

## **GRAPHIC DESIGNER**

### **DEFINITION**

Under general supervision, performs and coordinates creative specialized graphic design, desktop publishing, and prepress tasks associated with the production of a broad range of printed and electronically disseminated materials and publications; performs related work as assigned.

### **CLASS CHARACTERISTICS**

This is the creative specialist level in the Production Artist/Graphic Designer series. Incumbents skillfully apply an advanced sense of design aesthetics, interpreting and translating client ideas and concepts into original illustrations with minimal reliance on pre-existing visuals such as clip art or stock photographs.

### **EXAMPLES OF DUTIES** (*illustrative only*)

- Serves as a graphic design resource to the agency.
- Interprets and translates client ideas and concepts into original illustrations with minimal reliance on pre-existing visuals such as clip art or stock photographs.
- Confers with AOC staff to gain an understanding of assignment scope, providing advice and coordinating with outside printers and vendors to establish design/production criteria and materials.
- Using specialized graphic design software, produces and finalizes original logos, illustrations, graphs, charts, and images.
- Determines placement of art and images to reflect intent of published materials.
- Produces booklets, brochures, newsletters, presentation folders, press kits, binder covers, and conference materials.
- Designs format of documents and publications; works with clients in selecting type font, layout, ink, paper stock, and printing and binding methods.
- Prepares camera-ready artwork for press.
- Installs and configures design and graphics software; maintains computers and all related system peripherals.
- Maintains currency on hardware, software, paper, printer technology, Internet developments, stock photos and art, and design techniques via offsite training and trade shows.
- Recommends hardware/software purchases; inventories and orders supplies; assists in preparing budget for desktop needs.
- Performs specialized design and coding for electronic publishing (e.g., Internet, electronic bulletin board systems, CD-ROM).

## **WORKING CONDITIONS**

- Work extended hours at a computer terminal.
- Must be available to work overtime and on weekends and holidays.

## **QUALIFICATIONS**

The level and scope of the knowledge and abilities listed below relate to the duties as defined in Class Characteristics.

### **Knowledge of:**

- Advanced principles and practices of graphics and book design, including typefaces, type design and history, illustration techniques, and design styles.
- PC and Macintosh platforms, including Windows and Macintosh operating systems and utilities software.
- Advanced proficiency with a variety of design and graphics software, including page layout, illustration, slide presentation, and image manipulation applications.
- Peripheral equipment, including graphic tablet, scanner, removable storage devices; and output devices, including printers and high-resolution imagesetters.
- Prepress and printing terms, materials, processes, and procedures.
- Principles and processes of electronic publishing
- Language, grammar, AOC and/or other editorial style guides, and proofreading marks.
- Printing terms and processes.
- Basic principles of Internet and Web structure.

### **Ability to:**

- Skillfully apply an advanced sense of design aesthetics that accurately conveys and reinforces an underlying textual message.
- Create original illustrations with minimal reliance on pre-existing visuals such as clip art or stock photographs.
- Use initiative and independent judgment within established procedural guidelines.
- Organize, prioritize, and coordinate multiple work activities and meet critical deadlines with minimal supervision.
- Install and operate at an advanced level, design and graphics software, including page layout, illustration, slide presentation, and image manipulation applications.
- Without supervision, configure, troubleshoot, and maintain computers and all peripheral equipment.
- Prepare final artwork for press as well as electronic media.
- Convert documents among systems.
- Work effectively as part of a project team.
- Communicate effectively in English, orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of the work.

**Licenses and Certificates:**

None.

**Education and Experience:**

Equivalent to graduation from high school and three years of advanced experience in graphic layout and design of various publications and forms.

OR

One year as a Production Artist II with the judicial branch.