



The Diverse World of Graphic Communications

The graphic communications industry today is part of our nation's global minded economy. In California and throughout the country, we are looking for future minded professionals who are willing and able to adapt to technological change.

Looking for a Career?

CD-ROM PRODUCTION SPECIALIST
SCANNER OPERATOR
DIGITAL PREPRESS TECHNICIAN
DESKTOP SPECIALIST
PROOFER
DIGITAL PROOFING
PLATEMAKER-CTP
DIGITAL PRESS OPERATOR
SMALL OFFSET PRESS OPERATOR
LARGE SHEETFEED OPERATOR/OFFSET PRESS
FEEDER OPERATOR/LARGE SHEETFEED PRESS
WEB PRESS OPERATOR
JOGGER/WEBPRESS
ROLL TENDER/WEBPRESS
MACHINE ADJUSTER
ROLL HANDLER
MATERIAL HANDLER ENVELOPES
FLEXOGRAPHIC PRESS OPERATOR
GRAVURE PRESS OPERATOR
INK FORMULATOR/INK CHEMIST
SCREEN PRINTING PRESS OPERATOR
INK MAKER-SILK SCREEN
MATERIAL HANDLER
MULTI-BINDERY OPERATOR
BOOK BINDER OPERATOR
SADDLER STITCH OPERATOR
DIE-CUTTER/FOIL STAMP OPERATOR
FOLDER OPERATOR
BINDERY WORKER (HAND)
BINDERY WORKER (SMALL MACHINE)
CUTTER OPERATOR
LAMINATING/COATING PRESS OPERATOR
L-FLAT OPERATOR
FINISHING OPERATOR
MAIL SPECIALIST
WRAPPING MACHINE OPERATOR
HAND WRAPPER
SILK SCREEN
PAPER BALER
STOCK RECEIVING CLERK
SUPPLY ROOM CLERK
PRINTING WORKER
CONTROL SYSTEMS TECHNICIAN
QUALITY CONTROL INSPECTOR REP.
MECHANIC
ELECTRICIAN
COPY WRITER/EDITOR
DIGITAL PHOTOGRAPHER
ILLUSTRATOR
GRAPHIC DESIGNER
ENVIRONMENTAL GRAPHIC DESIGNER
WEBMASTER/DEVELOPER
CHIEF EXECUTIVE OFFICER
PRESIDENT/GENERAL MANAGER
CHIEF OPERATIONS OFFICER
EXECUTIVE VICE PRESIDENT
CHIEF FINANCIAL OFFICER
VICE PRESIDENT FINANCE
VICE PRESIDENT MANUFACTURING
MANUFACTURING MANAGER
FULLFILLMENT/DISTRIBUTION MANAGER
BINDERY/FINISHING MANAGER
PRESSROOM FOREMAN MANAGER
ELECTRONIC PRE-PRESS MANAGER
SHIPPING/MAILING MANAGER/SUPERVISOR
QUALITY CONTROL/ASSURANCE MANAGER
COMPUTER OPERATIONS MANAGER SPECIALIST
TRAINING MANAGER
HUMAN RESOURCES PERSONNEL MANAGER
ESTIMATING MANAGER
ART DIRECTOR/CREATIVE DIRECTOR
PRODUCTION PLANNER/SCHEDULER MANAGER
ENVIRONMENTAL/HEALTH & SAFETY MANAGER
ENGINEERING/FACILITIES MANAGER
CREDIT/COLLECTION MANAGER
TREASURER/CONTROLLER
CUSTOMER SERVICE MANAGER

MANAGEMENT POSITIONS

CHIEF EXECUTIVE OFFICER/PRESIDENT/GENERAL MANAGER

Establishes and implements company policies, goals, objectives, and procedures, conferring with board members, company officials, and staff members as necessary.

CHIEF OPERATIONS OFFICER/EXECUTIVE VICE PRESIDENT

Directs, administers and coordinates the activities of the company in support of policies, goals and objectives established by the CEO/President or owner.

