

*Code: 2451*

*Title: GRAPHIC DESIGN SPECIALIST*

**SUMMARY:** Designs and produces original illustrations, graphics, charts, displays, brochures, booklets, reports and web pages using manual, multimedia, and computer techniques and equipment.

**DUTIES/RESPONSIBILITIES:** (Work assignments may vary depending on the department's needs and will be communicated to the applicant or incumbent by the supervisor)

Assesses the client's request; organizes, plans, budgets, and documents the production process, and performs, assigns or approves the work required to complete the final product;  
Leads and coordinates assigned projects through completion to meet the client's requirements;  
Designs and produces original art work, illustrations, graphics, charts, displays, brochures, booklets, reports and web pages using manual, multimedia, and computer techniques, desktop publishing software, website design software and peripheral equipment;  
Designs, illustrates and prepares exhibits, display materials, models, and educational materials for departmental use and public viewing;  
Designs, develops, tests and maintains interactive documentation and interfaces such as complex and interactive web pages for use on a department's Internet website;  
Designs, illustrates and constructs complex and varied visual aids and models;  
Designs and prepares freehand sketches, schematic drawings, maps, and technical illustrations;  
Maintains stock of graphic art and photographic materials;  
Performs editing and copy writing of printed materials to incorporate text into overall graphic design;  
Performs operator-level maintenance on computer graphics equipment, programs or peripheral devices;  
May train staff in new technologies and procedures in illustration productions.

**KNOWLEDGE & SKILLS:**

Knowledge of:

- techniques, multimedia, materials and processes used in illustration, graphic design, and related art work;
- various means of art reproduction including printing processes, photography, photo manipulation, and video production and editing;
- illustration, desktop publishing and web page design software, computer hardware and graphics;
- principles and applications of automated cartography;
- principles of project management;
- principles and techniques of developing cost estimates.

Some positions may require knowledge of terminology and procedures specific to the area of assignment.

Skill in:

- producing original artwork, graphic design and technical illustrations, educational materials, presentations, displays and exhibits using manual and computer techniques and equipment;
- drawing intricate and detailed illustrations;
- conceptualizing ideas and information, designing and constructing illustrative models, presentations, and displays;

- working with either printed medium or virtual (electronic) medium
- video and documentation editing;
- organizing, planning, and management of projects;
- effective communication.

Some positions may require skill in:

- applying supervisory principles, techniques and skills, such as: assigning work, evaluating the work of others, training others, maintaining effective working relationship, developing, implementing and completing assigned projects.

MINIMUM QUALIFICATIONS:

(1) A Bachelor's degree from an accredited college or university in Graphic Arts, Graphic Design, Applied Design, Commercial Art, Fine Art or related field, and one year of experience in illustration, commercial art or graphic design including the use of computer graphics programs and equipment.

OR

(2) An Associate's degree from an accredited college, university or technical school in the previously described areas of study and two years of experience in illustration, commercial art or graphic design including the use of computer graphics programs and equipment.

OR

(3) A certificate of completion from an accredited college or commercial art school and three years of experience in illustration, commercial art or graphic design including the use of computer graphics programs and equipment.

(Additional relevant experience may substitute for the aforementioned education from an accredited college, university, technical school or commercial art school.)

(Additional relevant education from an accredited college, university, technical school or commercial art school and/or training may substitute for the aforementioned experience.)

OTHER REQUIREMENTS:

Physical/Sensory Requirements: Physical and sensory abilities will be determined by position.

This class specification is intended to indicate the basic nature of positions allocated to the class and examples of typical duties that may be assigned. It does not imply that all positions within the class perform all of the duties listed, nor does it necessarily list all possible duties that may be assigned.