; Apply color theory and typography; Apply creativity in the preparations of art work; Learn and apply new software; Produce freehand drawing and color illustrations; Maintain project files; Design and prepare exhibit materials; Digitally retouch images; Review narrative material and create appropriate illustrations; Analyze situations accurately and take effective action; Research resources; Establish and maintain effective working relationships; Negotiate; Present ideas to a large or diverse audience; Troubleshoot within the graphics application software; Prepare project reports; Use time effectively; Assimilate ideas and concerns from a variety of customers and translate them into an effective and cost-efficient graphic design project or program. Ability to provide proper response while dealing with particularly sensitive areas under direction from supervisors.

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### RESPONSIBILITY FOR DECISIONS AND CONSEQUENCES OF ERROR

As a State representative, many decisions and statements must be made without direct supervision. All actions and communication should be within the scope of this position. The Department's credibility can be severely affected by statements and proposed solutions recommended. Consequently, it is imperative for the Graphic Designer III not to exceed delegated authority and to appropriately elevate issues beyond their authorization to resolve. Failure to provide accurate and timely information could result in negative press and/or damage to the Department's credibility. Erroneous responses could result in major citizen concern, lawsuits against the Department, and misinformation disseminated through media reports. The benefits of the position are greatly influenced by job performance and can immediately elevate the image of the Department. The quality of contacts made by this position can reverse negative public perception to a positive one. Relationships developed and maintained by the position are critical to the District in its goal of providing visual messages about the Department's programs and services.

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### PUBLIC AND INTERNAL CONTACTS

Daily contact with the Caltrans staff, external consultants and Headquarters personnel.

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### PHYSICAL, MENTAL, AND EMOTIONAL REQUIREMENTS

May need to travel periodically to areas outside of the District boundaries. Must be able to set up miscellaneous multimedia equipment and presentation materials, may be required to sit for long periods of time in the development of products.

Must have ability to apply sound judgment in problem solving; must be able to develop and maintain cooperative working relationships and deal with time sensitive schedules.

Must recognize emotionally charged issues and or problems and present appropriate responses while maintaining a professional demeanor. Must be able to deliver products timely and may be required to work under time constraints.

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### WORK ENVIRONMENT

This position is located physically in the District 3 Marysville office. Some travel may be required throughout the District and some travel throughout California. Employee works in a climate-controlled office under artificial lighting. The employee works in an open floor configuration, within a secured access office.

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I have read, understand and can perform the duties listed above. (If you believe you may require reasonable accommodation, please discuss this with your hiring supervisor. If you are unsure whether you require reasonable accommodation, inform the hiring supervisor who will discuss your concerns with the Reasonable Accommodation Coordinator.)

EMPLOYEE (Print)

EMPLOYEE (Signature)

DATE

I have discussed the duties with, and provided a copy of this duty statement to the employee named above.

SUPERVISOR (Print)

SUPERVISOR (Signature)

DATE