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 creating products that visually communicate information through avenues such as catalogs, brochures, books, magazines, banners, web pages, logos, invitations, posters, advertising, teaching aids, and exhibits. Positions execute visual representations by using software and hardware, hand-rendering, various printing practices, and graphic design techniques to meet the needs of the client. Position performs basic graphic design assignments and work under close supervision.

Recruitment Standards

Knowledge, Skills, and Abilities
- General knowledge of standardized and commonly accepted design procedures and techniques
- General knowledge of standard and routine design and visual art principles and elements
- Ability to understand client/customer needs and work within set guidelines and parameters
- Ability to advise clients/customers on visual design options and outlets for basic and routine situations
- Ability to work as a team player with higher-level Graphic Designer on delivery of ideas and products
- Ability to create visual design as it relates to assignments

Minimum Education and Experience
Associate's degree in visual/graphic design, commercial art or related area of assignment from an appropriately accredited institution: or

High school or General Educational Development (GED) diploma and two years of experience in visual/graphic design, commercial art, or 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.

Page **1** of **1**