CHIEF FINANCIAL OFFICER/VICE PRESIDENT FINANCE*

Protects the company's assets through sound and generally accepted accounting methods and practices.

VICE PRESIDENT MANUFACTURING/MANUFACTURING MANAGER*

Directs/coordinates all manufacturing activities for the company.

PLANT MANAGER/DIRECTOR OF OPERATIONS*

Implements the manufacturing plan of the company.

PRODUCTION/PRINT MANAGER*

Liaison between sales and production. Oversees and manages all print production.

PLANT SUPERINTENDENT*

Supervises all plant personnel. Executes manufacturing plan of the company as directed by plant manager.

SALES MANAGER*

Directs staffing, training, and performance evaluations to develop and control sales program. Coordinates sales distribution by establishing sales territories, quotas, and goals.

MARKETING MANAGER*

Creates, administers company's total sales promotion program, including space advertising, direct mail, and/or public relations.

CUSTOMER SERVICE MANAGER*

Supervises all employees in customer service department. Insures that proper records are maintained on work in process; fully understands customer needs in terms of quality and delivery schedules.

TREASURER/CONTROLLER

Administers the overall financial, accounting and reporting policies and procedures.

CREDIT/COLLECTION MANAGER

Monitors accounts receivable balances to ensure aging is kept current in accordance with company policy.

ENGINEERING/FACILITIES MANAGER

Builds plant layout and maintenance systems.

ENVIRONMENTAL/HEALTH & SAFETY MANAGER*

Establishes & promotes maintenance of a safe, accident free, and healthy work environment by performing duties personally or through subordinates. Must be aware of all Federal and State regulations pertinent to the printing industry.

PRODUCTION PLANNER/SCHEDULER MANAGER*

Coordinates and expedites the flow of work and materials within or between departments according to production schedule. Duties include reviewing and distributing production, work and shipment schedules; conferring with department supervisors to determine and compile reports on progress of work and completion dates.

ART DIRECTOR/CREATIVE DIRECTOR*

Creates and designs artwork in conjunction with sales team and supervises workers engaged in preparing illustrations and layout designs for production in the creative department.

ESTIMATING MANAGER*

Places the dollar value which represents the cost on each job or potential job. Supervises all department personnel. Reviews all incoming estimates and may plan jobs once they have been sold. Also provides any necessary comments and resolutions to potential problems. Provides a means of communication between estimating-sales and estimating-customer service.

HUMAN RESOURCES PERSONNEL MANAGER/DIRECTOR

Works with all company departments to determine specific personnel needs, advertises for applicants, screens resumes and/or conducts initial interviews to determine applicant suitability. Also may administer and develop HR policies and programs for the company, and is aware of industry wage standards, competitive wages and benefits, as well as Federal and local labor laws.

TRAINING MANAGER*

Plans, coordinates, and directs personnel training and staff development programs for organization by performing duties personally or through subordinates.

COMPUTER OPERATIONS MANAGER SPECIALIST (Non-Production)

Responsible for IT functions. Directs and coordinates activities of workers engaged in computer operations.

QUALITY CONTROL/ASSURANCE MANAGER*

Develops, implements, and coordinates quality assurance program to prevent or eliminate defects and insures continuous production of printed products consistent with established standards.

SHIPPING/MAILING MANAGER/SUPERVISOR

Organizes and supervises the mailing or shipment of printed materials out of the facility. Specifies routing of all materials to achieve the best possible balance between speed of shipment and cost. Must keep constantly abreast of new methods of shipping, and changes in freight, postal regulations and policies.

ELECTRONIC PRE-PRESS MANAGER/SUPERVISOR*

Supervises and coordinates activities of workers in the pre-press department. Determines work procedures, prepares work schedules, and expedites workflow. Oversees the many steps; page make-up, imaging, scanning, film output and plate-making, required to prepare customers computer files for print production. Assigns duties and examines workflow exactness, neatness, and conformance to policies and procedures.

