

Spec. Code:	1493
Occ. Area:	14
Work Area:	661
Prom Line:	None
Prob. Period:	6 mo.
Effective Date:	09/15/12
Last Action:	Rev.

DESKTOP PUBLISHER/COORDINATOR

Function of Job

Under the direction of a designated supervisor, a Desktop Publisher/Coordinator coordinates between the editorial staff of a university press or graphics operation and various suppliers employed to provide printing, binding, design, composing books and journals and other production services for the manufacture of books, pamphlets, catalogs, and other printed materials.

Characteristic Duties and Responsibilities

1. arranges for the acquisition of supplies and manufacturing services used in the publication of books, pamphlets, catalogs, and other printed materials
2. maintains library of paper, cloth, type samples, and other materials used in publishing for reference in selecting these items for new publications
3. reviews bills for goods and services for comparison with original quotations
4. coordinates, expedites, and schedules publications with printers and binders
5. serves as a liaison between the designer, the printer, the vendors and staff; detailing the design specifications to the printer
6. maintains in-house production schedules for specific publications
7. makes miscellaneous corrections to artwork, as required
8. maintains art and production history files for publications
9. participates in planning conferences for seasonal lists and upcoming publications
10. operates desktop publishing software such as, but not limited to, Adobe Creative Suite (i.e. InDesign), etc. and equipment to design, lay out, and produce digital files
11. positions text and art elements from a variety of databases in a visually appealing way to design print or web pages, using knowledge of type styles, size and layout patterns
12. converts various types of files for printing or for the Internet, using computer software

13. transmits, delivers, or mails publication master to printer
14. studies the layout or other design instructions to determine the work needed and the sequence of operations
15. enters digitized data into electronic prepress system computer memory, using scanner, camera, keyboard, or mouse
16. utilizes Database Management system such as FileMaker Pro
17. views monitors for visual representation of work in progress and for instructions and feedback throughout process, making modifications as necessary
18. imports text and art elements such as electronic clip-art or electronic files from photographs that have been scanned or produced with a digital camera, using computer software
19. collaborates with graphic artists, editors and writers to produce digital files according to design specifications
20. performs other related duties as required

MINIMUM ACCEPTABLE QUALIFICATIONS

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination of the following, totaling **four (4) years (48 months)**, from the categories below:
 - a) Experience in the production department of book publishing firm or graphics operation
 - b) credit for college coursework in English, art, graphic art/design, business or a closely related field
 - 30 semester hours equals 1 year (12 months)
 - 60 semester hours equals 2 years (24 months)
 - 90 semester hours equals 3 years (36 months)
 - 120 semester hours or higher equals 4 years (48 months)

KNOWLEDGE, SKILLS, AND ABILITIES (KSAs)

1. Computers and Electronics — Knowledge of electronic equipment, and computer hardware and software such as Adobe Creative Suite such as InDesign, including applications and programming
2. Design — Knowledge of design techniques, tools, and principles involved in production of precision technical plans, blueprints, drawings, and models

3. English Language — Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar
4. Production and Processing — Knowledge of raw materials, production processes, quality control, costs, and other techniques for maximizing the effective manufacture and distribution of goods
5. Communications and Media — Knowledge of media production, communication, and dissemination techniques and methods. This includes alternative ways to inform and entertain via written, oral, and visual media
6. Clerical — Knowledge of administrative and clerical procedures and systems such as word processing, managing files and records, stenography and transcription, designing forms, and other office procedures and terminology
7. Customer and Personal Service — Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services, and evaluation of customer satisfaction
8. Administration and Management — Knowledge of business and management principles involved in strategic planning, resource allocation, human resources modeling, leadership technique, production methods, and coordination of people and resources
9. Judgment and Decision Making — Considering the relative costs and benefits of potential actions to choose the most appropriate one