

Class Concept

Positions in this class, through computers and technology, perform a range of graphic design functions used in promotional, instructional, and educational materials. Creates visible images that can be used in digital media and print. Work includes consulting, creating, designing, planning, and delivering products that visually communicate information through avenues such as catalogs, brochures, books, magazines, banners, web pages, logos, invitations, posters, advertising, teaching aids, and exhibits. Position executes visual representations by using software and hardware, hand-rendering, various printing practices, and graphic design techniques to meet the needs of the client. Position is responsible for consulting with clients to determine project parameters such as purpose, audience, conceptual focus, and scope and concept cost options. Position works independently.

This is a supervisory position responsible for assigning projects and approving staff time and expense reports.

Recruitment Standards

Knowledge, Skills, and Abilities

- Considerable knowledge of standardized and non-standardized methods and concepts for design and delivery of product.
- Considerable technical knowledge of overall design concepts.
- Ability to work on multiple projects concurrently.
- Able to organize and follow complex and detailed technical procedures.
- Ability to independently resolve complex hardware and/or software problems.
- Ability to instruct others on utilizing hardware and/or software.
- Ability to independently manage project timelines, resources and staff.
- Ability to plan, coordinate, direct and supervise the work of staff.
- Ability to lead efforts in all areas of visual design that require the creation and implementation of custom or non-standard solutions.
- Ability to advise, collaborate and consult with clients/customers in planning, developing, and designing a variety of non-standardized and complex graphic/media design.
- Ability to advise and consult with high-level administrators on visual/graphic design methods and procedures.
- Ability to serve as a key resource to others on a wide variety of design and visual art elements.
- Ability to establish and maintain effective working relationships and consult with clients/customers on issues and requests.
- Ability to develop short and long-range design strategies intended to reach a wide audience.
- Ability to research, evaluate, recommend, and implement various technology and equipment purchases.
- Ability to manage supply inventory.

Minimum Education and Experience

Bachelor's degree in visual/graphic design, commercial art or related area of assignment from an appropriately accredited institution and two years of visual/graphic design, commercial art or experience related to the area of assignment; or

Associate's degree in visual/graphic design, commercial art or related area of assignment from an appropriately accredited institution and four years of visual/graphic design, commercial art or experience related to the area of assignment; or an equivalent combination of education and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential functions per ADA.