



Office of Human Resources  
Graphics Designer - CA2530  
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### General Statement of 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.

### 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.

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.

### **Competencies**

**Customer Service** – Interacts with customers in a friendly and professional manner, works to resolve issues quickly and effectively, and is knowledgeable about products and services.

**Creative Thinking** – Uses imagination to develop new insights into situations and applies innovative solutions to problems; designs new methods where established methods and procedures are inapplicable or are unavailable.

**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.

**Technical Competence** - Uses knowledge that is acquired through formal training or extensive on-the-job experience to perform one's job; works with, understands, and evaluates technical information related to the job; advises others on technical issues.

**Technology Application** - Uses machines, tools, instruments, or equipment effectively; uses computers and computer applications to analyze and communicate information in the appropriate format.

### **Knowledge & Skills**

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

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

### **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).

### **Education Requirement**

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

### **Experience Requirement**

Three (3) 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**

One (1) year of the appropriate type and level of experience may be substituted for each required year of post-high school education.

Additional appropriate education may be substituted for the minimum experience requirements.

**Licensure & Certification**

None

**Working Environment**

Subject to interruptions and unpredictable situations.

**Level of Physical Demand**

1-Sedentary (0-10 lbs.)

**Physical Demands**

(Physical Demands are a general guide and specific positions will vary based on working conditions, locations, and agency/department needs.):

Fingering: Picking and pinching, through use of fingers or otherwise.

Handling: Seizing, holding, grasping, through use of hands, fingers, or other means.

Lifting: Moving objects weighing no more than 10 pounds from one level to another.

Repetitive motions: Making frequent or continuous movements.

Sitting: Remaining in a stationary position.

**Background Check Requirement**

Criminal Check

Employment Verification

Education Verification

**Assessment Requirement**

None

**Probation Period**

Six (6) months.

**Class Detail**

**Pay Grade: A-807**

**FLSA Code: Y**

**Established Date: 9/21/2018**

**Established By: LS**

**Revised Date:**

**Revised By:**

**Class History:**