GENERAL DESCRIPTION OF CLASS
The Graphic Designer provides a full range of graphic artwork for print and digital communications, and related technical assistance and staff consultation for an agency.

DISTINGUISHING FEATURES
This is the first level of a two-level series. It is distinguished from the higher level by the absence of responsibility for coordination of budgetary and contractual functions involved in graphic projects or programs; and receives direction from a Senior Graphic Designer or supervisor.

CHARACTERISTICS
Technical Knowledge: Industry standard design software; Interactive and digital media; Photography; Illustration; Technical illustration; Typography; Video art direction or production; Pre-press and printing processes; Project management; Layout and composition; Display and exhibit preparation.

Communication and Service: Communicate effectively with clients; Anticipate client needs, recommend appropriate deliverables; Design consultation with clients; Develop creative concepts with team members, staff and clients; Consult on application of brand standards; Work with outside services and vendors.

Problem Solving and Prevention: Meet with clients and other members of the team to review client background information and goals to help determine a design strategy; Define a design solution and strategy; Develop appropriate plan; prioritizing and organizing tasks to meet project schedules and timelines.

Work Coordination: Ability to meet deadlines; Ability to effectively plan work; Ability to multi-task; Manage work flow, seek necessary approvals; Prioritize tasks; adjust schedule as necessary to meet timelines; Provide materials to vendors on time.

DUTIES AND RESPONSIBILITIES
The duties listed below are not inclusive but characteristic of the type and level of work associated with this class. Individual positions may perform all or some combination of the duties listed below as well as other related duties.

Design. Typical tasks: Use specialized equipment to design and execute layouts for a variety of communications, including newsletters, advertising, books, magazines, collateral, logos, displays, charts, graphics and web files; Prepare electronic files for print or digital publication; Update previously designed pieces or existing templates; Participate in brainstorming/project planning meetings with team members; Design and build web interfaces for sites, social networks, and applications; Create animation or motion graphics for videos; Create illustrations and technical graphics using various media for varied uses; Prepare visual displays and exhibits such as posters and comps.

Customer Service. Typical tasks: Work directly with clients on projects to provide proofs and feedback; Provide resources such as logos and photos, technical assistance, design consultation.

Project Coordination. Typical tasks: Develop ideas for photo shoots, coordinate with photographer; Coordinate print jobs with printers and vendors; Evaluate proofs and attend press checks to ensure accuracy and quality of work; Work with freelancers, provide direction, feedback; Archive photos, documents, and project files.
PROBLEM-SOLVING AND DECISION-MAKING
Graphic Designers exercise independent judgment to develop and prioritize appropriate work sequences and methods; may make appropriate exceptions to University style and brand guides.

ACCOUNTABILITY
Employees in this class follow University style and brand guides, Exercise independent judgment to identify, select and apply guidelines or procedures appropriately, and receive supervision and review of work as needed.

RELATIONSHIPS WITH OTHERS
Employees in this class are in regular contact by telephone or in person with agency employees, college/university faculty, and students to discuss graphic design needs and projects; with printers for printing orders and specifications; and with vendors for graphic art supplies and equipment.

MINIMUM QUALIFICATIONS
• 4+ Years of Graphic Design experience OR
• Associates Degree + 3 years of Graphic Design experience OR
• Bachelors Degree + 2 years of Graphic Design experience

Degree may be in Graphic Design, Graphic Art, Fine Art, or closely related field.

07/01/2012