

CLASS SPECIFICATION
Graphic Designer III

FLSA Status: Covered
Union Representation: Professional and Technical Employees (PTE)

GENERAL PURPOSE

Under general direction, performs advanced, specialized work in the graphic design and production of printed publications, visual displays, and on-screen presentations; coordinates large, multiple and/or complex graphic design projects including developing time lines, schedules and budgets; provides lead direction to other graphic design staff; and other related duties as assigned.

DISTINGUISHING CHARACTERISTICS

Graphic Designers III perform the more difficult and creatively challenging graphic design assignments. Incumbents analyze bureau needs and plans, schedule and supervise design projects from conceptualization to completion and provide lead work direction and training of other graphic design staff.

Graphic Designer III is distinguished from relevant supervisor classes in that incumbents in the latter classes are responsible for assigning, supervising and evaluating professional and technical staff.

ESSENTIAL DUTIES AND RESPONSIBILITIES

Any one position in this class may not perform all the duties listed below, nor do the listed examples of duties include all similar and related duties that may be assigned to this class.

1. Performs highly skilled graphic design functions and tasks; produces graphic images, including drawings, elevations, isometrics, charts, graphs and digital photographs, for use in paper publishing, Power Point presentations or web-based applications; designs and prepares freehand graphic sketches, perspectives and cartoons to communicate ideas and concepts pictorially.
2. Plans, organizes, assigns and monitors the work of a graphic design work group; develops and implements standards, policies and procedures; monitors the work group budget; prioritizes, plans and schedules projects and processes; checks work and manages work flow.
3. Consults with clients to determine project objectives; gathers information and develops design options and specifications, estimates materials, equipment costs, budget and time schedules to complete projects.
4. Serves as project coordinator by preparing requests for proposals and reviewing bids; manages project schedules and budgets; coordinates the tasks of others to implement assigned projects; reviews and assesses work performed by graphic design staff and private consultants as assigned.

5. Prepares and updates lists of vendors, consultants and suppliers including fee schedules, capabilities and requirements; negotiates letters of agreement for procurement or retention of supplies and services.
6. Acts as technical advisor for website development; designs and codes web pages, using applicable programming languages and web design protocols.
7. Evaluates new and updated versions of graphic design software and requests; installs, updates and maintains graphic software as required.
8. Provides information to help other staff members and the public in interpreting and understanding graphic presentations.
9. Continually updates knowledge of graphic and mapping software, computer technology and graphic reproduction technology.

MINIMUM QUALIFICATIONS

Knowledge of:

1. Practices, methods and techniques of graphic design and layout.
2. Methods, materials and techniques used in making maps, charts, graphs, models, drawings and other visual representations.
3. Scales, symbols, colors and materials typically used in reports, displays and presentations.
4. Principles and techniques used in the management and direction of work, including goals and objectives development and work planning and organization.
5. Principles and practices of project management and evaluation.
6. Methods, practices and terminology used in the printing and print production industry.
7. Information technology and computer capabilities applicable to assigned responsibilities, including graphic, drawing, presentation, digital prepress and other software used in the design and preparation of graphic and printed materials.

Ability to:

1. Review, organize and direct the work of a work group; motivate assigned staff and provide for their training and professional development.
2. Conceptualize projects and develop graphic, pictorial, model or other visual aids; apply and utilize color in graphic presentations; determine and utilize layout techniques common to reproduction and printing.

3. Apply graphic design, writing style and techniques appropriate for differing audiences and purposes.
4. Interpret information and create artistic and/or graphic designs in accordance with sound design, layout and composition principles and applicable policies and guidelines.
5. Independently perform advanced graphic design assignments with initiative and creativity.
6. Establish and maintain effective working relationships with other bureau and City employees and the public.
7. Operate a computer and advanced graphic, design, presentation and desktop publishing software to create visually appealing and effective graphic designs and layouts for print and visual materials.

Skill in:

1. Technical drafting, including the utilization of various media.
2. Use and operation of computer software and tools utilized in graphic design.
3. Architectural or engineering style freehand lettering.

Training and Experience:

A typical way of obtaining the knowledge, skills and abilities outlined above is graduation from high school, or GED equivalent, and some formal training in graphic design; and four years of progressively responsible experience in graphic design and illustration utilizing computer design software; or an equivalent combination of training and experience.

Licenses; Certificates; Special Requirements:

A valid state driver's license may be required for certain assignments.

PHYSICAL AND MENTAL DEMANDS

Persons with disabilities may be able to perform the essential duties of this class with reasonable accommodation. Reasonable accommodation will be evaluated on an individual basis and depends, in part, on the specific requirements for the job, the limitations related to disability and the ability of the hiring bureau to accommodate the limitation.

Class History:

- Adopted: 07-01-01 New class Graphic Designer III (6123) created as part of the COPPEA Classification and Compensation study.
- Revised: 08-01-06 Spec history revised to reflect pre-2001 COPPEA Study history. Spec formatting modified.
- Revised: 08-07-06 Revised FLSA status from “Non-exempt” to “Covered.”
- June 2009 - Change Job Class number from 6123 to 30000373, due to system change.
- July 2017 – Updated union name from COPPEA to PTE