

GRAPHIC DESIGNER TITLE SERIES DEFINITIONS

I. DEFINITIONS

GRAPHIC DESIGNER-ENTRY

This is entry level graphic design work. Employees possess a **working knowledge** in the area of commercial art. Creates original artwork using traditional graphic design tools or electronic methods according to instructions of client or higher level designer. Presents artwork to higher level graphic designer or client for approval. May prepare camera-ready artwork for printer, including instructions to the printer. Has limited contact with customers, printers, photographers, etc. during the production process. Work is performed under close supervision.

GRAPHIC DESIGNER

This is full performance graphic design work. Employees possess **considerable knowledge** in the area of commercial art. Spends the majority of time completing projects requiring the creation of original artwork through the use of traditional graphic design tools or electronic imaging. Confers with client regarding such issues as project budget, client objectives, target audience, and background information. Conceptualizes and presents layouts for client approval. Acts as resource to clients providing information about graphic design techniques and printing production procedures. May act as a liaison between client, vendors, photographers, and the like to complete the production process. May mark up and approve printers proofs or prepress films and attend press checks. Solves problems relating to production. May specialize in a particular field, medium, or technique. Work is performed under general supervision.

GRAPHIC DESIGNER-SENIOR

This is senior level graphic design work. Employees possess **extensive knowledge** in the area of commercial art. Employees at this level function as either (1) a coordinator of a diverse graphic design production process; or (2) a designer who spends the majority of time completing highly complex projects. A complex project requires the use of a combination of complicated mediums such as broadcast color television art, three dimensional displays, multimedia program visuals, the use of several sophisticated electronic page layout/illustration software packages, technical illustrations, or animation which require a great deal of imagination and creativity. In addition to the duties performed at the Graphic Designer full performance level, responsibilities include: the conceptual resolution of highly complex design problems; researching and selecting suitable illustrative material; and directing production of material by designers and photographers. Works directly with the client throughout the process to ensure satisfaction. Work performed at this level requires a high degree of interpretation and creativity in exercising independent judgment and final quality review and approval of completed projects. Recommends purchase of new equipment; and policy and procedure changes to management. May perform lead work duties. Work is performed independently under general supervision.

Representative Position:

University of Wisconsin-Stevens Point: University Relations, News and Publications Office.
Senior Graphic Designer. Develop, produce, and disseminate various ideas, visual concepts, or visual interpretation directly involving marketing, recruitment, fundraising, university information, general university image, and various university relations projects. The majority of time is spent creating ideas, giving expert advice, creating and producing complex designs, and solving logistic and technical problems. Responsible for analysis of complex design needs and resolves complex design problems with no guidance or previously established guidelines.

II. QUALIFICATIONS

The qualifications required for these positions will be determined at the time of recruitment.

III. RELATED POSITIONS

Audiovisual Production Specialist