

I. DESCRIPTION OF WORK

Positions in this banded class perform a range of visual/graphic arts functions used in promotional, instructional, and educational materials. This work includes both internal and external communication efforts. Work includes consulting, creating, designing, planning, and delivering products that visually communicate information through avenues such as catalogs, brochures, books, magazines, banners, web pages, logos, identity packages, campaigns, invitations, posters, advertising, teaching aids, and exhibits. Positions execute artistic representations by using software and hardware, traditional and digital photography, various printing practices, and graphic art techniques. Positions may also be responsible for consulting with clients to determine project parameters such as purpose, audience, conceptual focus, and scope and concept cost options. Work may include leading and directing staff.

II. ROLE DESCRIPTIONS BY COMPETENCY LEVEL

Contributing	Journey	Advanced
Positions at this level perform basic visual/graphic art functions. They are developing the full set of competencies required to perform the job.	Positions at this level perform a full range of visual/graphic art functions and may provide specialized services in one or more areas of expertise.	Positions at this level perform a wide range of highly specialized and/or complex visual art functions. They may plan, coordinate, and supervise the work of others specialists.

III. COMPETENCIES

Competency	Definition
Knowledge - Technical	Possession of a designated level of technical skill or knowledge in a specific technical area(s) and the ability to keep up with current developments and trends in areas of expertise. May be acquired through academic, apprenticeship or on-the-job training or a combination of these.
Client/Customer Service	Ability to develop and maintain strong relationships with clients (those who buy goods and services, and for whom formal professional services are rendered) or customers (those who consume goods and services) by listening to the client/customer and understanding and responding to identified needs.
Consulting/Advising	Ability to provide advice and counsel. Ability to understand client programs, organization and culture.
Project Management	Ability to provide oversight for project(s) and all related activities in that setting to include quality assurance and safety. Ability to coordinate and manage facilities, equipment, supplies and related resources as necessary for the project. Ability to monitor environmental risks, if any and quality control. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.
Technical Solution Development	Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate.

Note: Not all competencies apply to every position/employee; evaluate only those that apply. Competency statements are progressive.

IV. COMPETENCY STATEMENTS BY LEVEL

Knowledge – Technical

Possession of a designated level of technical skill or knowledge in a specific technical area(s) and the ability to keep up with current developments and trends in areas of expertise. May be acquired through academic, apprenticeship or on-the-job training or a combination of these.

Contributing	Journey	Advanced
<p>General knowledge of standard and routine design and visual art principles and elements.</p> <p>General knowledge of standardized and commonly accepted design procedures and techniques.</p>	<p>Thorough knowledge of design and visual art concepts and practices pertinent to the area of responsibility (i.e. Photography, printmaking, printing, filmmaking, typography, imaging, graphic design, Web design).</p> <p>Ability to determine, utilize, and apply standard and specialized techniques and technology.</p> <p>Ability to use a variety of moderately complex processes, procedures and techniques.</p> <p>Thorough knowledge of incorporating various hardware and software packages, as well as traditional design methods.</p> <p>Thorough knowledge of organizational principles of design and visual art elements.</p> <p>Ability to promote subject matter in a wide variety of visual media.</p>	<p>Highly skilled and considerable technical knowledge of overall design concepts.</p> <p>Considerable knowledge of standardize and non-standardize methods and concepts for design and delivery of product.</p> <p>Ability to serve as a key resource to others on a wide variety of design and visual art elements.</p> <p>Ability to establish standards for visual arts and develops/determines non-routine techniques/methods to accomplish objectives.</p> <p>Ability to employ creative and innovative use of equipment, techniques, and visual arts methods.</p> <p>Ability to develop short and long-range design strategies intended to reach a wide audience.</p>

Client/Customer Service

Ability to develop and maintain strong relationships with clients (those who buy goods and services, and for whom formal professional services are rendered) or customers (those who consume goods and services) by listening to the client/customer and understanding and responding to identified needs.

