

The Maryland-National Capital Park and Planning Commission

TITLE: Graphic Designer II
SERIES: Artistic Display

GRADE: 24
CODE: 1734 EEO: Professional

DATE: 12/8/2020
FLSA: Exempt

Class Definition:

Under direction, designs, coordinates, and produces graphic and website design work. Performs advanced graphics work including the creation, design, execution and production of marketing, print, multimedia, and website graphic arts materials for instructional efforts, public presentations and reports, publications and marketing, advertising, and websites. Incumbents in this class perform the full scope of graphic design projects; judgment is used to determine style, format, and materials for desired effect and output. Serves as the technical expert. Incumbents evaluate designs and advise in creation of graphic arts and multimedia materials; provides project guidance to other workers, and coordinates a full range of projects, from conception to completion and exhibition. Work is characterized by design duties that require a full level of competence; projects may include graphic and website design and production, photography, and illustration. Independently completes projects by analyzing design objectives, determining project requirements and developing design concepts. Utilizes a wide variety of graphic equipment and supplies, including tools such as computers, scanners, disc burners, storage systems, drives, and printers. Meets with supervisors, coordinators and staff to discuss and evaluate designs; advises in creation and use of graphic arts and multimedia materials. Some work may be confidential or sensitive. The work contributes to the accuracy, adequacy, timeliness and other facets of the unit or work program of assignment. Applies comprehensive knowledge of, and skill in the principles, techniques and uses of graphic design and production including computer graphic and design software, website design and development, printing methods, processing techniques, principles of typography, photographic and multimedia processes, graphic aspects of desktop publishing and project management. Independently performs various types of analyses and solves difficult, complex and challenging problems. Interacts with people inside and outside the organization to exchange information, coordinate, instruct, guide and advise. Performs other related duties as assigned.

Assignments are made in terms of ongoing functional responsibilities and requirements of specific assignments. The incumbent independently plans and carries out the work in conformance with established policies and procedures and accepted practices, resolves commonly encountered work problems and deviations by selecting and applying the appropriate guidelines, keeps the supervisor informed and brings procedural exceptions to the supervisor's attention for guidance or resolution. The work is expected to be accurate, timely and consistent with guidelines – the incumbent is held responsible for results; work is evaluated in terms of quality, quantity, timeliness, teamwork, customer service and other factors.

Examples of Important Duties (Estimated Percentages):

1. Core Functions (80%) – assigned functions vary by position and area of assignment

- Project Requirements. Develops and maintains all facets of each assigned design project including working directly with staff to evaluate needs, design development and review, production assuring timeliness and accuracy of all work prior to final approval. Analyzes design objectives, determines project requirements, and develops design concepts.

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Creates models, samples, or illustrations by means of sketching, drawing, or design software; reviews layouts or proposed models. Ensures desired mediums and effects; uses advanced creativity, vision, and the ability to complete numerous or multiple simultaneous projects with complicated factors. Consults with and advises project personnel in the creation and use of print and web graphics and certain multimedia materials to develop strong marketing and public information materials. Estimates production and design costs; and bids print work and other design projects according to departmental guidelines. Determines design specifications in accordance with expenditure and scheduling limitations; considers intangible aspects of design projects and anticipates format and presentation challenges.

- Graphic Design. Develops creative, high quality and accurate design and graphic work for marketing materials that promote enrollment, participation and visibility of departments and programs; may coordinate design requests to support departmental efforts, coordinates and executes layouts and designs of technical documents. Selects mediums and techniques consistent with desired effects and reproduction methods. Uses desktop publishing or web design software, multimedia software, or traditional methods (photography, illustration) to prepare materials for publication or printing. Coordinates final materials with vendors for production and delivery of files; and imports files from other sources.
- Artwork, Charts and Programs. Develops and designs artwork for covers, web pages, websites, manuals, brochures, pamphlets, invitations for events and groundbreakings, advertisements, marketing campaigns, and presentation materials. Develops designs using supplied copy and text; designs and produces illustrative materials such as charts, graphs, and tables from statistical data.
- Advise/Lead Staff. Meets with supervisors, coordinators and staff to discuss and evaluate designs of graphic arts, publications, exhibits; advises in creation and use of graphic arts and multimedia materials. Advises staff of appropriate mediums for desired outputs; serves as an advisor and assists supervisor with the evaluation of outputs and products for quality control. Works with staff to edit copy; provides design and art guidance to all staff as needed using branding tools including the graphic standards manual and other methods to apply consistent, quality graphics work. Ensures that all work is reviewed, approved and meets time frames for marketing and distribution goals. May supervise intermittent staff.
- Equipment. Operates various types of equipment in order to achieve desired effects including, but are not limited to: scanners, digital cameras and computer-based graphic software. Produces special effects; ensures that all feasible mediums are utilized in order to ensure desired products.

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2. Other ($\pm 20\%$)

- Prepares information to be presented on the website; modifies, enhances and updates web pages; designs, develops, and produces graphic designs and website material (drawings, graphics, diagrams, layouts, site maps) for publications or presentation purposes.
- Maintains complete understanding and works in departmental software programs and updates as necessary; exports data from system into publishing software for print and on-line publication. Works with departmental staff to troubleshoot system graphics, and content on the web pages.
- Develops or guides presentations of printing and graphic design specifications; bids print work according to departmental guidelines. Checks contractor's work for adherence to specifications; works with suppliers and printers to establish cost and schedule implications for alternative designs.
- Reviews technical literature and remains current on new techniques and equipment in graphic design.

Important Worker Characteristics:

- A. Comprehensive knowledge of, and skill in, (1) the principles, techniques and uses of graphic design and production including computer graphic and design software; (2) website design and development; (3) printing methods and processing techniques; (4) principles of typography; (5) photographic and multimedia processes; (6) graphics aspects of desktop publishing; (7) branding and communications standards; (8) project management; and (9) Commission organization, policies and procedures*.
- B. Skill and ability to (1) manage projects independently involving many elements; (2) formulate effective design solutions for a variety of graphic assignments; (3) create original sketches, drawings or similar artistic products; (4) interpret ideas and concepts using artistic or graphic techniques; (5) handle multiple requests and schedules according to priority level and deadlines; (6) ensure that messaging and positioning related to a graphic design product, furthers the goals and objectives of the department; and (7) utilize templates and best practices 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. This includes skill in identifying subtle aspects of problems and making recommendations and decisions. Examples include applying graphic design principles to solve problems; analyzing and developing recommendations to achieve graphic design project objectives.

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- D. Skill in communication to understand verbal and written information (including facts, assertions and arguments), draw inferences, form hypotheses and develop logical arguments, and to express such information so that others will understand and, in some situations, agree, comply or take other desired actions. This includes skills in actively listening to ascertain key information, including concerns, wants and needs of others, and in coordinating to obtain desired results including agreement or compliance. Examples includes developing a communication plan for graphic design requests; providing advice, training, tools and resources 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, printers, website design and content software, video editing, and web and social media message formatting.

Minimum Qualifications (MQs):

- A. Bachelor's Degree in Graphic Design, Graphics, Studio, Commercial Art or any related field.
- B. Two (2) years of progressively responsible graphic design experience.
- C. An equivalent combination of education and experience may be substituted, which together total six (6) years.
- D. 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 and manipulates equipment. Must be able to see objects from near or far, distinguish between colors and lift and carry equipment weighing 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.