Function and General Scope
Positions assigned to this class are responsible for leading, supervising and/or performing work that requires the highest level of creativity in order to plan, design and produce graphic art and visual material; selected graphic arts or publication activities requiring prescribed academic preparation or special visual techniques, requiring original design and layout, and/or can be distinguished from positions associated with the standard editorial functions. This position involves applying conceptualization skills, techniques, and technology.

Classification Requirements (Minimum Qualifications)
Positions requires a Bachelor’s degree in graphic design, multi-media, printing technology, or related field and a minimum of five (5) years full-time professional experience in concept development and design of high quality promotional materials. Any combination of relevant education and experience may be substituted for the educational requirement on a year-for-year basis.