



STATE OF NEVADA
Department of Administration
Division of Human Resource Management

CLASS SPECIFICATION

<u>TITLE</u>	<u>GRADE</u>	<u>EEO-4</u>	<u>CODE</u>
GRAPHIC DESIGNER II	31	C	7.862
GRAPHIC DESIGNER I	29	C	7.864

SERIES CONCEPT

Graphic Designers perform a variety of original display and visual design work for a State agency or the Nevada System of Higher Education. Design projects include brochures, catalogs, magazines, books, advertisements, digital/electronic or web site presentations, instructional materials, and other printed and promotional materials.

Design magazines, brochures, catalogs, books, web sites and other promotional and instructional materials utilizing a variety of page layout software to set size specifications, typography, pagination and other graphic elements; develop a visual concept that is aesthetic and practical using creativity, imagination, and illustrative skills to communicate ideas; determine appropriate placement of text, photos and illustrations, copy-fitting and other related graphic elements in keeping with project goals and target audiences.

Establish the visual concept and the style necessary to convey the desired visual effect through use of logos, layout and color; prepare preliminary details of design work in conformance with agency standards; discuss art concepts and create mock-ups for final approval.

Coordinate design details, assignments and projects by collaborating with staff members and management to meet specified deadlines; proofread final copy for general grammatical and spelling errors, and submit finished draft to produce press-ready artwork.

Ensure conformity with agency's design standards and formats by understanding the agency's mission and goals and the impact promotional material has on the agency's public image.

Produce the final artwork for a variety of additional design projects including displays, posters, e-communications and signage using advanced technical production skills including typography and copy-fitting, illustration, and related techniques.

Prepare and maintain all documentation of work completed, associated files and billing information for assigned projects to provide a tracking system; establish and update records pertaining to projects in progress and completed.

Perform related duties as assigned.

CLASS CONCEPTS

Graphic Designer II: Under general direction, incumbents perform the full range of duties described in the series concept with considerable independence and responsibility for all aspects of assigned projects including graphic design, resolution of conceptual problems, project production schedules, coordination and direction of photo shoots, conducting research and working with printing vendors.

Incumbents work directly with the client and are responsible for initiating the bidding process, preparing project cost estimates by writing print specifications and sending bid requests to appropriate vendors. Estimates are based on meeting with printers, photographers, and/or other vendors, requiring detailed analysis of the production process including time and materials necessary to provide a given product.

Graphic Designer I: Under general supervision, incumbents perform the full range of duties described in the series concept involving the design of visual graphics. This is the journey level of the series.

MINIMUM QUALIFICATIONS

GRAPHIC DESIGNER II

EDUCATION AND EXPERIENCE: Bachelor's degree in graphic design or closely related field with course work in design and production, and two years of experience performing graphic arts and design work using graphics software in the design of brochures, catalogs, books, instructional materials and/or publications; **OR** graduation from high school or equivalent education and four years of experience as described above; **OR** one year of experience as a Graphic Designer I in Nevada State service; **OR** an equivalent combination of education and experience.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Working knowledge of: page layout software and hardware in order to produce accurate artwork for client approval, printing or web design; art production in order to communicate visual concepts and cost estimates to client, printer, photographer and/or writer; regulations and laws applying to print reproduction such as copyright and photo releases. **Ability to:** keep accurate accounts of time and materials for billing purposes; vividly describe art concepts so that clients can visualize them; speak on a one-to-one basis using appropriate vocabulary and grammar; obtain appropriate information regarding project deadlines; explain policies and procedures to clients; persuade client to accept visual or art concept; prioritize assignments to complete work in a timely manner in order to meet planned production deadlines; arrange client copy or artwork to form a logical sequence of thought or action; *and all knowledge, skills and abilities required at the lower level.*

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Detailed knowledge of: art production in order to communicate visual concept and cost estimate to client, printer, photographer and/or writer; agency policies applicable to bidding, recordkeeping and printing and postal regulations. **Working knowledge of:** agency's mission and goals as applied to working with clients and promoting the image of the agency; State regulations related to purchasing and inter-departmental services; print specifications in order to prepare bid paperwork or requests for estimate from printers and other vendors. **Ability to:** explain technical information or methods related to art production or printing to co-workers, students and clients; field difficult questions concerning deadlines, printing specifications and budget; examine and compare bids or estimates to determine if within prescribed standards; revise procedures to increase effectiveness of operations.

MINIMUM QUALIFICATIONS (cont'd)

GRAPHIC DESIGNER I

EDUCATION AND EXPERIENCE: Bachelor's degree in graphic design or closely related field with course work in design and/or production and one year of experience performing graphic arts and design work using graphics software which included the design of brochures, magazines, catalogs, books, instructional materials and/or publications; **OR** graduation from high school or equivalent education and three years of experience as described above; **OR** an equivalent combination of education and experience.

ENTRY LEVEL KNOWLEDGE, SKILLS AND ABILITIES (required at time of application):

Working knowledge of: color and design composition; methods, materials, and techniques used in artistic design and illustration; production techniques and current materials available, design possibilities, and production methods; printer specifications in order to create and produce accurate artwork for color separation, stripping and other printing related techniques; proofreading marks and copy-reading symbols to make copy ready for production. **General knowledge of:** photography, copy writing, and layout work; paper weights, ink variation and other graphic elements in order to communicate to client and vendor for approval and/or for print specifications; print specifications in order to prepare bid paperwork or requests for estimates from printers and other vendors; page layout software and hardware in order to produce accurate artwork for client approval. **Ability to:** design and create graphic arts materials according to written and verbal instructions; develop and organize ideas of design and presentation; conceptualize end products; operate a personal computer and associated graphics and web design software; cut overlays and other color separation requirements accurately for print production; proofread technical and standard English text for style, grammar and spelling errors; write grammatically correct business correspondence; perform operations with units such as inches and picas to produce accurate artwork; compute percentages to enlarge or reduce artwork to fit in a given area; add, subtract, multiply and divide whole numbers, fractions and decimals to provide unit costs or project estimates to clients and to produce accurate artwork; work as part of a team; establish and maintain cooperative working relationships with clients, co-workers and vendors; organize material, information, and resources in a systematic way to optimize efficiency; work independently and follow through on assignments with minimal direction; analyze costs.

FULL PERFORMANCE KNOWLEDGE, SKILLS AND ABILITIES (typically acquired on the job):

Working knowledge of: agency policies applicable to bidding, recordkeeping and printing and postal regulations. **General knowledge of:** agency's mission and goals as applied to working with clients and promoting the image of the agency. **Ability to:** use a variety of art tools and materials displaying artistic ability as well as creativity and originality; interact diplomatically with the public in a high volume, continuous public contact setting; set priorities which accurately reflect the relative importance of job responsibilities.

This class specification is used for classification, recruitment and examination purposes. It is not to be considered a substitute for work performance standards for positions assigned to this class.

7.862

7.864

ESTABLISHED:	7/1/93P	1/1/84R
	8/31/92PC	7/27/84PC
REVISED:	7/1/95P	7/1/93P
	9/16/94PC	8/31/92PC
REVISED:		7/1/95P
		9/16/94PC
REVISED:	12/1/06PC	12/1/06PC