

## **SENIOR GRAPHIC DESIGNER**

### **DEFINITION**

Under direction, provides lead direction and work review to assigned staff and/or performs and coordinates specialized graphic design, consultation, research, concept development, creation and execution of a broad range of printed and electronically disseminated materials and publications; performs related work as assigned.

### **CLASS CHARACTERISTICS**

This is the lead and/or specialist level in the Graphic Designer series. Incumbents may serve in a lead capacity and direct the work of assigned staff, and/or may serve as specialists who work independently and deal with the most complex and/or sensitive projects. Positions assigned to this classification are assigned as project lead for specialized agencywide projects that require a high degree of coordination. Incumbents skillfully apply an advanced sense of design aesthetics, interpreting and translating client ideas and concepts into original illustrations with minimal reliance on preexisting visuals such as clip art or stock photographs. Incumbents also serve as consultants to staff throughout the agency and collaborate in the development of materials.

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

- Provides lead direction, training, and work review; organizes and assigns work, sets priorities, and follows up to ensure coordination and completion of assigned work.
- Provides input into selection, evaluation, discipline, and other personnel matters.
- Oversees the work of freelance designers and production artists; acts as liaison for outside designers.
- Serves as a graphic design resource to the agency.
- Designs high-visibility publications.
- Serves on agencywide committees working toward graphic identity for the judicial branch.
- Leads Graphics staff in interpreting, developing, and implementing AOC graphic standards, including creation of templates for new publications.
- Interprets and translates client ideas and concepts into original illustrations with minimal reliance on preexisting 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, creates, 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, posters, cards, banners, binder covers, and conference materials.

- Designs format of documents and publications; recommends type font, layout, ink, paper stock, and printing and binding methods.
- Prepares printing specifications and answers follow-up questions from vendors.
- Prepares camera-ready artwork for press.
- Designs publications that may be executed by Graphics production artists or by freelancers.
- Takes photographs for use in own design projects.
- 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, and image manipulation applications.
- Peripheral equipment, including graphic tablet, scanner, storage devices, and printers.
- Prepress and printing terms, materials, processes, and procedures.
- Principles and processes of print and electronic publishing and of Internet and Web structure.
- Principles of project management.
- Language, grammar, AOC and/or other editorial style guides, and proofreading marks.

#### **Ability to:**

- Plan, direct, and review the work of others on a project or day-to-day basis.
- Act as resource for Editing/Graphics and Office of Communications staff and freelance designers in interpreting, developing, and implementing AOC graphic standards.
- Skillfully apply an advanced sense of design aesthetics that accurately conveys and reinforces an underlying textual message.

- Create original illustrations with minimal reliance on preexisting 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 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 with AOC clients 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 five years of advanced experience in graphic layout and design of various publications.

OR

Two years as a Graphic Designer with the judicial branch.