

The Maryland-National Capital Park and Planning Commission

TITLE:	Senior Graphic Designer	GRADE: H	CODE: 3154
SERIES:	Artistic Display	DATE: 12/12/06	FLSA: Exempt EEOC: Professional

Class Definition

Under direction, designs, coordinates, and produces graphic and website design work of moderate complexity, variety, and responsibility. Performs advanced graphics work including the creation, design, execution and production of marketing, print, multimedia, and website graphic arts material 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 may provide project guidance to other workers, and coordinate a full range of projects, from conception to completion/exhibition.

Work is characterized by design duties that require a full level of competence; projects may include graphic and website design and production, photography, illustration, etc. Projects are typically completed independently, and involve utilization of a wide variety of graphics equipment and supplies, including tools such as PC or Macintosh computers, scanners, disc burners, storage systems and drives, and printers. Performs other duties as assigned.

Examples of Important Duties

1. Incumbents analyze design objectives, and determine project requirements. Develops design concepts; creates model, sample, or illustration by means of sketching, drawing, or design software. Performs production activities. Reviews layout or proposed model; ensures desired medium and effect. Typical projects at this level are those that are complex in scope, requiring advanced creativity, vision, and the ability to complete numerous or multiple simultaneous projects within strict deadlines.
2. 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. 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.
3. Designs, develops, and produces graphic design and website material (drawings, graphics, diagrams, layouts, site maps) for publication or presentation purposes. Selects medium and techniques consistent with desired effect and reproduction method. Uses desktop publishing or web design software, multimedia software, or traditional methods (photography, illustration) to prepare materials for publication or printing. Coordinates final material with vendors for production and delivery of files. Imports files from other sources.
4. Develops and designs artwork for covers, web pages and sites, manuals, brochures, pamphlets, advertisements, marketing campaigns, compact discs, and presentation materials. Develops designs using supplied copy and text. Designs and produces illustrative materials such as charts, graphs, and tables from statistical data.

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5. Meets with supervisors, coordinators, and staff to discuss and evaluate designs of graphic arts, publications, exhibits, etc. Advises in the creation and use of graphic arts and multimedia materials. Develops concepts; advises staff of appropriate medium for desired output. Serves as a senior advisor to lower-level specialists, and assists supervisor with the evaluation of output/products for quality control. Recommends alternatives.
6. Operates scanner, disc burner, storage systems and drives, photocopier, cameras, and computer graphic hardware and software for both Macintosh or PC operating systems. Recommends and produces special effects.
7. Prepares information to be presented on the website. Modifies, enhances and updates web pages. Creates graphics for web pages.
8. Maintains complete understanding of, and ability to work in departmental registration software programs; exports data from that system into publishing software for print and on-line publication under deadline pressure. Works with departmental staff to troubleshoot system graphics, and content on the web page.
9. Develops or guides presentations of printing and graphic design specifications. Bids print work and other design projects 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. May perform press inspections.
10. Works with staff to edit copy; may reorganize text and graphics for effectiveness.
11. Reviews technical literature and keeps current on new techniques and equipment in graphic design.

Important Worker Characteristics

- A. Knowledge of: (1) graphic design; (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; and (7) Commission organization, policies and procedures. *
- B. Skill in operation of: (1) personal computer; (2) Macintosh and PC operating systems; (3) desktop publishing software; (4) website design and content software; and (5) graphic software and related equipment.
- C. Ability to: (1) formulate effective design solutions for a variety of graphic assignments; (2) create original sketches, drawings or similar artistic products by hand; (3) effectively express ideas orally and in writing; and (3) establish and maintain effective working relationships with co-workers and vendors; (4) interpret ideas and concepts using artistic or graphic techniques.

*Developed primarily after employment in this job class.

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Minimum Qualifications

1. Bachelor's degree in graphic design, graphic, studio or commercial art or related subjects; and
2. Three years relevant experience, or
3. An equivalent combination of education and experience.

Working Conditions

Works in an office environment. Incumbent may experience pressure to meet deadlines and coordinate simultaneous projects.