

GRAPHIC DESIGNER**Nature of Work**

Under general supervision, performs professional work at the full-performance level, developing design concepts and composing a variety of illustrative graphic or photographic materials for print or video format to be presented by visual communications media for the purposes of training, information or exhibition. Preliminary concepts are presented for approval and results are reviewed for theme and adequate artistic and technical presentation. Performs related work as required.

Examples of Work

- Designs, composes and does layout of print, photographic and/or video-taped productions.
- Produces drawings to be used in publications, slides or video-taped productions.
- Draws and lays out graphics, charts and other technical material from statistical tables and written information.
- Recommends most effective media, art work and other graphics, preparing sketches, rough drafts and mechanicals to determine desired results.
- Produces mechanicals for reproduction by arranging and pasting-up all elements of the finished layout following approved designs, including the making of color separations, pasting-up of headlines and text, cropping and retouching photographs, making overlays for color, and marking instructions for printer.
- May use cameras and other photographic equipment to produce photographs and/or video tape.
- Selects and arranges photographs for pictorial layouts.
- Selects type fonts appropriate to assignments.
- Writes standard reports and maintains art records and inventory of supplies.

Knowledge, Skills and Abilities

- Knowledge of art materials and equipment used in mechanical and freehand drawing and lettering.
- Knowledge of the preparation of materials for printing including pasting-up mechanicals, scaling photographs, color separation work, and selecting size and style of type.
- Knowledge of the basic drafting skills used in constructing graphs, charts, maps and diagrams.
- Knowledge of the methods of making drawings to scale.
- Knowledge of the advantages and disadvantages of such reproduction processes as photostating, offset printing, letterpress printing and silk screening.
- Knowledge of commonly used type specifications.
- Knowledge of the capabilities and use of video cameras, cameras, and other photographic equipment.

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GRAPHIC DESIGNER (CONT'D)

Knowledge, Skills and Abilities (cont'd)

- Ability to apply all the above knowledge skillfully and professionally to any given assignment.
- Ability to visualize and interpret ideas through a variety of graphic and art media.
- Ability to use artistic techniques, media and equipment to produce quality art work in a variety of media and formats.
- Ability to communicate well, both orally and in writing.

Minimum Qualifications

TRAINING An Associate degree from an accredited college or university in graphic arts, applied arts, commercial art or technical fine arts.

SUBSTITUTION Full-time or equivalent part-time paid experience in the above areas may substitute for the required training on a year-for-year basis.

OR

A certificate of completion of a two-year program of formal resident instruction from an art school in the above areas.

Established: 7/16/92
Effective: 8/16/92