Contributing	Journey	Advanced
<p>Ability to understand client/customer needs and work within set guidelines and parameters.</p>	<p>Ability to develop and maintain solid relationships with clients and customers by listening, understanding, and responding to client/customer needs.</p> <p>Ability to consult and offer support to clients/customers as it relates to the area of responsibility.</p>	<p>Ability to establish, build and maintain effective working relationships and consult with clients/customers on issues and requests that require the creation and implementation of custom or non-standard solutions.</p> <p>Ability to plan, develop, and deliver specialized services (i.e., illustration, photography, design, guidelines) to clients/customers in highly technical or specialized areas (ie. medical faculty).</p>

Consulting/Advising

Ability to provide advice and counsel. Ability to understand client programs, organization and culture.

Contributing	Journey	Advanced
<p>Ability to advise clients/customers on visual art options and outlets for basic and routine situations.</p>	<p>Ability to advise clients/customers on a range of options for the visualization and communication of information.</p> <p>Ability to assess client/customer needs and determine appropriate outlet, method, audience, and scope.</p> <p>Ability to provide knowledgeable guidance in combining budgetary parameters with design requirements.</p>	<p>Ability to advise, collaborate and consult with clients/customers in planning, developing, and designing a variety of non-standardized and complex graphic/media arts.</p> <p>Ability to advise and consult with high-level administrators on visual/graphic arts methods and procedures.</p> <p>Ability to advise, consult with and implement the planning, developing, constructing, and designing of visual/media art efforts, such as educational and promotional materials, intended to reach a broad external audience.</p>

Project Management

Ability to provide oversight for project(s) and all related activities in that setting to include quality assurance and safety. Ability to coordinate and manage facilities, equipment, supplies and related resources as necessary for the project. Ability to monitor environmental risks, if any and quality control. Ability to establish a set of tasks and activities associated with an intended outcome and timeline. Ability to ensure actions are performed and/or implemented to achieve the results of the project.

Contributing	Journey	Advanced
<p>Ability to understand customer needs and work in conjunction (as a team member) with higher-level specialists on delivery of ideas and products.</p> <p>Ability to create visual art as it relates to a specific area or module of the project.</p> <p>Ability to contribute ideas, recommendations, and solutions to reach project goals.</p>	<p>Ability to consult with and determine client/customer needs and project parameters.</p> <p>Ability to plan and manage multi-faceted and specialized projects.</p> <p>Ability to conceptualize and create visual art as it relates to the area of responsibility from creation (the idea stage) through delivery (final product).</p>	<p>Ability to independently manage project timelines, resources, staff and leads implementation efforts in all areas of visual arts.</p> <p>Ability to manage complex projects.</p> <p>Considerable knowledge of a wide variety of complex and non-standard processes and design techniques.</p> <p>Ability to plan, coordinate, direct and supervise the work of others specialists.</p>

Technical Solution Development

Ability to demonstrate a methodical and logical approach to addressing customer needs. Ability to use innovative solutions and/or designs where appropriate.

Contributing	Journey	Advanced
<p>General knowledge of troubleshooting techniques as they relate to software, hardware and equipment problems.</p>	<p>Ability to maintain, learn, and stay current with developments and trends as they relate to visual arts.</p> <p>Thorough knowledge of troubleshooting techniques as they relate to software, hardware, and equipment problems, and ability to determine the best approach to resolve the problem.</p>	<p>Ability to research, evaluate, assess, recommend, advise, and implement various technology and equipment purchases.</p> <p>Ability to independently resolve complex hardware and/or software problems.</p> <p>Ability to instruct others on utilizing hardware and/or software.</p>

V. MINIMUM TRAINING & EXPERIENCE

High school diploma or equivalency and two years of visual/graphic arts experience related to the area of assignment; or equivalent combination of training and experience.

Note: This is a generalized representation of positions in this class and is not intended to identify essential work functions per ADA. Examples of competencies are primarily those of the majority of positions in this class, but may not be applicable to all positions.