PRESSROOM FOREMAN MANAGER/SUPERVISOR*

Schedules and coordinates the pressroom work-flow supervising press operators and reviewing finished work for accuracy and quality. Supervises all employees in department. Insures that proper records are maintained on work in process. Works with department heads of other production departments. Works with department supervisors on coordination of jobs and schedules.

BINDERY/FINISHING MANAGER/SUPERVISOR*

Oversees a wide variety of automated/computerized and manual machines that cut, fold, gather, bind, trim and assemble sections, die-cutting or foil stamping, all forms of completing graphic arts production that change printed stock into another form or printed sheets into a final finished piece. Trains workers to set up and operate machines to perform functions in order to produce books, magazines, pamphlets, catalogs, and other printed materials.

FULLFILLMENT/DISTRIBUTION MANAGER

Establishes procedures for inventory management such as inventory counts, reports, organization, and receiving shipments. Implements products distribution in an efficient and profitable, timely manner.

*Requires printing industry related education or formal on-the-job training.

CREATIVE POSITIONS

COPY WRITER/EDITOR*

Writer who takes direction from client, and may interview, to create copy for a client piece. Will also edit typesetting and new material from client. Performs a variety of editorial duties such as narration, indexing, and revising content of written materials, in preparation for final publication.

DIGITAL PHOTOGRAPHER*

Professional photographer that uses a digital camera, with applications such as photo editing, panoramic still photography, macro photography, web postings, and live action shots. Must also have conventional prepress skills and concepts such as color balance, separation, gamut, and color space.

ILLUSTRATOR*

Creates illustrations, drawings, charts, graphs, or full color artwork to complement the written words. Must have precise artistic talent as well as knowledge of composition and proper use of the tools of the craft.

GRAPHIC DESIGNER*

Uses creativity and artistic ability to translate client ideas into visual artwork that can be printed. Works with other creative professionals, including illustrators, art directors and photographers.

ENVIRONMENTAL GRAPHIC DESIGNER*

Uses creativity and artistic ability to embrace many design disciplines including graphic architect, interior, landscape, and industrial design, all concerned with the visual aspects of wayfinding, information and identity. Knowledge will include wayfinding systems, architect graphics, signage, exhibit design, identity graphics, pictogram design, civic design, also mapping and themed environments.

WEBMASTER/DEVELOPER*

Responsible for all creative and technical aspects of the company and clients website, including performance issues such as speed of access, site content, and day-to-day management.

PRE-PRESS / PRE-MEDIA

PROOFREADER*

Reviews, proofs and makes corrections to copy, verifying customer orders are properly prepared. Examines copy for correctness of spelling, punctuation, format, spacing, capitalization and font usage.

CD-ROM PRODUCTION SPECIALIST*

Uses several types of computer software to convert words and images into electronic format that can be "burned" onto a CD.

SCANNER OPERATOR*

Operates computerized b/w and color scanners to scan images (photos or illustrations) to transfer them into electronic format. Totally familiar with techniques as well as operation of equipment.

ELECTRONIC/DIGITAL PREPRESS TECHNICIAN DESKTOP SPECIALIST*

Processes digital prepress jobs using various computers, workstations and output devices. This processing includes examining (preflighting) incoming files for suitability; importing files into the appropriate application software; editing files to facilitate and assure correct output; outputting files into proper format to the appropriate output device & inspects output materials to assure conformance to customer and company specifications. Processes customers files by sending them to film or directly to plate.

PROOFER/DIGITAL PROOFING PLATEMAKER-CTP*

Operates automatic color proofing equipment. Transfers files from customer supplied discs or in-house files to film, CTP and digital proofing through high quality imaging devices. Inspects incoming materials, prepares, exposes and processes plates, performs manual and machine operated tasks related to producing plates. Performs any necessary programming required. Knowledgeable on computer to plate and computer to press technologies.

