

GRAPHIC DESIGNER SERIES

<u>Code No.</u>	<u>Class Title</u>	<u>Occ. Area</u>	<u>Work Area</u>	<u>Prob. Period</u>	<u>Effective Date</u>	<u>Last Action</u>
1004	Graphic Designer Assistant	02	660	6 mo.	02/15/09	Rev.
1005	Graphic Designer Associate	02	660	6 mo.	02/15/09	Rev.
1006	Graphic Designer	03	660	6 mo.	02/15/09	Rev.
3681	Graphic Design Manager	03	660	6 mo.	02/15/09	Rev.

Promotional Line: 289

Series Narrative

Employees in this series prepare and produce graphic artwork that may be used for informational, educational, or promotional purposes in such media as print, film, television, displays, exhibits, Internet and other computer format. Their work may be incorporated into publications, presentations, multi-image productions, video/television productions, or classroom-support materials (posters, audio-visual materials or digital). Graphic designers interpret—convert or embellish—an idea in visual terms, often to clarify the written or spoken word.

The work projects (or portions of them) are assigned to designers according to the degree of skill required. The designers assess the assignments, may consult further with the clients or other designers, formulate ideas for the graphic artwork of the projects, and execute the artwork themselves or with the assistance of commercial artists, photographers, printers, or outside firms.

DESCRIPTIONS OF LEVELS OF WORK

Level I: Graphic Designer Assistant **1004**

Employees at this level perform entry level design tasks involving the preparation and production of less complex graphic artwork.

A Graphic Designer Assistant typically –

1. produces final artwork for a variety of media, using page layout and graphics software as specified by higher level designers
2. selects images and type and coordinates choices with higher level designers so cost estimates can be calculated
3. designs support graphics and layouts using a variety of electronic equipment and computer software
4. reproduces, uses or scans photographic images from slides or print, for use in layouts or as computer images
5. produces high quality graphics to be scanned into layouts and storyboards
6. selects formats, bindings, paper, and ink with guidance and direction from higher level designers

7. maintains files such as infSOURCE books, computer software and electronic files and backup systems
8. performs other related duties as assigned

Level II: Graphic Designer Associate**1005**

Employees at this level perform skilled design tasks involving the preparation and production of complex graphic artwork.

A Graphic Designer Associate typically –

1. performs skilled graphic design work, such as
 - (a) determining project objectives in detail and preparing specifications (methods to be used and equipment needed) and cost estimates
 - (b) designing and preparing final production ready artwork for a variety of media
 - (c) drawing, by hand as well as with graphics and image editing software, simple illustrations for use in slides, printed materials, or web pages as well as for client approval of designs and concepts
 - (d) specifying photographic-work needs for execution by photographers (such as subject scale in relation to the frame or type of lighting preferred) or performing photographic work personally
 - (e) produces final graphic images from electronic and non-electronic formats for digital animation, PowerPoint slide production, print, computer-aided presentations, Internet web sites or other graphic manipulations
 - (f) selects and manipulates type for use in artwork (such as body copy, headline types, and typographical special effects)
 - (g) assists printers and press and pre-press operators with work in progress to ensure specified methods are used
2. may assist higher level personnel in supervising work operations and lower level personnel, such as:
 - (a) assisting higher level personnel or clients in determining the most efficient and economical means of producing artwork to convey the client's information
 - (b) assisting higher level designers in orienting and training new personnel in operation of equipment, in-house procedures, terminology, and methods
 - (c) maintaining files of job orders
 - (d) proofing completed jobs before and after the printing process
 - (e) ordering supplies and maintaining inventory of equipment and supplies

3. performs other related duties as assigned

Level III: Graphic Designer**1006**

Employees at this level perform highly complex design duties. They may also provide design advice and supervision of lower level staff.

