

GRAPHIC ARTIST II

NATURE AND VARIETY OF WORK

This is full performance level professional and technical work whereby incumbents are responsible for (1) evaluating and assessing the graphic, visual and informational needs of a department and for (2) planning, developing and coordinating all activities to fulfill those needs.

Incumbents are responsible for planning, directing and coordinating all aspects involved in the internal control and production of all graphic, visual and informational materials and projects. Work is performed under the general direction of a designated official with latitude for creativity and independent action. Work is appraised through observation of results achieved in terms of timeliness, quality and effectiveness of promotional and information activities.

EXAMPLES OF WORK (ILLUSTRATIVE ONLY)

Performs the full range of graphic art activities from the initial inception of a project to its ultimate completion.

Meets with management and operating officials in planning and coordinating graphic art projects.

Prepares preliminary layouts in the form of sketches; designs and prepares a wide variety of general and technical illustration work such as photographic slides, posters, brochures, manuals, exhibits, signs, etc. within stated budgetary limitations determined by management.

Selects printing options including paper stock, size and color and any bindary considerations; provides technical advise to Print Shop or vendors on various aspects of graphics and printing, such as making line negatives for offset printing, layouts and folder work; edits all printing job for conformance to specifications.

Takes photographs, selects and crops photos; computes percentages of blow-up reduction.

Researches reference sources and consults with other subject matter experts to insure that illustrations are accurate presentation used to communicate themes.

Responsible for the establishment and maintenance of files and records pertaining to the graphic program and its activities.

Researches and recommends purchase of major items of equipment; makes minor repairs or adjustments on equipment and performs routine maintenance; orders supplies and other materials necessary.

Develops typesetting and printing specification on each graphic communication design.

Edits all work for completeness, accuracy and conformance with standards.

Establishes and maintains procedural guidelines for the internal operation of the graphic arts program activities.

May be required to use automated equipment in conjunction with assigned duties and responsibilities.

Willingly and cooperatively performs tasks and duties which may not be specifically listed in the class specification or position description, but which are within the general occupational category and responsibility level typically associated with the employee's class of work.

REQUIRED KNOWLEDGES, SKILLS AND ABILITIES

Considerable knowledge of the methods, procedures, techniques and media available for graphic production, information and similar material.

Considerable knowledge of methods, procedures, pricing and techniques applied in the preparation, layout, finished art and presentation of visual material and other promotional material.

Knowledge of procedures of printing and reproduction processes.

Ability to plan, develop, organize and complete a comprehensive and coordinated graphics program.

Ability to make effective use of all available graphic media necessary to implement programs.

Ability to effectively express oneself orally as well as visually and in writing.

MINIMUM QUALIFICATIONS

Graduation from an accredited four year college or university with a Bachelor's Degree in art, graphic design or illustration, one (1) year of experience as a graphic artist; or an equivalent
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combination of education and experience.

NEW: 1/86

REVISED: 10/88