

## STATE OF SOUTH DAKOTA CLASS SPECIFICATION

**Class Title: Graphic Design Coordinator**

**Class Code: 21073**

**Pay Grade: GG**

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### **A. Purpose:**

Supervises a graphic design unit by supervising graphic design personnel, setting work priorities and schedules, assigning work to graphic design personnel, and preparing graphic illustration materials and designs.

### **B. Distinguishing Feature:**

The Graphic Design Coordinator prioritizes, assigns, monitors, and evaluates graph design work; and prepares or creates more challenging graphic design projects and materials. The Graphic Designer prepares graphic design illustration materials, visual media artwork, and three dimensional models to meet client needs.

### **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. Assigns, schedules, monitors, and reviews work of graphic design personnel to ensure timely completion of projects.
2. Creates or approves graphic illustrations, materials, and projects to maintain high level of quality in completed work.
3. Supervises subordinate staff to ensure that the objectives of the work unit are met.
  - a. Interviews and selects staff.
  - b. Provides training and work direction.
  - c. Approves leave requests.
  - d. Addresses staff problems and recommends disciplinary action.
  - e. Conducts performance appraisals and completes performance documents.
4. 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.
5. 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.
6. Prepares and proofs camera-ready copy to ensure accurate, orderly copy for printing.
7. Consults with clients and printers concerning job specifications, timeliness, cost, style, and media selection to ensure compatibility of client's preferences, designer's concept, materials availability, and technology's capabilities.
8. Performs other work as assigned.

#### **D. Reporting Relationships:**

Typically supervises graphic designers and compositors.

#### **E. Challenges and Problems:**

Challenges include delegating work and supervising graphic design personnel, prioritizing work, meeting deadlines, and producing work economically while maintaining a high level of quality and meeting the needs and requirements of the clients.

Typical problems include excessive work load, stringent deadlines, budget restrictions, and dealing with client preferences or complaints concerning a project.

#### **F. Decision-making Authority:**

Decisions include prioritizing work, scheduling and assigning work, and creating or approving designs and layouts.

Decisions referred include disciplinary actions and capital asset acquisitions.

#### **G. Contact with Others:**

Daily contact with other departments providing services to ensure timely completion of project and weekly contact with clients to convey or obtain information and approval on projects.

#### **H. Working Conditions:**

Works in a graphic design work room containing graphic arts and photographic reproduction equipment and tools and is exposed to potentially dangerous cutting tools, hot mounting equipment, 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;
- principles and practices used in the preparation or reproduction of artwork using photographic, duplicative, and reproductive processes;
- effective methods of supervision.

Ability to:

- use lettering, painting, printing, and layout materials;

- develop relevant illustrations and graphic presentations from ideas or plans;
- supervise;
- deal tactfully with others;
- communicate information clearly and concisely;
- advise clients on design options.