A Graphic Designer typically –

1. resolves or advises on complex design problems and/or design projects that may have multiple media applications (such as design to be used on the Internet, in print, and in video) or when other complex production issues are involved
2. helps resolve problems or disputes with outside vendors (such as printers) when a high level of technical knowledge and expertise is required
3. assists lower level designers with design and technical solutions or with finding outside resources needed to complete jobs
4. may assign or modify design workload among lower level designers based on their respective job assignments, expertise, and the complexity of the design jobs involved
5. may assist in the interviewing and hiring process for all lower level graphic designers
6. may assist supervisor in preparing performance reviews for all lower level graphic designers
7. advises supervisor of equipment and software needs and assists in budget preparation
8. creates highly technical graphic designs
9. provides cost/time estimates and procedural information for all jobs which require outside services and/or materials
10. produces/coordinates multimedia projects
11. performs other related duties as assigned

Level IV: Graphic Design Manager**3681**

Employees at this level supervise the day-to-day design and production of graphic artwork and perform highly skilled graphic design tasks.

A Supervisor of Graphic Design Manager typically –

1. supervises, on a daily basis, work operations and personnel involved in the design and production of graphic artwork, such as:
 - (a) planning, coordinating, assigning, and reviewing the work of staff members (lower level designers and perhaps commercial artists, photographers, printers, or students)

- (b) determining, with client, the most efficient and economical means of producing artwork to convey the client's information
 - (c) supervising and coordinating activities with press and pre-press operators and printers; ensuring that specified methods are used, approving substitutions if original choices are not possible
 - (d) being responsible for maintenance of departmental inventory of supplies and equipment
 - (e) being responsible for maintenance and repair of departmental equipment and tools; determining when repairs are needed and arranging for them
 - (f) monitoring expenditures in the graphics area; assisting supervisor in developing fiscal year budget requests
 - (g) documenting, via reports and cost studies, the need for major expenditures (such as expensive equipment)
 - (h) make recommendations for staff development and training
2. performs highly skilled design work, such as:
- (a) serving as a consultant to faculty and staff on problems of a design nature
 - (b) coordinating and performing, as necessary, photographic assignments for complex publications, television/video, displays, etc.
 - (c) participating, as necessary, in the preparation of original graphics requiring a high degree of skill for use in slides, overheads, catalogs, brochures of the Internet
 - (d) participating, as necessary, in the preparation of layouts for publications, exhibits, training aids, classroom-support materials and web sites
3. performs other related duties as assigned

Level I: Graphic Designer Assistant**1004****CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER**

1. Any one or any combination that equals **thirty-six (36) months** from the categories below:
 - (a) credit for progressively more advanced college or art-school course work that would lead to a major in graphic/visual arts communication and/or design
 - 60 semester hours equals 12 months
 - 90 semester hours equals 24 months
 - 120 semester hours or a Bachelor's Degree equals 36 months
 - (b) work experience and/or on-the-job training that provided knowledge of progressively more advanced, generally accepted principles, theories, practices, and methods used

in graphic designs and their applications to visual communications problems that are/is comparable to the training provided in the programs such as graphic/visual arts communication and/or design

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. knowledge of graphic designs terminology, equipment, and techniques
2. knowledge of photography, drawing, color, and design
3. skill in the use of appropriate computer software applications
4. skill in basic maintenance of computer hardware
5. skill in producing electronic files for film and knowledge of print process
6. skill in producing graphics and web pages for use on the Internet
7. skill and knowledge of typography
8. excellent hand and eye coordination and color discrimination
9. ability to create visually aesthetic representations within accepted graphic design practices
10. ability to follow written and oral instructions concerning specifications

Level II: Graphic Designer Associate

1005

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination that equals **thirty-six (36) months** from the categories below:¹
 - (a) credit for progressively more advanced college or art-school course work that would lead to a major in graphic/visual arts communication and/or design
 - 60 semester hours equals 12 months
 - 90 semester hours equals 24 months
 - 120 semester hours or a Bachelor's Degree equals 36 months

¹ A Master's Degree in visual design, with emphasis in visual arts communication or a closely related field, meets **all** minimum acceptable qualifications for the Level II of this series.

