

Specification for Class of

GRAPHIC DESIGNER 1

**Abolished Effective July 1, 2007**

Definition: Designs and produces a variety of graphic projects including printed publications, video, slideshows, three-dimensional exhibits, and illustrative materials, using tools such as computers and their associated peripherals.

Distinguishing Characteristics: This is the fully competent working level within the series. Positions are responsible for developing and designing a variety of illustrative materials in conjunction with a client. Positions work independently and provide recommendations and advice to clients on practical applications of graphic design, selection of paper stock, type-style, ink colors, photography, and in determining the most appropriate methods and techniques of designing and producing illustrative materials and publications targeted toward a specific audience.

Note: For the purposes of this specification, the term illustrative means to make clear or more easily understood through the use of drawings, charts, or other materials.

Typical Work

Designs and produces graphic projects such as publications, logos, advertisements, maps, Internet materials, drawings, displays, video, slideshows, and other illustrative materials;

Illustrates assigned subject matter in a variety of media including computer graphics and traditional methods such as pen and ink, pencil, painting, etc.;

Explains to department staff the effective use of graphic designs and production costs; offers ideas, suggestions and information on techniques, content, and as it pertains to getting communications reproduced;

Designs informational materials, taking into account intended use, audience, cost estimates and distribution and the project's and department's goals and objectives;

Produces complex, computer-generated multi-page photomechanical art or separations for black and white, and color reproduction, using graphic design software for page layout, illustration, and photo manipulation (not word processing software);

Accomplishes typographic compositions, conversions and manipulations of photographs and illustrations, using a variety of reprographic techniques, computer software, and materials;

Provides detailed written instructions to lithographers for a variety of reproduction elements, including type specifications, paperstocks, ink, folding, scoring, embossing, engraving and binding techniques;

Ensures compliance with agency design standards, logo usage and Americans with Disabilities Act requirements;

Goes on site and takes photographs for projects;

Performs other work as required.

Knowledge and Abilities

Knowledge of: methods and techniques of graphic design; effective application of materials and media; graphic lab equipment.

Ability to: design and produce a variety of illustrative materials; design and produce electronic presentations; lay out and produce printed materials.

Minimum Qualifications

A Bachelor's degree in graphic design or closely allied field and one year of professional graphic design experience.

OR

Two years of design school or college-level design training and two years of professional experience in graphic design.

OR

Two years as a Graphic Assistant or equivalent in State service.

Additional professional graphic design experience is substitutable for education on the basis of one year of experience for two years of education.

Revised definition and minimum qualifications, adds distinguishing characteristics, title change (formerly Artist Illustrator I): 3-10-78

Revised definition, distinguishing characteristics, minimum qualifications and title change (formerly Graphic Designer): 9-11-87

Revised definition: 2-11-99