

The Maryland-National Capital Park and Planning Commission

TITLE: Graphic Designer
SERIES: Artistic Display

GRADE: G
DATE: 12/12/06

Code: 3153
FLSA: Exempt
EEOC: Professional

Class Definition

Under general supervision, responsible for planning, analyzing and creating visual communication products and solutions. An incumbent in this class works on routine projects, and receives regular guidance from a Senior Graphic Designer or Supervisor.

Formulates design concepts; creates models, samples, or illustrations by means of sketching, drawing, or other means. Determines the desired method of communications (i.e. print, electronic, and film media), and uses a variety of graphic techniques (i.e. color, type, illustration, photography, animation) to develop the overall layout and design of desired materials. Performs other duties as assigned.

Examples of Important Duties

1. Performs technical and creative graphic design work. Designs, develops, and produces graphic arts copy material (i.e., drawings, graphics, diagrams, sketches) for publication or presentation. Selects medium and techniques consistent with desired effect and reproduction method. Examples include, but are not limited to: reports, publications, promotions, advertisements, instructional materials, web sites, and presentation materials.
2. Designs and produces illustrative materials, such as charts, graphs, and tables from statistical data. Develops material for web pages, presentations and interactive media; updates and maintains standards of consistency. Prepares visual solutions for informational or navigational challenges.
3. Performs, or assists with analysis of project requirements. Meets with supervisors, coordinators, and staff to discuss designs of graphic arts, publications, exhibits, etc. Analyzes project objectives; determines material and recommends appropriate methods and medium to convey the desired effect.
4. Operates various types of equipment in order to achieve desired effect. Examples include, but are not limited to: scanner, digital camera, lettering machines, and computer-based graphic software. Recommends and produces special effects. Ensures that all feasible mediums are utilized in order to ensure desired product.
5. May develop printing, type and design, and desktop publishing specifications. Checks contractor's work for adherence to specifications. May work with suppliers and printers to establish cost and schedule implications for alternative designs; and other staff to guide graphic publication production.
6. Designs, produces, and revises web graphics. May update existing websites.

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Important Worker Characteristics

- A. Knowledge of: (1) graphic design; including computer graphics and design software; (2) printing methods; (3) principles of typography; (4) photographic and multimedia processes; (5) graphic aspects of desktop publishing; and (6) Commission organization; policies and procedures. *
- B. Skill in operation of: (1) desktop publishing software and hardware; (2) graphic software and related equipment; and (3) related equipment such as scanners, disc burners, storage systems and drives, printers, and Macintosh and personal computers.
- C. Ability to: (1) contribute and recommend effective graphic design solutions; (2) express ideas visually, orally, and in writing; (3) establish and maintain effective working relationships with co-workers and vendors; (4) interpret verbal concepts and produce visual products; and (5) coordinate multiple simultaneous projects, and meet deadlines.

*Developed primarily after employment in this job class.

Minimum Qualifications

1. Bachelor's degree in Graphic design, graphic, studio or commercial art or related subjects; and
2. One year of progressively responsible experience; or
3. An equivalent combination of education and experience.

Working Conditions

Work is generally performed in an office environment. Incumbent must be able to handle simultaneous projects.