SCREENMAKER/PLATEMOUNTER SCREENPRINTING*

Checks film for accuracy of job specifications. Makes decisions on proper mesh. Prepares frame for mounting, stretches/ mounts mesh, mixes emulsion and sensitizer, retends and coats all screens with film or emulsion. Prepares and makes direct/ indirect screen, and prepares positives. Reclaims chemicals and maintains equipment.

MOUNTER HELPER/SCREEN PRINTING*

Assists screen maker/plate mounter with cleaning and reclaiming the screens.

PRESS ROOM / PRESS

DIGITAL PRESS OPERATOR*

Operates digital printing presses: printing plates are imaged directly from digital data, either on-press or off-press; knowledgeable of both MAC/PC platforms, as well as database integrations.

SMALL OFFSET PRESS OPERATOR*

Operates any of a wide variety of sophisticated single or multi-color presses, sheet size 14" x 20" and under, requiring one operator. Controls ink color and density, registration and consistency of impressions throughout the entire press run. Knows the mechanical workings of the machine, possesses good manual dexterity, and reacts promptly in order to produce a good quality product.

LARGE SHEETFEED OPERATOR OFFSET PRESS*

Operates any of a wide variety of sophisticated single or multi-color presses, sheet size 20" x 26" and up, requiring more than one operator. Performs manual and computerized tasks in the set-up, maintenance and operation of a lithographic printing press.

FEEDER OPERATOR/LARGE SHEETFEED PRESS*

Cleans and maintains machinery, equipment, and work areas to ensure proper functioning and safe working conditions. Adjusts registration, print quality, color settings and mixings. Monitors pH and conductivity of fountain solution on press; inputs data into the data collection system to indicate paper and ink usage.

WEB PRESS OPERATOR*

Lead operator on a web-fed lithographic press works with crew members in operating the press and folder, changing paper rolls, cleaning and maintaining equipment, and performing other press related duties.

JOGGER/WEBPRESS*

Takes-off signatures from the folder, inspects for quality, keeps counts and stacks the bundles on skids. Jogs product off counter stacker and stacks neatly on skid to assure good running in bindery or mailing department. Pulls, inspects and initials all running samples. Has a working knowledge of both local and remote scales and how to set them up. Assures accurate count of product for the job.

ROLL TENDER/WEBPRESS*

Ensures accuracy and quality of the finish printed product; reads and understands a job ticket. Knows and follows established quality checking procedures in the pressroom. Takes sample copies for the bindery, and takes proper running samples during the course of the job. Stacks product neatly on skids. Does procedures related to end of run for each print job including press clean-up.



PRINTING PROCESS

MACHINE ADJUSTER/ENVELOPES*

Performs manual and computerized tasks in the set-up, maintenance and operation of the envelope press; troubleshoots press problems; set-ups of cut off knife; adjusts vacuum center; adjusts size and timing; sets scores; sets folding cylinders; sets position & gummer; selects window dye settings. Is familiar and able to adjust two or more types of equipment within the industry.

ROLL HANDLER/MATERIAL HANDLER ENVELOPES*

Provides stock to all areas as required, removes completed loads, and maintains necessary logs to ensure accurate inventory. Reads order numbers, transfers pallets of paper/orders to/from area of need, palletizes completed cartons, replaces/fills gum bottles.

FLEXOGRAPHIC PRESS OPERATOR*

Directs the crew and performs manual and computerized tasks related to the setting-up, maintaining and operating of a flexographic printing press including: paper travel, pressure settings, web guide adjustment, anilox selection, diecutting and delivery systems set-up for good print quality roll-to-roll or roll-to-sheet.

GRAVURE PRESS OPERATOR*

Performs manual and computerized tasks in the set-up, maintenance and operation of gravure printing equipment to adjust speed, ink and water densities, impression pressurer as well as other operational tolerances involved with press operations.

