**Title Details**

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| Employee Type | AP-Administrative Professional |
| University Title | Graphic Designer |
| Title Code | 1112 |
| Function General Scope | Positions assigned to this class require performing work that is original and creative in order to plan, design and produce graphic art and visual material; performing 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. |

**Job Duties and Responsibilities**

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| Summary of Duties | This position conceptualizes, manages, produces, develops, and designs of a variety of original marketing, multi-media projects and graphics materials for DEPARTMENT/UNIT. Provides professional, creative, and technical assistance to clients and staff. |
| Job Function, % Time, Essential | 45%, Design, Essential |
| Duties Performed | Work with clients to determine scope and goals of marketing and graphic design projects.  Create and produce graphic materials using a range of media, methods, techniques, and/or graphic design software to conceptualize, design, and produce original design and layout for brochures, advertisements, newsletters, flyers, posters, web pages and other marketing material. |
| Job Function, % Time, Essential | 35%, Project Management, Essential |
| Duties Performed | Maintain good communication with clients throughout project, perform preliminary troubleshooting, establish timetables, specifications, cost estimates, adjust project scope when necessary due to budget constraints, ensure deadlines are reasonable and met.  Coordinate and liaison with University Publishing on all aspects of print production, including cost- and time-estimates, file transfer, proofing and troubleshooting.  Maintain project management records, graphic and photographic records, and follow through with clients on project status. |
| Job Function, % Time, Essential | 15%, Multimedia, Essential |
| Duties Performed | Create, produce, direct and edit recorded and/or live audio-video footage for use in multi-media projects such as recruitment, lectures, symposia, research documentation, recognition events, and special projects. |
| Job Function, % Time, Essential | 5%, Other, Non-Essential |
| Duties Performed | Perform other duties as assigned. |

**Supervisory/Lead Responsibilities**

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| Does this position lead the work of others? | No |
| Does this position supervise the work of others? | No |

**Position Qualifications**

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| Required Qualifications | A Bachelor’s degree in graphic design, multi-media, printing technology, or related field AND a minimum of three (3) years full-time 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. |
| Additional Requirements | Experience working with digital publishing software programs including LIST HERE  Experience with commonly used Graphic design software LIST HERE |
| Preferred Qualifications | Familiarity with principles, practices and techniques of digital art, graphic design, layout and illustration.  Familiarity with electronic desktop publishing equipment and techniques.  Experience working in a higher education or similar institutional setting. |