

GRAPHIC DESIGNER II

THE PURPOSE: Responsible for the timely production of web-based, printed and electronic materials used by the City of Milwaukee Health Department (MHD) for the purpose of informing and educating the public about public health services, programs and functions. The Graphics Designer II has the primary responsibility of the technical design, development and maintenance of the Milwaukee Health Department's web site.

ESSENTIAL FUNCTIONS:

Web Maintenance & Design

- Work with MHD's Communication Officer and Health Internet Page Planning committee in the development of MHD's website
- Develop graphic images and layout consistent with City of Milwaukee Web Site Style Standards
- Recommend proper graphic design templates and interfaces
- Participate on joint projects with outside organizations

Graphics Design Production

- Design and produce rough and finished layouts, illustrations, and paste-up of health related printed materials.
- Typeset health materials, including forms and licenses, and produce on computer.
- Use Freehand, electronic, and mechanical lettering techniques in executing and/or designing signs, exhibits, certificates, etc.
- Assist in the design and construction of graphic exhibits and displays
- Prepare charts, graphs, and maps.
- Prepare visual aids for TV/Video and lecture use and perform 35-mm/digital photographic work as needed
- Prepare art for slides and overhead transparencies

Graphic Production Coordination

1. Assist in the coordination of work destined to outside vendors and printers including
 - Working with MHD personnel to determine scope of work
 - Assisting in developing preliminary visual concept as necessary
 - Communicating and negotiating specifications
 - Monitoring quality of work
 - Troubleshooting

MINIMUM REQUIREMENTS:

1. Bachelor's Degree in Graphic Design, Commercial Art, or a related field from a college accredited by an agency recognized by the Council for Higher Education Accreditation, U.S. Department of Education or a foreign equivalent.
2. One (1) year of professional graphic design experience including work experience with:
 - HTML 4.0, Javascript, Microsoft FrontPage, Macromedia Dreamweaver, or related web design software
 - QuarkXPress
 - Adobe Photoshop, Adobe Illustrator, Adobe InDesign, and Adobe Acrobat

NOTE: An Associate's Degree in Commercial Art or Graphic Design **AND** three (3) years of professional experience in the aforementioned areas may be considered.

(Equivalent combinations of experience and training may also be considered)

3. Residency in the City of Milwaukee within 6 months of appointment and throughout

Graphic Designer II (MHD)

employment.

KNOWLEDGE AND SKILL REQUIREMENTS:

- Knowledge of Commercial Art skills to produce quality basic drawings, brush and free-hand lettering, and basic copywriting and editing skills.
- Knowledge of and proficiency in the areas of illustration, layout, composition, design, and typography
- Knowledge of Microsoft Office applications (Word, Excel, PowerPoint, Access)
- Skills in developing creative, imaginative, and original ideas
- Skills in managing multiple projects
- Skills in project coordination and management
- Ability to communicate effectively both interpersonally and in written communications
- Ability to meet multiple and changing priorities
- Ability to meet strict deadlines under minimum supervision

04-056 JRS (SCS)

6/7/04