

TITLE: <u>Graphic Designer</u>	SALARY SCHEDULE: <u>Staff</u>	CLASS CODE: <u>SA507</u>
UNION: <u>Staff Association – Local 2071, U.A.W.</u>	SALARY GRADE: <u>11</u>	EEO CODE: <u>50</u>
	FLSA: <u>Non-Exempt</u>	E- CLASS: <u>SA</u>

POSITION PURPOSE

Design and oversee production of informational and promotional copy for University units wishing to present information in a professionally prepared document. Utilize specialized knowledge of graphic arts, computerized typesetting software, photostat cameras and printing process to prepare publications to clients specifications.

ESSENTIAL JOB FUNCTIONS

- Plan and coordinate graphic art and printing services. Meet with internal clients to discuss development and specifications of printed material to be prepared. Assess clients needs; develop product proposals based on purpose, budget and time restrictions. Perform design, illustration, layout and production based on client concepts for various promotional, informational, advertising and marketing materials, i.e. pamphlets, flyers, brochures, publications.
- Prepare camera-ready copy, illustrations, photographs and design layouts. Typeset document copy via computer using graphics software, prepare 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.
- Provide functional supervision to a average number (3-6) of student interns. Assign, monitor and review technical skills, methods and work activities. Train in appropriate methods and procedures. Provide technical direction and assistance.
- Research and contact outside vendors and related art sources to handle print work. Provide printers with information on paper, ink and techniques required; price services to ensure project budget is sufficient; 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.
- Operate and maintain specialized equipment, tools and materials used in graphics, printing and photographic work. Replace toner in printers; change chemicals in photostat camera; perform routine maintenance on and clean equipment. 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 provides a full range of graphic arts services to design, produce and coordinate printing of informational and promotional material for University clients. As such, incumbents are utilizing specialized knowledge and mastery of graphic arts equipment and techniques, such a design, typesetting, illustration and keylining. Incumbents have latitude in determining which among many procedures and techniques should be followed along with the sequence to be followed. Differing situations require the incumbent to search for solutions or new applications within an area of learned skills. Incumbents must exercise keen attention to detail. This position is generally located in a marketing and/or communications area in 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 in commercial or graphic arts.
- Ability to use computers and graphics software for the design and production of written materials.
- Considerable knowledge of and experience in print and production procedures.
- Ability to communicate effectively with others.
- Considerable experience operating and maintaining technical equipment, tools and materials utilized in graphics, printing and photographic work.
- Ability to meet established deadlines; keen attention to detail.
- Typically, incumbents have held positions as a Graphic Artist.