

**ISSUED: 4/98
6/93 & 3/88**

TITLE: <u>Graphic Designer II</u>	SALARY	CLASS
	SCHEDULE: <u>B</u>	CODE: <u>PE504</u>
UNION: <u>P&A – Local 1979, U.A.W.</u>	SALARY	EEO
	GRADE: <u>10</u>	CODE: <u>50</u>
	FLSA: <u>Exempt</u>	E-CLASS: <u>PE</u>

POSITION PURPOSE

Design and produce a wide variety of visual graphics and multi-media presentations to support promotional and informational activities of University staff and units according to concepts and specifications provided. Position duties require the application of complex specialized skills which can be acquired through a combination of job-related training and considerable on-the-job experience.

ESSENTIAL JOB FUNCTIONS

- Advise and consult with University clients regarding the production and presentation of visual graphic materials. Assess client needs and specifications to develop appropriate design concepts and techniques within established time and budget constraints. Incorporate client ideas and goals into designs in order to provide acceptable material.
- Design visual promotional and informational materials, e.g. pamphlets, brochures, slides, and/or video productions through the use of computer software applications and manual techniques.
- Attend training sessions and workshops to remain current with changes in the field and keep abreast of new technology used in the visual graphics design and development process.
- Establish and maintain activities log to record project budget costs and monitor production schedules. Recommend for purchase, operate, and maintain all tools used in designing and creating visual graphics. Contact outside vendors to obtain services for project completion. Prepare time and cost estimates for services.
- Train and supervise lower level support and temporary staff. Verify accuracy of work performed. Interview and recommend employment of subordinate staff. Distribute work.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification level provides a full range of graphic design services for the University community based on the client's needs and specifications. Incumbents need a strong knowledge of graphic arts with extensive experience utilizing media/graphic equipment in order to produce visual graphics and multi-media presentations. Work activities are dictated by established procedures, but require incumbents to apply these procedures to differing sets of circumstances, demanding the search for new applications of procedures. Incumbents consult with and advise faculty, management staff and professionals on the design layout and/or visual effects used in informational and promotional material and provide work direction to non-exempt support staff. This classification is typically located in a support unit of a School/College/Division and reports to and receives direction from a management level position, i.e. Manager, Assistant Director, Director, etc.

MINIMUM QUALIFICATIONS

- Graduation from an accredited college or university with major coursework in graphic art, photography, video imaging computer software, or equivalent combination of education and/or experience.
- Considerable experience working with media/graphic equipment and/or computer animation systems.
- Prior experience in an art studio or as a photographer/videographer.
- Good oral and/or written communication skills.
- Prior advertising art work desirable.
- Typically, incumbents have held positions in an advertising agency, a television station, or as a typesetter.