



Career Service Authority

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Graphic Designer

GENERAL STATEMENT OF CLASS DUTIES

Designs or creates graphics to meet specific promotional needs, such as newsletters, reports, brochures, pamphlets, displays, logos, web design or other related visual materials and signs.

DISTINGUISHING CHARACTERISTICS

This class is distinguished from Graphics Technician, which performs graphics work in a full-service signage shop including layout/graphics, and fabrication of a variety of signs for various traffic operations. This class is also distinguished from the Graphics Supervisor based on the full performance supervisory responsibilities, and incumbents in this class supervise subordinate Graphic Designers.

Guidelines, Difficulty and Decision Making Level:

Guidelines are generally but not always clearly applicable, requiring the employee to exercise judgment in selecting the most pertinent guideline, interpret precedents, adapt standard practices to differing situations and recommend alternative actions in situations without precedent.

Duties assigned are generally complex and may be of substantial intricacy. Work assignment is performed within an established framework under general instructions but requires simultaneous coordination of assigned functions or projects in various stages of completion.

Employee is responsible for determining time, place and sequence of actions to be taken. Unusual problems or proposed deviations from guidelines, practices or precedents may be discussed with the supervisor before being initiated.

Level of Supervision Received and Quality Review:

Under general supervision, the employee receives assignments and is expected to carry them through to completion with substantial independence. Work is reviewed for adherence to instructions, accuracy, completeness and conformance to standard practice or precedent. Recurring work clearly covered by guidelines may or may not be reviewed.

Interpersonal Communications and Purpose:

Contacts with the public or employees where explanatory or interpretive information is exchanged defended, gathered and discretion and judgment are required within the parameters of the job function.

Level of Supervision Exercised:

By position, performs project lead or coordinates the work of other graphics staff and other project personnel assigned to the project(s).

ESSENTIAL DUTIES

Creates designs, concepts, and sample layouts based on knowledge of layout principles and aesthetic design concepts

Determines size and arrangement of illustrative material and copy, and select style and size of type.

Uses computer software to generate new images.

Draws, and prints charts, graphs, illustrations, and other artwork, using computer software.

Reviews final layouts and recommends improvements as needed.

Confers with customers to discuss and determine layout design.

Develops graphics and layouts for product illustrates, logos, etc.

Keys information into computer equipment to create layouts for customers.

Studies illustrations and photographs to plan presentation of materials, products, or services.

Prepares notes and instructions for workers who assemble and prepare final layouts for printing.

Photographs layouts, using camera, to make layout prints for customer and/or supervisor.

By position, provides support of web graphic design utilizing interactive presentation tools that supports end users.

By position, develops negatives and prints to produce layout photographs, using negative and print developing equipment and tools.

By position, develops sign design and graphics in a 3 dimensional plane for many different materials such as, but not limited to, acrylics, wood and aluminum.

By position, produces still and animated graphics for on-air and taped portions of television news broadcasts, using electronic video equipment.

By position, prepares illustrations or rough sketches of material, discussing them with customers and/or supervisor and makes necessary changes.

By position, marks up, pastes, and assembles final layouts to prepare layouts for printer.

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Any one position may not include all of the duties listed.
However, the allocation of positions will be determined by
the amount of time spent in performing the essential duties
listed above.
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MINIMUM QUALIFICATIONS

Competencies, Knowledge & Skills:

Conscientiousness - Displays a high level of effort and commitment towards performing work; demonstrates responsible behavior.

Integrity/Honesty - Displays high standards of ethical conduct and understand the impact of violating these standards on an organization, self, and others; chooses an ethical course of conduct; is trustworthy.

Interpersonal Skills - Shows understanding, friendliness, courtesy, tact, empathy, cooperation, concern, and politeness to others; relates well to different people from varied background and different situations.

Perceptual Speed - Sees detail in words, numbers, pictures, and graphs quickly and accurately.

Flexibility - Adapts quickly to changes.

Listening - Receives, attends to, interprets, and responds to verbal messages and other cues such as body language in ways that are appropriate to listeners and situations.

Applies Technology to Tasks - Selects and understands procedures, machines, or tools that will produce the desired results; identifies or solves problems in machines, computers, or other technologies as they are related to performing tasks.

Arithmetic/Mathematical Reasoning - Performs computations such as addition, subtraction, multiplication, and division correctly; solves practical problems by choosing appropriately from a variety of mathematical techniques such as formulas and percentages.

Technical Competence - Knowledge of how to perform one's job. Refers to specialized knowledge that is acquired through formal training or extensive on-the-job experience.

Eye-Hand Coordination - Accurately coordinates one's eyes with one's fingers, wrists, or arms to move, carry, or manipulate objects, or to perform other job related tasks.

Mental Visualization - Sees things in the mind by mentally organizing and processing symbols, pictures, graphs, objects, or other information i.e. sees a building from a blueprint, or sees the flow of work activities from reading a work plan or sees how something will look after it is moved around or when its parts are moved/rearranged.

Writing - Uses correct English grammar, punctuation, and spelling to communicate thoughts, ideas, information, and messages in writing.

Memory - Recalls information that has been presented previously.

Speaking - Uses correct English grammar to organize and communicate ideas in words that are appropriate to listeners and situations; uses body language appropriately.

Decision Making - Specifies goals and obstacles to achieving those goals, generates alternatives, considers risks, and evaluates and chooses the best alternative in order to make a determination, draw conclusions or solve a problem.

Knowledge of Design: Knowledge of design techniques, tools, and principles involved in production precision technical plans, blueprints, drawings, and models.

Knowledge of Fine Arts: Knowledge of the theory and techniques required to compose, produce, and perform works of visual arts and designs.

Skill of Time Management: Skill in managing effectively one's own time and the time of others.

Skill of Coordination: Skill in adjusting actions in relation to others' action.

Ability to come up with unusual or clever ideas about a given topic or situation, or to develop creative ways to solve a problem.

Ability to come up with a number of ideas about a topic.

Physical Demands:

Sitting: Remaining in the normal seated position.

Handling: Seizing, holding, grasping or otherwise working with hand(s)

Fingering: Picking, pinching, or otherwise working with fingers.

Repetitive motions: Making frequent movements with a part of the body.

Working Environment:

Subject to interruptions and unpredictable situations.

Education Requirement:

Bachelor's Degree in Visual Communications, Graphic Arts, Graphics Design, Multimedia Design or a related field of study.

Experience Requirement:

Three years of experience in graphic design or developing visual materials or signage design. Two of the three years must be experience in computer aided design and publication.

Education/Experience Equivalency:

A combination of the appropriate type and level of education and experience may be substituted for the minimum education requirements.

Licensure and/or Certification:

None

CLASS DETAIL

FLSA CODE: Exempt

ESTABLISHED DATE: 09/16/1995

REVISED DATE: 09/01/2006

REVISED BY: Hameed Pousti

CLASS HISTORY 04/06 – Revised class spec as result of Graphic Study and incorporated new spec-format. Also, added the by position statement "provides support of web graphic design..." to cover the web graphic design area as requested by DIA.