- (b) work experience and/or on-the-job training that provided a knowledge of progressively more advanced, generally accepted principles, theories, practices, and methods used in graphic designs and their applications to visual communications problems that are/is comparable to the training provided in the programs such as graphic/visual arts communication and/or design

AND

2. **Twelve (12) months** of progressively more responsible work experience and/or training comparable to that performed at the Graphic Designer Assistant level of this series

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. knowledge of advanced drawing
2. knowledge of art history
3. knowledge of psychology of colors
4. knowledge of advanced photographic techniques
5. ability to arrange setup and take pictures
6. ability to perform other difficult technical procedures (such as designing and preparing final production ready graphics)
7. ability to develop cost estimates and project objectives

Level III: Graphic Designer

1006

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination that equals **thirty-six (36) months** from the categories below:²
 - (a) credit for progressively more advanced college or art-school course work that would lead to a major in graphic/visual arts communication and/or design
 - 60 semester hours equals 12 months
 - 90 semester hours equals 24 months
 - 120 semester hours or a Bachelor's Degree equals 36 months
 - (b) work experience and/or on-the-job training that provided a knowledge of progressively more advanced, generally accepted principles, theories, practices, and methods used in graphic designs and their applications to visual communications problems that are/is comparable to the training provided in the programs such as graphic/visual arts communication and/or design

² A Master's Degree in visual design, with emphasis in visual arts communication or a closely related field, meets the requirements of this Minimum Acceptable Qualification.

2. **Twenty-Four (24) months** of graphic design experience comparable to that performed at the Graphic Designer Associate level of this series

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. knowledge of complex, multi-faceted design techniques
2. knowledge of printing techniques
3. knowledge of production issues
4. knowledge of compilation of cost estimates
5. skill in dealing with a variety of persons (such as clients, printers, and lower level staff)
6. skill in supervising
7. skill in operation of cutting edge technology to provide client with effective products
8. skill in solving highly technical design problems
9. ability to meet client's need while also working within budgetary and time constraints
10. ability to deal with design problems
11. ability to elucidate complex design options and solutions to lower level staff

Level IV: Graphic Design Manager

3681

CREDENTIALS TO BE VERIFIED BY PLACEMENT OFFICER

1. Any one or any combination that equals **thirty-six (36) months** from the categories below:³
 - (a) credit for progressively more advanced college or art-school course work that would lead to a major in graphic/visual arts communication and/or design
 - 60 semester hours equals 12 months
 - 90 semester hours equals 24 months
 - 120 semester hours or a Bachelor's Degree equals 36 months
 - (b) work experience and/or on-the-job training that provided a knowledge of progressively more advanced, generally accepted principles, theories, practices, and methods used in graphic designs and their applications to visual communications problems that are/is comparable to the training provided in the programs such as graphic/visual arts communication and/or design

³ A Master's Degree in visual design, with emphasis in visual arts communication or a closely related field, meets the requirements of this Minimum Acceptable Qualification.

2. **Twenty-Four (24) months** of experience comparable to the Graphic Designer that included assisting in the supervision of work operations

PERSONAL ATTRIBUTES NEEDED TO UNDERTAKE JOB

1. advanced knowledge and use of computer design software
2. knowledge of advanced drawing
3. knowledge of art history
4. knowledge of psychology of colors
5. knowledge of advanced photographic techniques
6. skill in arranging setup and taking pictures
7. skill in producing fully rendered original freehand illustrations
8. ability to perform other difficult technical procedures
9. ability to plan and coordinate the operations of a graphics office
10. ability to train and instruct lower level personnel
11. ability to supervise the work of lower level personnel
12. ability to develop cost studies, maintain a budget, and assist in short- and long-range fiscal planning
13. ability to make difficult job estimates regarding presentations (such as slide shows)