

Graphic Designer II

DEFINITION

This is administrative level work directing the creative technical and/or illustrative graphic artwork of a Department's graphic design function.

Employees of this class plan, coordinate and supervise graphic, photographic and production methods to establish and maintain high standards of graphic design and ensure timely project completion. Work involves administrative functions related to budgeting and the securing of schedules. The employees function in an independent manner with work evaluated on the basis of feedback and project effectiveness.

TYPICAL DUTIES*

Initiates, develops and supervises conceptual proposals of the production of graphic design and artwork.

Edits information for graphic development.

Confers with marketing, planning and sales staff, customers to secure projects; establishes time frames and project specifications; delegates work and supervises the activities of a contracted design firm, photographers, writers, typographers and printers.

Negotiates with vendors for the cost, methodology, scheduling and completion of projects.

Provides input to and administers budgets for printing, graphic design, typography and other related internal and external services.

Develops, implements and/or recommends policies and procedures in relation to the graphic design function.

Supervises, trains and fosters professional development of subordinate graphic design staff. Performs related work as required.

KNOWLEDGE, ABILITIES AND SKILLS

Considerable knowledge of graphic design, printing, lettering and production techniques.

Considerable knowledge of equipment and materials used in graphic design and artwork.

Knowledge of budgeting and administration.

Knowledge of current literature, trends and developments in the field of graphic design.

Some knowledge of photography and audio visual techniques.

Ability to conceptually design and prepare graphic material.

Ability to understand and execute oral and written instructions.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

Ability to supervise and train subordinate staff.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

Completion of a recognized University degree or two (2) year diploma program with a major emphasis in Graphic Design, Visual Communication or Commercial Art; a minimum of five (5) years' experience in a related field, including supervisory experience.

** This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0483		0484	
Last Updated:	1982-04 (retitled)			
Previous Updates:	1981-04			
Originated:	1974-08			