

TITLE: <u>Graphic Artist</u>	SALARY SCHEDULE: <u>Staff</u>	CLASS CODE: <u>SA506</u>
UNION: <u>Staff Association – Local 2071, U.A.W.</u>	SALARY GRADE: <u>9</u>	EEO CODE: <u>50</u>
	FLSA: <u>Non-Exempt</u>	E- CLASS: <u>SA</u>

POSITION PURPOSE

Layout and produce promotional, advertising and marketing material for University clients wishing to present information in a professionally prepared document. Specialized knowledge of computer-based typesetting software and graphic arts techniques are used to prepare material to client specifications.

ESSENTIAL JOB FUNCTIONS

- Prepare camera-ready copy, illustrations, photographs and charts. Typeset document copy via computer using graphics software; keyline artwork, which includes preparing halftones, color breaks, illustrations and tissue overlays. Operate photostat camera to produce print-ready documents. Utilize knowledge of graphic arts and graphic software packages to typeset copy and prepare page layouts for client material within established deadlines.
- Design page layouts for material prepared for informational, promotional, advertising and marketing purposes. Develop creative concepts for the layout and display of information based on type of material being produced, targeted audience and marketing intent; consult with clients on goals and requirements for document and discuss development and specifications of printed material to be prepared. Design layouts for posters, book jackets, flyers, pamphlets, brochures and publications.
- Research and contact outside vendors and related art sources to handle print and typesetting work. Provide printers with information on paper, ink and techniques required; price printing services; monitor progress to assure timely delivery of material. Keep abreast of state-of-the-art technology used in graphics, printing and photographic work to provide quality services to internal clients.
- Maintain activity reports and log time spent on projects. Document production costs to ensure proper billing of jobs; prepare status reports as requested; produce material within established deadlines and budgets. Distribute work to student employees and review results.
- Operate specialized equipment, tools and materials used in graphics, printing and photographic work. Clean and maintain equipment as needed. Keep current with graphics software upgrades and increased capabilities. Recommend purchase of supplies and equipment.
- Perform related work as assigned.

ADDITIONAL COMMENTS

This classification level prepares informational, promotional, advertising and marketing material for University clients by designing document layouts, typesetting and keylining content and overseeing printing within established deadlines. Incumbents utilize in-depth knowledge of graphic arts techniques such as typesetting via computer and keylining and utilize complex equipment. Incumbents must search for solutions or new applications within an area of learned skills and are allowed to set their own priorities, subject to supervisory approval and review. Incumbents must exercised keen attention to detail. This position is generally located in a marketing and/or communications area of a School, College or Division of the University. This classification reports to and receives work direction from a management level position.

MINIMUM QUALIFICATIONS

- High school graduate or equivalent combination of education and/or experience; supplemented by advanced coursework or considerable experience in commercial or graphic arts.
- Ability to use computers and graphics software for the design and production of written material.
- Reasonable knowledge of print production procedures.
- Ability to communicate effectively with others.
- Reasonable experience operating and maintaining technical equipment, tools and supplies utilized in graphics, printing and photographic work.
- Ability to meet established deadlines; keen attention to detail.
- Typically, incumbents have worked in a typesetting or graphics facility.