INK FORMULATOR/INK CHEMIST*

Develops color formulas for printing images on assorted materials and substrates. Mixes and matches all ink colors in accordance with job specifications. Receives ink requisition from other departments.

SCREEN PRINTING PRESS OPERATOR*

Prints and produces orders following the specifications listed on the work order with an emphasis on accuracy. Coats, shoots, blockouts, and reclaims screens as needed to complete work order.

INK MAKER-SILK SCREEN*

Develops color formulas for printing images on assorted materials, including lexan and polycarbonate overlays, for decals, labels, large format, signage/posters, panels and nameplates, and inspects printed material on press to ensure adherence to customer and plant specifications and adjusts as needed.

MATERIAL HANDLER

Loads and unloads freight cars or trucks and moves materials throughout the printing plant.

BINDING / FINISHING

COLLATOR/GATHERER OPERATOR

MULTI-BINDERY OPERATOR*

Feeds or off bears machines that automatically perform one or more operations to fold and cut printed sheets into signatures, assemble or gather sheets in specified sequence, or wire stitch or glue sheets to form books, magazines, catalogs, or pamphlets.

BOOK BINDER*

Sets up and/or operates machines that perform the following functions in order to produce magazines, pamphlets, catalogs, books, and other printed materials: lining, rounding and backing, gathering, folding, cutting, stitching, casing-in, pressing, and trimming of case bound books.

PERFECT BINDER OPERATOR*

Sets up machine or machines that perform binding of signatures, single sheets and covers into complete perfect bound books.

SADDLER STITCH OPERATOR*

Sets up and operates saddle stitch equipment and performs or manages pocket feeding and take off operations.

DIE-CUTTER/FOIL STAMP OPERATOR*

Sets up and runs the letterpress equipment or die cutting equipment to die cut or make foil images on a substrate.

FOLDER OPERATOR*

Sets up and operates machine to automatically fold, slit, and score printed sheets into signatures for binding.

BINDERY WORKER (HAND)*

Performs hand bindery operations and/or operates small bindery machines (does not perform set-ups).

BINDERY WORKER (SMALL MACHINE)*

Sets up and operates miscellaneous bindery equipment, such as stitchers, perforators, drills, and cutters.

CUTTER OPERATOR*

Cuts stock for press room before and after it is printed.

LAMINATING/COATING PRESS OPERATOR*

Sets up, operates and maintains lamination or coating machines.

LAY-FLAT OPERATOR*

Sets up, operates and maintains lay-flat machinery.

MAILING / FULFILLMENT

SHIPPING CLERK*

Schedules and tracks out-going product; operates various equipment in the shipping department; responsible for the receipt of merchandise and all incoming raw material.

INSERTER OPERATOR*

Sets up, operates and maintains the running of the inserting machine, sorts mail, labels, mail holders, bundles and bags.

MAIL SPECIALIST*

High level operator who has thorough knowledge of the lettershop operation and maintenance of mailing equipment. Has thorough knowledge of postal rates/regulations.

CHECKER*

Quality control person for shipping.

SORTER/BAGGER/FEEDER*

Loads product to be mailed into feeder, assists with typing and bagging on zip codes for boxing and distribution, and straps and shrink-wraps products.

WRAPPING MACHINE OPERATOR

Performs takeoff, delivery and loads, wraps skids, pallets with plastic materials. Also, operates/maintains small to large machines.

HAND WRAPPER

Wraps finished products individually or in bundles (Lower level position person).

PACKAGING & HANDLING INSPECTOR SILK SCREEN*

Ensures quality, and product consistency by performing final inspection of parts before shipping. May also be responsible for kitting and final inspection of product.

