

Specification for Class of

GRAPHIC DESIGNER 2

**Abolished Effective July 1, 2007**

Definition: Designs and produces a variety of graphic projects including publications, displays, and electronic presentations, using tools such as computers and their associated peripherals, and either performs administrative tasks associated with the graphic program or supervises graphic staff.

Distinguishing Characteristics: This is the senior level Graphic Designer. Positions either: 1) have delegated authority in performing a majority of the following elements: developing a project budget, implementing and ensuring compliance with agency design standards, accepting or declining a requested project, and providing consultation and advice to agency management on graphic projects; or, 2) positions supervise one or more professional graphic staff.

In either assignment, positions work independently and design and produce a wide variety of projects at all levels of complexity using a variety of media.

Typical Work

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

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

Consults with managers and staff on graphic projects, programs and events involving aggressive marketing, high visibility, large distribution, and budget factors;

Develops, trains, and explains to department staff, the effective use of graphic designs and production costs; offers ideas, suggestions and information on techniques, content, and format; trains agency employees on equipment and agency programs (formal/informal on-the-job training) as it pertains to getting communications reproduced;

Conceives, designs, edits, and produces agency-wide informational materials, taking into account intended use, audience, budget 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 complex reproduction elements, including type specifications, paperstocks, ink, folding, scoring, embossing, engraving and binding techniques;

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

Goes on site and takes photographs for projects; art directs photography;

Supervises professional graphic staff; art directs other graphic staff and contractors;

Performs other work as required.

Knowledge and Abilities

Knowledge of: methods and techniques of graphic design and printing; effective application of materials and media; computer graphic equipment and peripherals (printers, scanners, digital cameras, etc.); graphic design software (for publications, illustrations, photo manipulation, etc.).

Ability to: conceptualize, design and produce a variety of illustrative materials; work effectively with agency management in determining and meeting graphic design needs; design and produce electronic presentations; lay out and produce printed materials; supervise subordinate staff.

Minimum Qualifications

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

OR

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

OR

Two years as a Graphic Designer 1 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, minimum qualifications, adds distinguishing characteristics, title change (formerly Artist Illustrator 2): 3-10-78

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

Revised definition: 2-11-99