

The Maryland-National Capital Park and Planning Commission

TITLE: Graphic Designer I GRADE: 18 DATE: 12/8/2020
SERIES: Artistic Display CODE: 1733 EEO: Paraprofessional FLSA: Non-Exempt

Class Definition:

Under general supervision, plans, analyzes and creates visual communication products and solutions. Performs graphic work including the design, development and production of publications or presentations. An incumbent in this class works on a variety of tasks and projects and receives regular guidance from higher level graphic designers or Supervisor. Formulates design concepts; creates models, samples, or illustrations by 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 analysis of project requirements; meets with supervisors, coordinators, and staff to discuss designs. Utilizes a variety of graphic equipment and supplies, including tools such as computers, scanners, disc burners, storage systems, drives and printers. Some work may be confidential or sensitive. Work is performed independently and ensures completeness and sufficiency of the work. Applies knowledge of the principles, techniques and uses of graphic design including computer graphics and design software, printing methods, principles of typography, photographic and multimedia processes; and graphic aspects of desktop publishing. Independently performs analyses to solve regularly occurring problems in the work. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide and advise. Performs other duties as assigned.

Assignments are made in terms of requirements and anticipated problems. The incumbent plans and carries out the work in conformance with established policies and procedures and accepted methods and practices, resolves commonly encountered work problems and deviations by selecting and applying the appropriate guidelines, and brings uncommon problems to the supervisor's attention for guidance or resolution. The work is expected to be accurate and is subject to check for conformance with guidelines, quality, quantity, timeliness, teamwork, customer service and other factors.

Examples of Important Duties:

1. Core Functions (80%) – assigned functions vary by position and area of assignment
 - Graphics Design. 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 mediums and techniques consistent with desired effects and reproduction methods including but not limited to: reports, publications, promotions, advertisements, instructional materials, websites, and presentation materials.
 - Illustrative Materials. Designs and produces illustrative materials, such as charts, graphs, and tables from statistical data; develops materials for web pages, presentations and interactive media. Updates and maintains standards of consistency; prepares visual solutions for informational or navigational challenges.

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- Projects. Performs analysis of project requirements; meets with supervisors, coordinators, and staff to discuss designs of graphic arts, publications, and exhibits. Analyzes project objectives; determines materials and recommends appropriate methods and mediums to convey the desired effects.
- Equipment. Operates various types of equipment in order to achieve desired effects; including, but are not limited to: scanner, digital camera, and computer-based graphic software. Recommends special effects; ensures that all feasible mediums are utilized in order to ensure desired products.

2. Other (20%)

- Designs, produces, and revises web graphics; and may update existing websites.
- Maintains understanding and works in departmental software programs and updates as necessary; exports data from system into publishing software for print and on-line publications. Works with departmental staff to troubleshoot system graphics.
- Reviews technical literature and remains current on new techniques and equipment in graphic design.
- May develop printing, types and designs, and desktop publishing specifications; checks contractor's work for adherence to specifications.

Important Worker Characteristics:

A. Knowledge of (1) the principles, techniques and uses of 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; (6) branding and communications standards; and (7) Commission organization, policies and procedures*.

**Typically acquired or fully developed primarily after employment in this job class.*

B. Skill and ability to (1) formulate effective design solutions for a variety of graphic assignments; (2) create original sketches, drawings or similar artistic products; (3) interpret ideas and concepts using artistic or graphic techniques; (4) handle multiple requests and schedules according to priority levels and deadlines; and (5) utilize templates in order to follow standards and guidelines.

C. Skill in problem solving to select, organize and logically process relevant information (verbal, numerical or abstract) to solve a problem. Examples include applying graphic design principles to problem solve; following standards for messaging and positioning related to a graphic design product.

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- D. Skill in communication to understand verbal and written information (including facts, descriptions and ideas) and to express such information so that others will understand. This includes skill in actively listening to ascertain key information, including concerns, wants and needs of others, and in coordinating to achieve desired results including agreement or compliance. Examples include following a communication plan for graphic design requests; provides guidance for graphic design needs.
- E. Interpersonal skills to interact effectively with contacts in a businesslike, customer service-oriented manner; this includes skill in establishing and maintaining effective working relationships and working as a member of a team.
- F. Skill in using a computer, modern office suite software (such as MS Office), enterprise software and specialized software. Examples include operation of desktop publishing software and hardware; graphic software; and related equipment such as scanners, disc burners, storage systems, drives and printers.

Minimum Qualifications (MQs):

1. Bachelor's Degree in Graphic Design, Graphics, Studio, Commercial Art or any related field.
2. An equivalent combination of education and experience may be substituted, which together total four (4) years.
3. Pass Commission medical examination.

Working Conditions:

Works in an office setting. Incumbents in this class must frequently remain in a stationary position, and position self to complete work. Bends and stoops to photograph certain angles, manipulates equipment; communicates and exchanges information with internal staff and the public. Must be able to see objects from near or far, distinguish between colors and lift and carry equipment weighting up to 15 pounds. May be required to climb ladders, stairs or scaffolding to install exhibits or capture images. May be subject to various job demands such as high volume of work and tight deadlines.