

Graphic Designer I

DEFINITION

This is creative technical and/or illustrative graphic artwork.

Employees of this class conceive, sketch, layout, complete and coordinate the production of graphic material and artwork associated with the preparation of a variety of visual advertisement, promotional, marketing and educational projects, displays and publications. Assignments are received in the form of general ideas and suggestions, and considerable independent judgement and initiative is exercised in designing and completing work details. Finished work is reviewed by a superior for aesthetic quality and conformance to civic standards and policies.

TYPICAL DUTIES*

Confers with marketing, planning and sales staff, customers to determine project time table, graphic content and cost estimates.

Designs format and prepares layout for classified ads, promotional and marketing material, brochures, magazines, educational projects, displays, publications, logos, audio visual presentations and other related informative material.

Creates aesthetic and comprehensive visual material employing typography, photography, graphic illustrations and fine art techniques, submits conceptual plans for approval.

Coordinates and controls internal and external services required in the productions and reproduction of material, (i.e. typographers, printers, photographers, reprographic services, audio visual services).

Orders and maintains adequate supply of graphic art materials and equipment necessary in performing assigned duties.

Searches for related reference materials; conducts research into current design trends, innovations and new methods and procedures related to graphic production.

Performs related duties as required.

KNOWLEDGE, ABILITIES AND SKILLS

Considerable knowledge of graphic design, printing, lettering and production techniques.

Considerable knowledge of equipment and materials used in graphic design and artwork.

Knowledge of current literature, trends and developments in the field of graphic design.

Some knowledge of photography and audit visual techniques.

Ability to design and-prepare graphic materials.

Ability to understand and execute oral and written instructions.

Ability to establish and maintain effective working relationships as necessitated by work assignments.

TRAINING AND EXPERIENCE REQUIREMENTS

Job Level

Completion of a recognized University degree or two (2) year diploma program with a major emphasis in Graphic Design, Visual Communications or Commercial Arts, a minimum of one (1) year of experience in a related field.

** This is a class specification and not an individualized job description. A class specification represents and defines the general character, scope of duties and responsibilities of all positions within a specific job classification. It is not intended to describe nor does it necessarily list the essential job functions for a specific position in a classification. Positions may perform some of the duties listed above but this does not necessarily qualify for placement into this classification.*

Salary Plan	<u>21M</u>	<u>21A</u>	<u>21B</u>	<u>21C</u>
Job Code	0481		0482	
Last Updated:	1981-04			
Previous Updates:				
Originated:				