

Graphic Designer

Job Code	Job Title	Pay Grade
8361E2	Graphic Designer Specialist	28

CONCEPT:

Conceptualizes, plans, designs, creates, and produces finished artwork for visual communications such as books, magazines, brochures, booklets, posters, forms, newspapers, overheads, presentation graphics, displays, or art exhibits. Graphic design involves the *creative process* of coming up with the concepts and ideas and arrangements for visually communicating a specific message. This differs from desktop publishing where original artwork is normally produced to create visual communication materials using computer software with preexisting graphics. While desktop publishing does require a certain amount of creativity, it is more production-oriented than design-oriented.

TASKS:

- Confers with customers to discuss their needs and determine layout design.
- Conceptualizes and develops ideas with the customer through completion of final product.
- Plans and manages assigned project timelines through completion dates.
- Reviews work products with customers and/or supervisors and adjusts work products in relation to others' actions.
- Designs and produces graphic art for publications, posters, displays, charts, graphic, maps, audio-visual presentations, computer graphics or related graphic arts projects based on knowledge of layout principles and esthetic design concepts.
- Draws or creates original graphics and layouts for illustrations, logos, Internet websites, other agency specific purposes, using computer.
- Generates graphic images, illustrations, interactive presentations, flash files, sound, and video into multimedia programs for use on the Web or CD/DVD.
- Determines size and arrangement of illustrative material and copy, and select style and size of type.
- Mark ups, pastes, and assembles final layouts to prepare layouts for printing.
- Reviews final layouts and suggests improvements as needed.
- Considers the relative costs and benefits of potential actions to choose the most appropriate one.
- Prepares notes and instructions for workers who assemble and prepare final layouts for printing.

LEVELS OF WORK:

- Class Group consists of one class.

MINIMUM REQUIREMENTS:

- Four years of experience in graphic art, design or commercial art. Education may be substituted for experience as determined relevant by the agency.
- Some positions may require additional minimum requirements that will be specified on the position description.

REF: 12/13

REV: 6/24