

### 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, 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; work is reviewed for quality and design concept.

### Recruitment Standards

#### Knowledge, Skills, and Abilities

- Thorough knowledge of design and visual design concepts and practices pertinent to the area of responsibility
- Thorough knowledge of incorporating various hardware and software packages, as well as traditional design methods
- Thorough knowledge of organizational principles of design and visual art elements
- Thorough knowledge of troubleshooting techniques as they relate to software, hardware, and equipment problems and ability to determine the best approach to resolve the problem
- Ability to work on multiple projects concurrently
- Ability to develop and maintain solid relationships with clients and customers by listening, understanding, and responding to client/customer needs
- Ability to consult and offer support to clients/customers as it relates to the area of responsibility
- Ability to advise clients/customers on a range of options for the visualization and communication of information
- Ability to assess client/customer needs and determine appropriate outlet, method, audience, and scope
- Ability to provide knowledgeable guidance in combining budgetary parameters with design requirements
- Ability to promote subject matter in a wide variety of visual media
- Ability to conceptualize and create visual design as it relates to the area of responsibility from creation (the idea stage) through delivery (final product)
- Ability to maintain, learn, and stay current with developments and trends as they relate to visual design

#### Minimum Education and Experience

Bachelor's degree in visual/graphic design, commercial art or related area of assignment from an appropriately accredited institution; or

Associate'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

High school or General Educational Development (GED) diploma and four years of experience in visual/graphic design, commercial art, or field related to the area of assignment; or an equivalent combination of education and experience.