GENERAL DESCRIPTION OF CLASS
The Senior Graphic Designer coordinates project needs and presents design concepts for projects; provides a full range of graphic artwork and related technical assistance and staff consultation for an agency.

DISTINGUISHING FEATURES
This is the second level of a two-level series. It is distinguished from the lower level by having responsibility for independently developing concepts or projects and coordinating production of contracts and project budgets. May provide lead work for lower level Graphic Designers or interns.

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: Develop overall communication strategy; Lead or oversee project design team; Communicate effectively and influence clients; Present design ideas and concepts; Coordinate outside services and vendors.

Problem Solving and Prevention: Troubleshoot with project team members and client on technical issues, as they arise; Advocate for design approach; help influence and facilitate resolution of conflicts, as needed; Determine correctness of approach.

Work Coordination: May assign tasks or work to lower level Designers or interns; May provide direction or review work of lower level Designers or interns; May set or adjust project deadlines.

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.

Project Coordination. Typical tasks: Develop project budgets to include contracted work, printing costs, and materials; Ensure that contracted work meets quality standards; oversee projects from the time of conception to completion to meet time and budget constraints; Prepare specifications to accompany materials sent to the printer; coordinate work of authors, printers, editors, publications office, artists and designers, and others to produce materials of high visual quality.

Design. Typical tasks: Art direct and develop ideas for projects; 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; 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.

Lead Work. Typical tasks: Research design and technology trends, best practices; May hire, train, schedule, assign and evaluate students; May train, schedule and oversee the work of lower-level staff; May serve as a back-up for their unit manager; Consult with administration and/or faculty members to help and make recommendations on existing information to be communicated visually.
PROBLEM-SOLVING AND DECISION-MAKING
Senior Graphic Designers exercise a general degree of authority, independence and initiative in prioritizing, decision-making or problem solving using discretionary judgment. May make appropriate exceptions to University style and brand guides. May hire, train, schedule, assign and evaluate students. May train, schedule and oversee the work of lower-level staff. May serve as a back-up for their unit manager.

ACCOUNTABILITY
Employees in this class work with a high degree of independence to complete work assigned, supervised and guided by consultation with professional staff; Set priorities in order to meet deadlines or goals.

RELATIONSHIPS WITH OTHERS
Employees in this class are in regular contact by telephone or in person with administration, faculty members, and other agency employees to advise and discuss graphic design needs and projects; with freelance artists, designers, illustrators, and photographers to contract work on special projects; with printers for printing orders and specifications; and with vendors for graphic art supplies and equipment.

MINIMUM QUALIFICATIONS
- 6+ Years of Graphic Design experience OR
- Associates Degree + 5 years of Graphic Design experience
- Bachelors Degree + 4 years of Graphic Design experience

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

07/01/2012