OTHER POSITIONS IN THE INDUSTRY*

Driver (light truck).
Fork Lift Operator.
Roll Clamp Operator.
Paper Baler.
Stock Receiving Clerk.
Supply Room Clerk.
Maintenance Worker.
Control Systems Technician.
Quality Control Inspector Rep.
Mechanic.
Electrician.

PRODUCTION POSITIONS



ADMINISTRATIVE POSITIONS

PRE-FLIGHT TECHNICIAN*

Previews electronic pre-press jobs received from clients for completeness and accuracy. Identifies and informs clients of problems and may work with client to resolve them. Identifies missing or problematic components and communicates them to the CSR, customer, and production personnel to work out any problems with the job.

JOB PLANNER*

Responsible for timely and accurate planning of actual printing projects, evaluates alternate forms of production that may improve quality, lower production costs, or improve delivery requirements. May also generate production tickets & layouts.

PRODUCTION SCHEDULER*

Organizes and achieves delivery commitments through the scheduling of all production functions for respective departments. Concerned with keeping commitments to customers by maintaining an even flow of work on the equipment. Places jobs in a comprehensive schedule.

DATABASE ADMINISTRATOR (DBA, DBM)

Works with database management systems software to determine ways to organize and store data as well as monitor, test and/or change such databases. May assist in the construction of mailing/marketing lists for market research or clients requests, and variable data printing projects.

NETWORK ADMINISTRATOR

Provides technical expertise for LAN/WAN, and necessary support to give the company a competitive advantage in the marketplace. Provides support in the administration for LAN/WAN systems to include but not limited to: installation, relocation, maintenance, and user support. Facilitates cross-platform systems communication.

MATERIAL CONTROL CLERK/ SCREEN PRINTING*

Reads work orders or follows oral instructions to ascertain press sheet size and quantity. Cuts materials to appropriate departments, orders all materials for the company excluding specialty items such as shipping goods, special materials, and sales orders. Allocates raw materials from inventory on computer, maintains working relationship with appropriate vendors.

ESTIMATOR*

Calculates production cost for each client's project based on the job specifications, deadlines and types of equipment to be used. Insures that production standards and costing rates are appropriately applied to job specifications. Maintains a close relationship with the purchasing department, keeps abreast and advises of new production methodologies, equipment and techniques. Estimates work in a manner that will bring about the lowest possible cost and highest possible productivity.

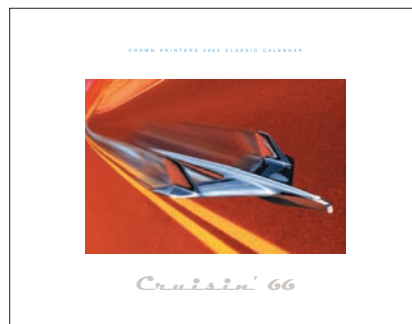
SALES REPRESENTATIVE*

Develops and maintains a customer base appropriate for the firm's capabilities. Acts as one of the contact points between the company and the client. Maintains a predetermined level of sales. Brings new customers to expand or replace lost sales.

CSR/ACCOUNT MANAGER

PRODUCTION COORDINATOR*

Coordinates between customer, company salesperson, and production personnel to ensure all aspects of production are met; may also work directly with customers.



Think Printing!

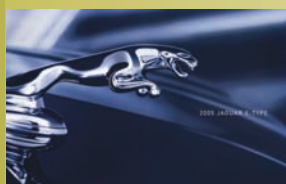
The printing industry has undergone quite an incredible transformation during the last decade and, as such, many are unaware of what it has become. For those outside the industry and those looking for a great career, this brochure gives you a look at the many career options in the printing industry. You will be amazed at the world of opportunities that exist in the diverse graphic communications or printing industry world.





Throughout this brochure, you will find samples of projects that have been printed by members of the Printing Industries Association, Inc. of Southern California (PIASC): books, magazines, brochures (such as this one), business forms, business stationery, packages, calendars, catalogs, greeting cards, labels, packaging, signage, and much more.

Please contact us for more information.



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