

STATE OF SOUTH DAKOTA CLASS SPECIFICATION

Class Title: Graphic Designer

Class Code: 21072

Pay Grade: GF

A. Purpose:

Creates camera-ready layouts for publications and visual aids for promotional or educational materials and presentations, using graphic designs, artwork, photography, and illustrations.

B. Distinguishing Feature:

The Graphic Designer prepares graphic design illustration materials, visual media artwork, and three dimensional models to meet client needs.

The Graphic Design Coordinator prioritizes, assigns, monitors, and evaluates graph design work; and prepares or creates more challenging graphic design projects and materials.

C. Functions:

(These are examples only; any one position may not include all of the listed examples nor do the listed examples include all functions which may be found in positions of this class.)

1. Interprets, visualizes, and graphically displays information and data to meet the client's specifications and needs.
 - a. Develops visually pleasing, accurate, and easily understandable materials.
 - b. Plans, assigns, takes, creates, processes, and duplicates photographs and slides to maintain technical standards.
 - c. Preserves, laminates, mounts, and assembles television visuals, broadsides, silent, and sound slide shows and signs.
 - d. Plans, designs, constructs, and installs displays and exhibits from prefabricated or raw materials.
 - e. Designs and produces simple three dimensional models using paper, clay, plastic, or latex.
2. Creates layouts, draws illustrations, and prepares graphics and photographs to meet specifications and maintain graphic unity and aesthetic quality of graphs, charts, transparencies, pamphlets, manuals, bulletins, and other visual materials.
 - a. Uses hand lettering, tilting, calligraphy, drafting, and freehand sketching techniques to create unique cover designs, logos, and letterheads.
 - b. Drafts, lays out, and creates color separations for graphic illustrations.
3. Prepares and may proof camera-ready copy to ensure accurate, orderly copy for printing.
4. Consults with clients and printers concerning job specifications, timeliness, cost, style, media selection to ensure compatibility of client's preferences, designer's concept, materials availability, and technology's capabilities.
5. Produces adequate quantities and quality of work in a timely manner to ensure satisfactory completion of projects by established deadlines.
6. Performs other work as assigned.

D. Reporting Relationships:

May supervise or direct the work of composers and drafting personnel.

E. Challenges and Problems:

Challenges include interpreting material into a visually pleasing, graphically correct, and easily understood format while maintaining graphic design unity and working under the constraints of a limited budget and deadlines; and meeting high standards of quality and quantity in the production of graphic materials meeting clients' needs.

Problems include dealing with authors to obtain neat, orderly copy or developing techniques to save production time while maintaining good quality.

F. Decision-making Authority:

Decisions include prioritizing and setting own schedules; arranging scheduling of printing and photography services; and determining medium and methods of production and generally choosing layout, color, type, and form of graphic illustrations.

Decisions referred include subject and concept approval, project priority conflicts, budgets, capital asset acquisitions, amount printed, type of presentation desired, and problems with clients concerning specifications.

G. Contact with Others:

Daily contact with clients, printers, photographers, and typesetters; and weekly contact with department contacts regarding projects and graphic needs of the department.

H. Working Conditions:

Works in a graphic design work room containing graphic arts and photographic reproduction equipment and tools, works with potentially dangerous cutting tools and hot mounting equipment, and is exposed to toxic fumes and chemical solutions.

I. Knowledge, Skills and Abilities:

Knowledge of:

- design, layout, and graphic art methods and techniques;
- commercial art materials and equipment and drafting tools and techniques;
- principles and practices of preparation and reproduction of artwork using photographic, duplicative, and printing processes.

Ability to:

- use lettering, painting, printing, and composition materials,
- develop relevant, understandable illustrations, and graphics presentations from ideas;
- organize and prioritize work and coordinate production schedules;
- understand and relay instructions;
- deal tactfully with others;
- communicate information clearly and concisely.